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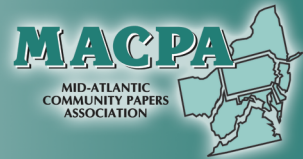
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PRESIDENT MESSAGE



MACPA Messenger

On the road again...Can't wait to get on the road again...

That's the tune I'm humming to myself, as Alyse and I are making plans to go on the road this summer to spend some time with publishers and publications around our membership area. We're starting with the Ohio region, because we want to present some of the Advertising & Editorial Contest awards in person to publishers who weren't able to attend the conference in Baltimore.

That's not the only reason for travel, of course. We really are visiting because we want to get to know our members better. We want to find out how MACPA can be more relevant and more useful. We want to know what you like about MACPA, and yes, we also want to know what the association could do better.

One of the topics we will definitely be discussing is a proposal being brought before the MACPA board for consideration. The proposal comes out of a joint meeting of the membership committee and the MACnet committee. In order to expand and strengthen the MACnet advertising network, the proposal is to change the policy that has kept free papers that are owned by paid publications from applying for MACPA membership.

Until now, in order to become a MACPA member, 85% of the revenue of a company that applied had to come from free papers. That worked when most free papers were free-standing, or part of a group of all free papers.

Over the years, we have lost members as free papers have been sold to companies that obtain most of their revenue from their paid

publications. As a result, we have gaps in our MACnet coverage area. Some of those gaps have been filled by what we call MASS publications, free papers that are owned by companies that don't qualify for membership because too much of their revenue is derived from paid papers. MASS publications run the network ads, and are compensated for them, but don't receive any of the benefits of membership, such as the free audits, or attendance at the conferences.

We miss those publications attendance, participation, and the energy and ideas that they shared. We think we are shortchanging ourselves as an organization by excluding them. We aren't proposing bringing in personnel from the paid papers owned by their owners, but we are suggesting that as long as a paper is distributed for free and has independent

management, they share the same challenges as our current members, they may have some good ideas about overcoming those challenges, and they would be more valuable as full-fledged members.

That's the pitch the two committees are making. The board will be considering this proposal over the next couple of months, but we want to make sure we listen to any concerns or suggestions from all MACPA members. So get your ideas together, because I will definitely be asking what you think when we visit your area.

I'm looking forward to seeing every publisher over the next several months. Can't wait to get on the road again!

Sincerely,
Ruth Isenberg, President
journalruth@gmail.com

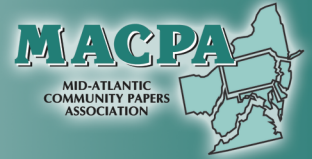
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SALES CORNER: A SALES PRINCIPLE THAT BEARS REPEATING



MACPA MESSENGER

By John Foust

Carl is a marketing manager who has been on the receiving end of hundreds of media presentations. He knows a thing or two about effective sales techniques. "Most of the time, I'm the point person to gather information about advertising options," he said. "I frequently need to pass information along to others in the company. Usually there's a written proposal, but that doesn't tell the whole story.

"To make fair decisions, I need to share the key points I hear," he explained. "It's important for sales people to provide me with solid, repeatable product information. The best presentations make those printed proposals come to life."

Be repeatable. That's a strong recommendation from Carl. Here are some ways to accomplish that in a sales presentation:

1. Keep it simple. This is the first rule for just about every type of communication, because we are bombarded with more messages than ever before. The simple messages have sticking power, while the complicated ones get lost in the crowd.

I'm reminded of the Telephone Game, an old school child's game which demonstrates how a message can change as it is relayed to others. People sit or stand in a line or circle. The first person whispers a phrase to the second person, who whispers it to the third. And so it goes, until the last person announces the message as he or she heard it. Unless it is simple, the ending message usually bears only a faint resemblance to the initial words.

To make things clear and repeatable, eliminate technical terminology and use language that is easy to understand.

2. Make it visual. We think in pictures. That's why it's natural for us to have a better memory for visual images than for words. The more vivid the image, the easier it is to repeat to others.

A sales person once told me about using a Venn diagram in a presentation. She drew three overlapping circles on her legal pad. One circle

represented the print edition of her newspaper, one represented their online product and one represented other media being used by the advertiser. The segment where all three overlapped indicated those times when all three had to be carefully coordinated to work together. It was a clear visual image which gave the advertiser a repeatable sales point.

3. Make it personal. Cookie-cutter presentations are a waste of time for everyone – especially prospects. Of course, there are standard things which should be included in every presentation, but each one must have a stamp of individuality. A presentation should be about the prospect and no one else.

A person's favorite topic of conversation is himself or herself. And a decision maker's favorite topic is the decision. To make a presentation personal, show the other person – and his or her company – how they can benefit from the ideas you are proposing. Talk about results from their unique point of view.

Without a doubt, if you create repeatable sales points, you'll increase your chances of making that big sale.

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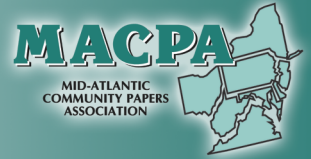
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AGENCY CORNER: LUCILE H. BLUFORD (1911-2003) PUBLISHER AND EDITOR, KANSAS CITY CALL



MACPA Messenger



By Dr. Shelia Brooks, Ph.D.

The Black press has long been a platform for Black feminists and civil rights activists, like journalist, editor and publisher Lucile H. Bluford. Ms. Bluford was a uncomprising trailblazer and

unapologetic in her writings and commentaries in the weekly Black newspaper, the Kansas City Call. Her thunderous voice helped advance the knowledge of Black feminism within the paradigm of both the 1960s civil rights and 1970s women rights movements. She dedicated her writings to fighting injustices at the local community newspaper, fondly known by Kansas City natives as The Call.

Ms. Bluford would have been 107-years-old Sunday, July 1, 2018. In remembrance of her contributions to the state of Missouri's history, the Missouri legislature passed a bill in 2016 that makes July 1 "Lucile Bluford Day". Her activism as a young reporter began in 1939 when she sought admission to the graduate program in journalism at the University of Missouri-Columbia. She was admitted but turned away by school officials when she showed up to register and they found out she was black. Her legal battle over the next three years became the catalyst for her seven-decade career as a champion of racial and gender equality.

Ms. Bluford used her social authority in the formidable power base of the media she owned, shaping and mobilizing a broader movement in the struggle for women's rights and civil rights. She masked her Black feminism with a unique angle of vision as it relates to oppression, race, gender, and class. Bluford regularly used her journalistic voice in her news stories and commentaries to break down the barriers of inequalities and injustices against both women and Blacks, especially in her news coverage that the mainstream news ignored.

A first-ever book on the life of Lucile Bluford was published in April 2018. For more information on how to purchase "Lucile H. Bluford and the Kansas City Call: Activist Voice for Social Justice, visit <https://rowman.com/ISBN/9781498535632/Lucile-H.-Bluford-and-the-Kansas-City-Call-Activist-Voice-for-Social-Justice>.

Thank you Ms. Bluford for leading the way for publishers and editors of community newspapers in this country.

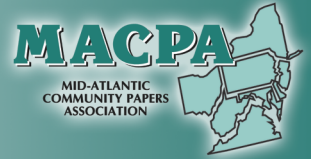
Dr. Sheila Brooks is founder, president and CEO of SRB Communications, a full-service, boutique, multicultural advertising and marketing agency in Washington, D.C. She is an award-winning journalist, entrepreneur, author and advocate for minority and women's issues and small businesses. Dr. Brooks teaches a graduate course in multicultural marketing as an adjunct professor on the faculty in the Strategic Public Relations program at The George Washington University.

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SPECIAL REPORT: FREE PAPER POLICY ALERT



MACPA Messenger

By Jim Haigh

Paper Tariffs - the STOPP coalition is leading the pushback, as price pain is being felt more widely. Not all Free Community Paper Associations are onboard, and in my tracking online and social, hardly any free papers are making noise. A single go-to person for Free Papers would help significantly as follows: interfacing with STOPP, the press, legislators, outreach to other groups feeling Tariff Pain, cat herding Community Paper Publishers to TAKE ACTION and craft and share our publishers' stories in print and on social. I've been doing the latter, social advocacy, just out of love and fairness. Needed to Win is Strength in numbers and constituent diversity: grassroots and association level outreach to those also impacted in Agriculture and Solar industries, state and national -- inviting and combining our compelling stories will build alliances for Tariff success and goodwill for future advertising.

Postal - Donna and SMC, through the American Mail Alliance, have the current rate case debacle covered, and I assume she'll be updating in person. More messaging by our publishers, associations and PaperChain

in print and shared socially on pending Reform plans to get a Legislative Fix, driving home "papers pay more than our fair share" as opposed to Amazon, could move needle in Congress -- and getting loud could influence mindsets of future appointees to Board of Governors which has multiple vacancies, and still can't do its needed business without a quorum in place, yet.

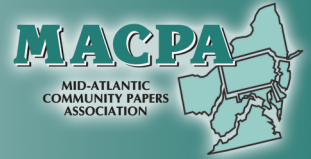
Legal Advertising - our Industry's last State Win was Ohio, and there are case studies of satisfied local governments, and mini windfalls to publishers. In several states, perennial Bills to go online-only have been reintroduced the last years -- these are always great vehicles to attach our "free paper competition solution" into or onto. That was the leverage that got us Ohio. Since I last had my hands deep into this sausage, the "Saving News and Journalism" movement has turned into it's own Industry: it is flush with Foundation Coin, a small army of practitioners -- and a Loud and engaged Online Community. I've worked with many, and were -- and still are -- receptive to Opening Legals to Competition to Fund Local Information Sharing. And here's a perfect Case Study:

Patient-X has been getting a Public Colonoscopy (<http://bit.ly/2IuA7T4>) Opportunity: DFM/Alden scrutiny on strip mining behavior, with outsized 30% margins in Philly -- which are propped bigly by government mandated, taxpayer paid advertising -- where they have a virtual monopoly in the entire Southeast corner of the state, and are allowed to set prices at will. Legalized extortion of taxpayers and other forced-consumers -- all to act like the Poster-Child of all that's wrong with both Newspapers AND Private Equity Firms. And just this weekend, the Philadelphia Inquirer published a scathing, critically unfair and self-serving takedown of basically EVERY Community Paper in the City -- including some that are Members of MACPA, AFCP and/or IFPA. They were painted as corrupt and insignificant throw-aways -- because they fought for, and won discretionary Sheriff Sales from a Sheriff's Office the INKY doesn't have a fondness for. A strong Defense -- with opportunities for Offense -- are perfectly teed up here.

Fair Tax - this is the issue of collecting online sales tax, and it is ripe. Cases are pending before the US Supreme Court, along with

Continued on next page

SPECIAL REPORT: FREE PAPER POLICY ALERT CONTINUED



MACPA Messenger

legislation before Congress. It would have 2 big, favorable impacts: give your brick and mortar advertisers a more level playing field -- and bring between \$8 Billion and \$13 Billion back to state and local governments. And that should keep Ad Tax and other professional services taxes of our backs. Bonus: stepping up visibly, showing love and leadership will bring goodwill and hopefully advertising karma in the Community.

Privacy & Facebook Moment

- Europe is forcing big changes to big data vacuum-hosing, user controls and informed consent with GDPR later this month. This coincides with all the Facebook attention and creepout, as general awareness of data/privacy practices went Mainstream. Privacy Bills are being crafted, with opportunity to lead on both pro-consumer principles and defense against the types of targeting that hopes to render everything not digital... obsolete. Bonus: great resources and timed opportunity to sell against Google-Facebook in moment of American Privacy Awakening.

Open Internet - the FCC voted to kill the basic protections against blocking and throttling traffic over the Internet. Comcast, Verizon,

AT&T (which may be allowed to swallow Time Warner) have been talking up the notion of Prioritized Traffic -- and House Committee Chairwoman Blackburn just sold the wonders of Fast and Slow Lanes as "paying to get through a TSA checkpoint faster" at a public hearing, as if winners and losers are great for the digital communications economy. This fate can still be stopped: there's a movement to force action in Congress (CRA) -- and alternatively, some States are leading with their own laws and policies. We helped bring these safeguards into place, and it would be sound policy -- and self preservation -- to bring them back.

FCC Media Ownership Consolidation

- the FCC voted to gut multiple safeguards against one company owning all the traditional media in a community, no matter how small or concentrated. That means potential common ownership of the cable company, radio AND television stations, AND the daily newspaper and stable of weeklies. More rule-gutting is underway to loosen public interest obligations that are a tradeoff for having a license, including not even having a local TV studio newsroom. And reminder, many TV

station chains are flush with cash: \$ Billions were awarded to hundreds of groups across the nation in the recent spectrum auction -- this as the largest TV Station Group Merger in History is about to get the FCC's blessing. We had engaged vigorously -- and successfully -- over the last decade and a half. But not this last go-around. Publishers should be aware of threat of new Cross-Media Wal-Mart meets Amazon competitors...coming soon to Anytown, USA.

PaperChain - what if this longstanding initiative, with so much tradition, sweat equity of passionate volunteers AND real money over its history -- had a part-time Executive Director with a clear objective and plan to make it ultimately self-sustaining? Lead efforts to recruit supporting partners in paper manufacturing, ink, equipment and small biz groups, foundations? While also cat herding individual publishers, pollinating, actively engaging on Public Policy, trends, industry insights and peer good news? Building relationships with affiliate industries and sponsors, showcasing and cross promoting in common purpose? I'd be very interested, immediately.

ASSOCIATE MEMBER CORNER: SITE SWAN WEBSITE BUILDER HELPS DRIVE NEW REVENUE FOR MID-ATLANTIC PUBLISHERS (AND BEYOND)



MACPA Messenger



This Free Community Paper Month, we are excited to reintroduce our Members to

SiteSwan.com, MACPA's Associate Member of the Month. SiteSwan is the first ever website builder that is specifically designed for print publishers and includes everything they need to start building and selling websites to their advertisers and other local businesses. "Website sales are a phenomenal source of new revenue for publishers and have helped some papers add an extra six figures to their bottom line revenue" says Justin Genera, SiteSwan Co-founder and President.

The SiteSwan founders are no strangers to the Free Paper industry and have been longstanding supporters of MACPA. Their membership traces back nearly 15 years under the JB Multimedia brand, actively attending numerous conference and trade shows along the way. During his time on the MACPA Board of Directors, SiteSwan President, Justin Gerena spearheaded successful efforts in technology and digital revenue streams on behalf of all members and our industry.

SiteSwan set out to solve what was just an emerging problem back in 2004: Helping publishers grow their business beyond print (specifically increasing digital revenue). The SiteSwan platform gained instant success and continues to thrive today because it works extremely well for publishers. Designers can easily create professional looking websites for advertisers using SiteSwan's growing library of website themes and templates. The point and click editor requires no coding or programming skills, making it both easy-to-use and easy to integrate into your product offerings. "Staff can literally be trained within a week and sales reps love selling SiteSwan websites because they practically sell themselves and offer new commission opportunities" proclaims Justin.

Just how much can you earn offering SiteSwan websites to your advertisers? Publishers typically charge \$300 - \$2,000 upfront and an additional \$29 - \$149/ month for every website

they sell. And the best part of the recurring monthly revenue is that it's effortless and dependable -- compare that with all those print ad sales pitches that end in "come back next week." The cost: SiteSwan charges a small monthly fee as low as \$3.00 per month per website. Talk about healthy profit margins!

Successful SiteSwan Publishers are discovering that website sales are also helping their print sales. As Justin notes, "in the digital and mobile landscape, websites are the hub of small business marketing. When you build their website, you have incredible access and influence to the customer's decision making process around their advertising and marketing. You basically control how and where they spend their ad dollars. When sales reps do a top-level website review with the customer, they almost always come back with a print campaign sale (or renewal)." The consultative relationship they establish through the website sale produces trust that frequently results in print sales and numerous cross-sell opportunities.

SiteSwan is so much more than just easy-to-use software to build awesome, responsive Small Business websites. It's really a turnkey revenue opportunity packed with features, integrations, and proprietary tools like the Local Prospecting Tool - a SiteSwan exclusive feature that enables publishers to generate local leads in their area. "Publishers really love our powerful Local Prospecting Tool," shares Justin. "I can't tell you how many times I've heard publishers uncover new clients that weren't being called on and never advertised in print. Some even say that tool alone is worth the monthly fee," he joked.

If you're interested in adding profitable web design to your suite of services, visit www.siteswan.com. You can contact SiteSwan's Co-Founder, Justin Gerena by emailing justin@siteswan.com. Tweet at them at www.twitter.com/siteswan and follow the SiteSwan Website Builder Company Page on LinkedIn: <https://www.linkedin.com/company/siteswan/>. In addition to SiteSwan, Justin is also the guy behind Page Flip Pro Digital Editions (www.pageflippro.com) and Ideal Directories business directory websites (www.idealdirectories.com).

By Kevin Slimp

Over the past week or so, I received an email from a publisher asking if I could send examples of community newspapers who are doing things right. His plan was to contact these publishers to learn if he could benefit from their experiences. I told him I would give it some thought and send him a list of papers and contacts, but now I can't seem to find his message hidden in the thousands of emails that have filled my inbox in the days since his message arrived.

I could have included papers I've visited over the past year in Kansas, Nebraska, Arizona and other places, but I decided five was all that would fit in this space, so here is my 2018 "Doing things right" list.

The Gloucester-Mathews Gazette-Journal, Virginia

When Elsa Verbyla invited me to visit her newspaper on the shores of Eastern Virginia, I wasn't sure what to expect. After arriving, I was most surprised by the accents of the good folks of Mathews, a town just down the road from Gloucester. But that's another story for another day.

My second biggest surprise was meeting with the staff of the Gazette-Journal and learning first-hand how much they love their newspaper. I spent two days with the group discussing everything from sales to circulation to design. I learned about great ideas they've had to increase circulation and maintain readership in an area like many, where a big-city daily threatens to absorb their readers.

No worry, though. The folks of Gloucester and Mathews, I learned, love their newspaper. Like many of the most successful papers I run across, so do the staff members. As I visited with them, it was hard to find one who had been around less than 10 years.

"Oh, I've been here 20 years," one told me. Another, "15 years and counting."

With multiple sections, plenty of advertising, and no shortage of stories, it's no wonder The Gloucester-Mathews Gazette-Journal makes my list of favorite newspapers.

Madelia Times Messenger, Minnesota

The first time Michelle Van Hee invited me to visit her paper in Madelia, I had to

get out a map. In all my travels across Minnesota, I didn't remember Madelia. Now, it's a regular stop for me. After three trips to visit The Madelia Times Messenger, it makes my list of my favorite newspapers.

One of the best examples of the Messenger's spirit is their leadership following a fire that destroyed much of their downtown in 2017. When I last visited her town, Michelle couldn't wait to show me the renovation of the downtown area.

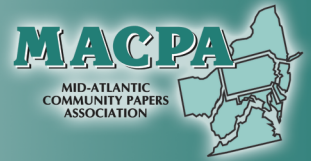
What makes Madelia's paper special? I could create a long list, and it would begin with genuine care for the community. Everything is local. Stories are local. Advertising is local. Ownership is local.

Michelle cares about her product, and it shows. She has folks like Ed Henninger come in to work on the Messenger's design. I've been there several times. The newspaper is part of her family, and she cares for it that way.

I wasn't surprised when I looked at their website that Michelle and her staff now publish five newspapers in the area. I remember when there was only one.

Continued to next page...

COMMUNITY NEWSPAPERS WHO DO THINGS RIGHT CONTINUED



MACPA Messenger

The Standard Banner, Jefferson City, Tennessee

I've been to Jefferson City to work with the staff of The Standard Banner many times through the years, and I'm still surprised each time I visit.

When I visited just last week, I asked Dale Gentry, publisher, "How is business?"

For some reason, I wasn't surprised with his answer.

"Business is great!" he beamed. "Especially the last two months. Things are going really well."

Why are things "great" in Jefferson City? Just spend a day with the staff of the newspaper and you will know.

Like the paper in Gloucester, Virginia, staff doesn't come and go at The Standard Banner. You will find folks who have been on staff for decades. I remember meeting Kim Cook, designer, when she showed up early for my first Newspaper Institute in 1997.

I didn't count the pages, but I bet the page count of twice-weekly paper in Jefferson City rivals that of the metro 40 miles away.

The Standard Banner has been on my favorite list for a long time, and isn't leaving any time soon.

Kanabec Group, Minnesota

When Wade Weber first invited me to visit his paper in Mora, Minnesota more than a dozen years ago, I had no idea how much I was going to grow to love the folks at his newspapers.

Since then, Wade has added a few nameplates to his collection, but each is distinctively local and it shows. Beautiful design, quality writing, beautiful printing, and local focus are the hallmarks of the papers in the Kanabec group.

In a recent trip to Cambridge, to visit with Wade's staff there, I was reminded of the reason people get into community journalism in the first place. I saw pride in each face of the 30 or so staff members as we looked at their stories, photos and pages.

What makes their newspapers stand out? Topping the list would be the local focus and the attention to quality.

The Neepawa Banner & Press, Manitoba

My list couldn't be complete without mentioning The Neepawa Banner & Press in Neepawa, Manitoba. Over the past few years, I've come to really appreciate the work Ken Waddell and his staff do in Manitoba.

I've never seen Ken without his brown brimmed hat and a smile on his face. His enthusiasm spreads throughout his newspaper and it shows.

I've met with his staff multiple times to look at their papers, discuss strategy, and plan new ventures. The newspaper has great designers, editors and writers who care about their community.

Ask Ken about his secret, and the answer is always the same. "We keep it local."

Hardly a week goes by that I don't hear from Ken or Kate Jackson, Banner & Press editor, with ideas to discuss.

No wonder readers love their paper.

Plenty more out there

It's never easy comprising a list like this. There are plenty of other papers, just as worthy, that could be included, but these five should give you a good start.

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Saturation Mailers Coalition

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