



Richmond Times-Dispatch

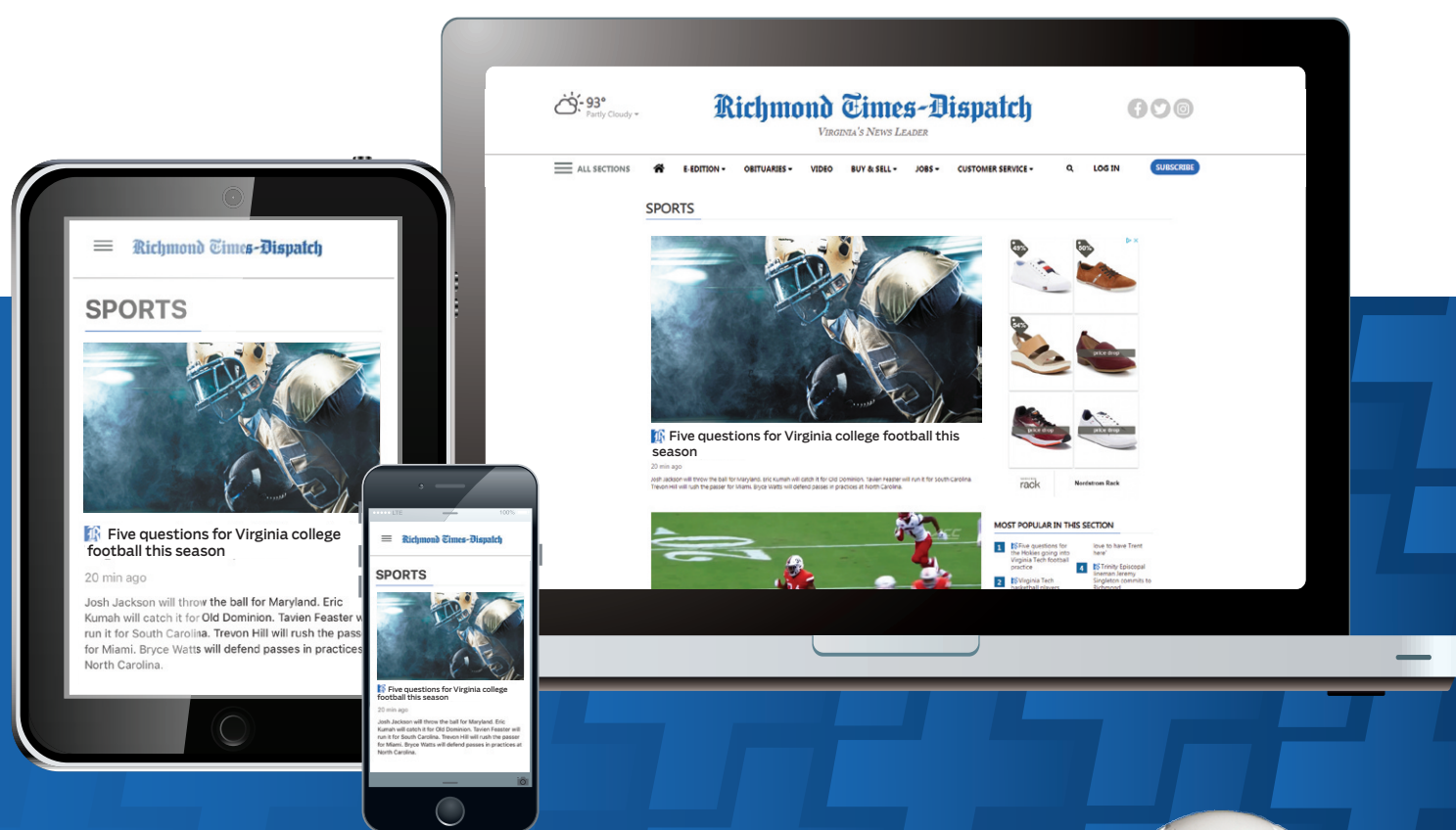
# SPORTS+ PLUS

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## Sports Plus Self Promotion

This campaign is designed to sell subscriptions to our niche-digital access (or “micro-subscription”) during peak high school sports seasons when there is greater demand for access to local sports reporting. The price is lower per month for readers who only want access to sports content. The campaign rotated images to match the sport, in this case the football ads run during the fall.

The intention is a gritty, up-close look at the athletes to generate interest in their story, not just the game score. A custom, easy to remember URL drives readers to a custom subscription page that makes subscribing pain-free.