

Planit & Deals

Platform

SHAW

★★★★★★ media

Who is Shaw Media?

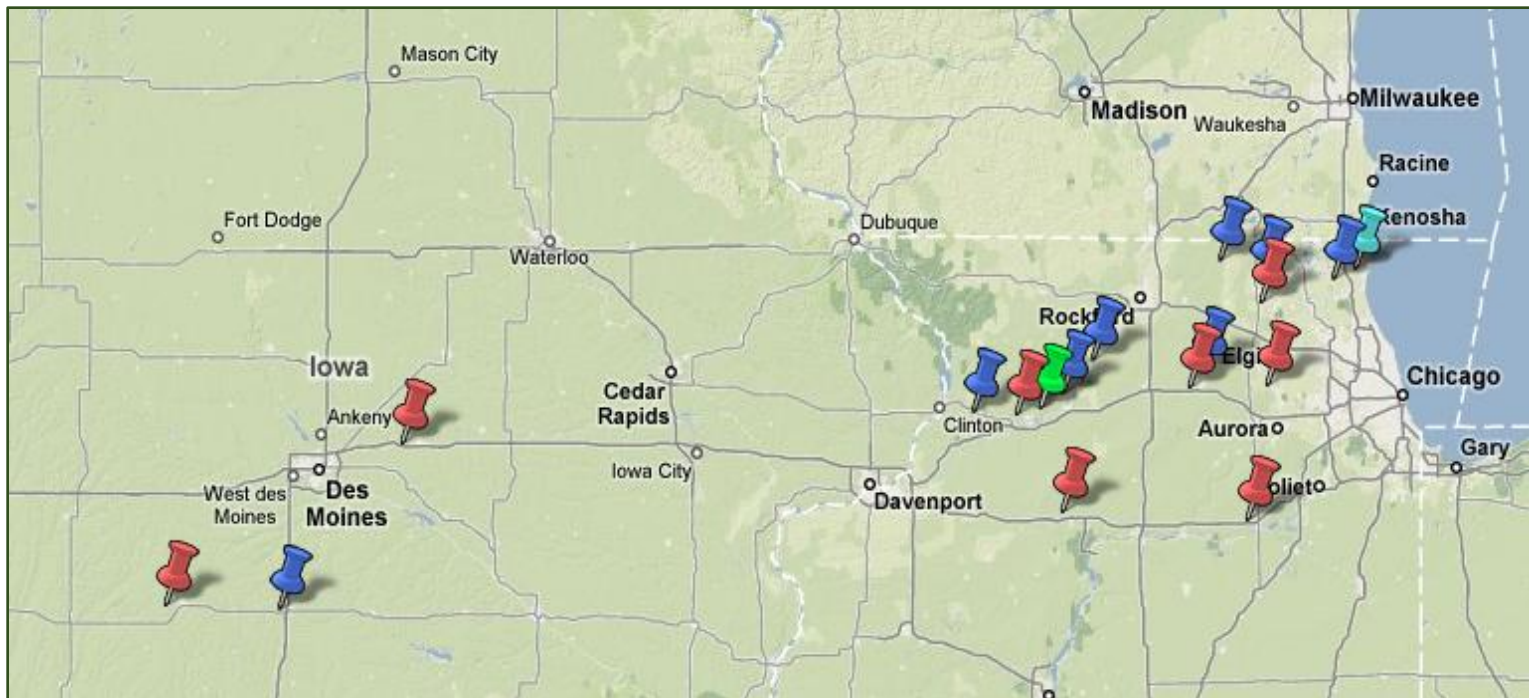


What is Shaw Media?



Our Brand's Promise is to Provide

- Relevant Information
- Marketing Solutions
- Community Advocacy



The Key Point



- Weekly Big Deal Keeps Quality High
- Our Planit Platform allows for deals in aggregate to drive volume
- The Planit Promise Leverages Our Brand Equity in the Market

Deals: Fad Or What?



We believe that the popularity of Deals are a natural outgrowth of a down economy. People are price conscious and loss-leaders work.

“In a down economy, there is no such thing as brand loyalty”.
Give me a great offer with immediacy, and I can steal your customers”
-Mike Blinder

So Why Enter This Space?



- Direct Commerce is an entirely new revenue stream for us. It is an opportunity outside of digital display or circulation revenues.
- Unlike a paywall, it's **making money AND driving traffic AND has scale.**
- We are a true, local partner. With such a low technological barrier to entry, it is fragmenting nationally.



- 2010 Best Online Innovation: Inland New Frontier Awards
- From the Judges: “There’s a nice combination of content and utility. If I lived in this community, I would find this a valuable resource for planning my activities as well as shopping. We like the way the calendar planning integrates with—and drives traffic to—the business directory features.”



- **What is Planit?**

- A heavily promoted local shopping, dining, and entertainment web site

- **Hybrid Platform**

- Calendars and Showcase Pages Are Proprietary
 - Lack of flexibility and pricing an issue with the vendors we have encountered in the space
- E-Commerce by SecondStreet Media
 - Leader in the Deals Space
 - Easy To Use
 - Easy To Work With
 - Good Customer Service

What is Plan!t ?

- **Who is It?:**
 - Families with children (skew Women 35+)
 - Audience actively seeking ways to do things and spend money locally
- **Why Planit? *Every business needs a strong web presence***
 - The Internet now represents 32.5% of the typical “Media day” for all U.S. adults.
 - 89% of consumers making in-store purchases have conducted research online.
 - 82% of people using local search sites followed up with an offline action, e.g., in-store visit, phone call.

What's On Planit?

BOOKMARK THIS SITE | SIGN UP | GIFT CERTIFICATES

Planit Kane
Plan. Save. Go.

search this site...
Planit Local Business Directory Go

Need to beat the heat? Check out Dairy Queen in St. Charles for a cold treat and save 50% on a gift certificate from Planit Kane!
[more info...](#)

You can win with Planit! LIKE us on Facebook and win!

Save up to 75% on Local Shopping, Dining and Entertainment!

Coupons Gift Certificates

Locations
Events Calendar
Big Deals
Shopping
Dining
Family Fun
Nightlife & Theater
Sports & Recreation
Travel
Planit Videos
Planit Partners
Garage Sales

Taste of Yoga
Enjoy a week of FREE "Karma" Yoga classes to benefit Anderson Animal Shelter. From Monday, August 29 through Sunday, September 4 you can experience t... [Read more...](#)

"Seven Days in Utopia" Preview
Labor Day festival
End to Construction Party!
Taste of Yoga

Prasino Restaurant: \$15 Gift Certificate On Sale For \$7.50
Tri-City Sports/Kirhofer's Sports: \$25 Gift Certificate On Sale For \$12.50
Dimples Donuts: \$10.00 Gift Certificate On Sale For \$5.00
El Taco Grande: \$10.00 Gift Certificate On Sale For \$5.00
Domino's Pizza: \$15 Gift Certificate On Sale For \$3.75
More Gift Certificates

ART CLASSES STUDIOS
Water Street Studios
GALLERY WORKSHOPS

Planit Video Events Calendar

WED THU FRI SAT SUN MON TUE
Aug Sep Sep Sep Sep Sep Sep

Planit Kane is part of the Kane County Chronicle's family of websites. As the

- Local Events Calendar
- Shopping
- Dining
- Entertainment
- Movie Showtimes
- Concert Tickets
- Theater
- Great Local Deals
- Coupons
- Contests
- Parties
- Business Directories
- Family Fun Ideas



What's in For A Customer?

- **SAVE TIME**

- Planit aggregates the information that people are seeking into one easy-to-use site, helping them to organize and de-stress their lives.

- **SAVE MONEY**

- Great local deals on the best places in town, without having to drive miles from home.

- **STAY CONNECTED**

- The Planit Events Calendar is filled with festivals, community events, and activities for the kids so locals keep coming back, helping to reinforce community identity.

What's In For A Business?

- **IT'S LOCAL**

- Targeting customers in your area is the most effective use of your marketing dollars.

- **IT'S INTERACTIVE**

- Quickly and easily adjust your offers and coupons to meet your marketing goals.

- **IT'S AUTHORITATIVE**

- Shaw Media's local brand equity confers a “stamp of approval” onto your business and your products.

- **IT'S EASY**

- Planit gives you online, print, email, video, Facebook, Twitter, and more, improving your local presence online.

Planit has the full support of Shaw Media's Established Brands.

- Print & Online promotional ads in:
 - Northwest Herald
 - Daily Chronicle
 - Kane County Chronicle
- Inclusion in McHenry County Magazine
- Inclusion in Kane County Magazine
- Weekly Deals & events Email blasts
- Big Deal Email blasts
- Planit Parties
- Facebook, Twitter, & YouTube
- Contests



Daily Chronicle





Planit Northwest is part of the Northwest Herald's family of websites. As the longest established business in McHenry County, the Northwest Herald stands behind every deal. You have our word on it!

John Rung
Publisher
Northwest Herald



Planit DeKalb County is part of the Daily Chronicle's family of websites. As a business established in DeKalb County over 130 years ago, the Daily Chronicle stands behind every deal. You have our word on it!

Don T. Bricker
Publisher
Daily Chronicle




Planit Kane is part of the Kane County Chronicle's family of websites. As the Tri-Cities' leading daily newspaper, serving the Fox Valley for over 130 years, the Kane County Chronicle stands behind every deal. You have our word on it!

J. Tom Shaw
Publisher
Kane County Chronicle

Showcase Pages can Include:

- Photos
- Videos
- Menus
- Reviews
- Catalogues
- Contact Info
- Contests
- Coupons
- Google Map & Directions
- Share on Facebook or Twitter
- Links
- Feeds
- Print or email a friend

Plan!t




1776 Restaurant for Dinner

From fresh salads and creamy pastas to juicy steaks and gourmet pizzas, our dinner menu features something for everyone!

Try the Sauteed Rainbow Trout, Warm Goat Cheese Salad or Grilled Rack of Lamb. We offer a Wild Game Special each night with three choices of Wild Game.

1776 Restaurant Full Menu

[f](#) [t](#) [print](#) [share](#)



1776 Restaurant's Events and Specials!


All this Month: \$20.00 Filet Mignon for the Month of April in honor of our 20 year Anniversary!

Friday the 15th is Tax Free Friday... pay NO TAX!!!

We are currently offering cooking classes on Saturdays!!!

Contact us at 615-356-1776 for more info.

[f](#) [t](#) [print](#) [share](#)




Join Us for Tapas on Wednesdays & Thursdays

Enjoy a wonderful array of flavors with our Tapas menu available every Wednesday and Thursday evening. The menu changes weekly but always includes 4 Appetizers, 1 Salad, 2 Entrees and 2 Desserts. That's 9 courses for just \$28... Pair it with 5 Wines for just \$44!


1776 Restaurant Tapas Menu

[f](#) [t](#) [print](#) [share](#)



Wine Time - All About the Cork

[f](#) [t](#) [print](#) [share](#)




Weekly SPECIALS at 1776!

~MONDAYS~
25% OFF all Bottled Wines

~TUESDAYS~
\$5 Martinis

~WEDNESDAYS~




Join Us for Lunch!

1776 Restaurant offers the perfect setting for a delicious lunch whether you're entertaining business associates or enjoying a meal with the whole family.

Choose from tasty favorites like Lobster Pizza, Chicken Pot Pie, Bison Burger, Black Bean Soup, Caesar Salad and so much more!

1776 Restaurant Full Menu

[f](#) [t](#) [print](#) [share](#)



We are Known for Our Extensive Wine List

Our large and unique selection of wine brings together the best blends from some of the finest wineries around the globe. There is no where else in the area that offers such a fine selection of wines.

Not sure which wine to pair with your meal? No problem. Our friendly, knowledgeable staff is always happy to make suggestions.

Browse the 1776 Restaurant Wine Menu

[f](#) [t](#) [print](#) [share](#)



397 Virginia Street
Crystal Lake, IL 60014
(815) 356-1776

[Visit Website](#)

 [Driving Directions](#)

 [Hours & Operations](#)

1776 Restaurant

Regional American Cuisine, An Extensive Wine List & a Friendly Atmosphere in Crystal Lake, Illinois!

Locally owned and operated, 1776 Restaurant uses fresh, flavorful ingredients to do all of their authentic American cooking. Choose from a unique menu that features fresh fish, wild game dishes and prime rib that can't be beat.

Featuring the best wine list in the greater Chicago area and a relaxed, intimate atmosphere, 1776 Restaurant is a dining experience you don't want to miss!

Our friendly, knowledgeable staff is committed to providing excellent, efficient customer service. We hope you'll stop in to dine with us soon!



\$20.00 VOUCHER FOR \$10.00

VALUE	DISCOUNT	YOU SAVE
\$20.00	50%	\$10.00

\$10.00 Buy Now!



1776 Restaurant for Dinner



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It's a B!G DEAL!

Attract new customers and generate a buzz about your business
with the Big Deal program from Shaw Media.

How it works

- We drive traffic to your deal with promotion in print, online and via social media
- Consumers purchase discounted vouchers online and you take a share of each sale
- We track the sales and handle the fulfillment
- We send you your payment after the sale is done

It's risk-free pay-for-performance promotion!

What makes this different from National "deal" sites?

- We're a local business, just like you.
- We're flexible: Unlike National sites, we'll allow reasonable conditions and terms for your deal.
- Shaw Suburban Media – one of Greater Chicago's longest-established businesses – stands behind every deal!





How the Big Deals Work

- We Choose One A Week
- Market Size – 1 Good one instead of many OK ones
- Sharpens our Focus and Maximizes Marketing for the Client.
- Still have on-going, discounted Gift Certificates on Planit sites.

Our Biggest **B!GDEAL** To Date



- **\$99.95** for Standard Room Accommodations for 4 which includes 4 waterpark passes.
- Group Wide Deal
- Access to their email DB
- Result: Over **\$78,000** in 5 days

Our Biggest **B!GDEAL** To Date

Why did it work?

1. It was a **fabulous deal**. Indoor waterparks are very popular in our area. And 50% off of family fun on this scale was very attractive.
2. We were a flexible partner and we able to offer them aggressive print and rich media promotional consideration.
3. We were able to have them send an **email** on to their **(large) database** of email.

Our Biggest Plan! Blitz To Date

Energetic Contest Outperformed Our High Expectations

1. A Short, Timeframe Focused the Core Reps along with a fun atmosphere and prizes.
2. Three markets had a contest to each sign up **40** showcase pages. We ended up signing up **249**!
1. Many of the deals are from **New Relationships** and **High Profile**, Recognized restaurants.

Our Biggest Blitz To Date

Why Planit Works

- It's **Really Easy** for a business to get on it.
 - They can choose to pay their fee in vouchers if they wish.
- We are **marketing** them constantly.
- There is a robust events calendar and a great deals.
 - People can always find things to do and ways to save in our communities.

What's Next?



- This platform can position us to do a lot of **good** in our communities.
- An important part of Shaw Media's Brand Promise is to be a **Community Advocate**.
- We are currently exploring what we call the **Big Help**, which will enable fundraising for victims and families of local tragedies.



Thanks!

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