

Digital Sales Inventory

Update and distribute this every month to track progress and renewals. Details of the plan at www.locablepublishernetwork.com/digital-sales-plan

COMMUNITY SPONSORSHIPS

	Advertiser	Expiration Date
1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____
8	_____	_____
9	_____	_____
10	_____	_____

GUIDE SPONSORSHIPS & PREMIUM LISTINGS

	Advertiser	Expiration Date
1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____

Total Count _____
Premium Listings _____

PREMIUM BANNER ADS

	Advertiser	Expiration Date
Pushdown	_____	_____
Sidebar 1	_____	_____
Sidebar 2	_____	_____
Sidebar 3	_____	_____
Email	_____	_____

Always Free Options

Events
Express Listings

Other Supporting Sales Opportunities

Websites/Marketing Tools for local businesses
Marketing Audits/Planning
Audience Targeting Packages

SOCIAL PROMOTIONS One per Quarter

Valentine's Day (Feb)

1	_____	6	_____
2	_____	7	_____
3	_____	8	_____
4	_____	9	_____
5	_____	10	_____

Mother's Day (May)

1	_____	6	_____
2	_____	7	_____
3	_____	8	_____
4	_____	9	_____
5	_____	10	_____

Ticket Giveaway (Summer)

1	_____	6	_____
2	_____	7	_____
3	_____	8	_____
4	_____	9	_____
5	_____	10	_____

Shopping Spree (Nov/Dec)

1	_____	6	_____
2	_____	7	_____
3	_____	8	_____
4	_____	9	_____
5	_____	10	_____