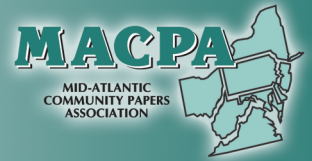
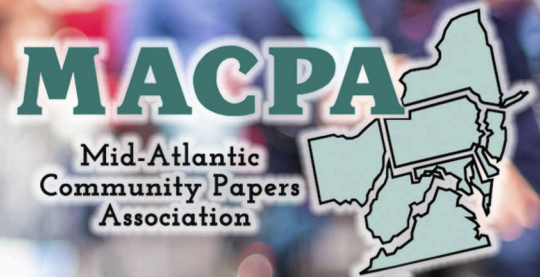


# HOLIDAY MESSENGER VOLUME 10 - ISSUE 6



## 2019 Annual Conference for the Mid-Atlantic Community Papers Association



March 1st and 2nd, 2019  
Sheraton Harrisburg-Hershey  
4650 Lindle Road, Harrisburg, PA 17111

### Featured Speaker for the Conference

#### **Ryan Dohrn with 360 Ad Sales**



Ryan Dohrn is the founder of media sales training firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 5,000

ad sales reps in 7 countries. Ryan's 25 year media sales and marketing career includes leadership roles at PennWell Publishing, Morris Publishing, Disney/ABC TV, Sinclair Broadcasting and The NY Times Company. He is an Emmy Award winner, business book author and has been featured in USA Today and on Forbes.com. Ryan currently works monthly with over 75 media companies and their related sales and management teams.



### Increase Your Insert Revenue

With 35 years of experience of daily and weekly newspapers, Dan Alexander has carved a niche for his publications in being the go-to for inserts. Dan will lead and informal presentation filled with tips and techniques to help your publication do the same. Dan is the President & Publisher of Sun Community News and Printing in Elizabethtown, NY.



### The Leadership Institute

*Lighting the Way*

See the schedule for the latest details.

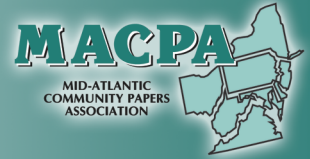
• • • • •

### Graphically Speaking

We will provide a training track for your graphic designers which will provide indepth details on how to use the products and services of Metro Creative Graphics.

Register today at [bit.ly/MACPA2019Conference](http://bit.ly/MACPA2019Conference)  
Early Bird Registration ends January 7th

# PRESIDENT MESSAGE



# MACPA Messenger



The MACPA get-togethers in October were great! Getting together with members in Ohio and in central Pennsylvania last month was energizing and enlightening. Conversations produced some new ideas and refined some older ones. Relationships were strengthened, and some new alliances were created.

Though the locations and the guests were different, the same four themes came out of both discussions. Here are the ideas the board will be considering in the months leading up to the annual conference March 1.

## Enlarging MACPA membership

Those who attended the get-togethers were in favor of the idea of accepting members who are free publications independently run, whether or not they are owned by companies with at least 75% free publication revenue (our current requirement). But...the question of TMCs was raised. Members didn't want to open the organization to daily papers that claim to produce a free advertising supplement they deliver to their non-subscribers. AFCP seems to have solved this issue in their by-laws, and we are preparing a similar amendment to our by-laws. If approved by the board in November, it will be voted on at the general membership meeting on March 1.

## Education for Everyone

Everyone who attended received a copy of the training manual of J.B. Owens material put together by Malisha McNabb from the Beacon. We talked about other training programs, especially TLI training—we will be recognizing some people who have completed the training at the conference.

The conference will feature TLI training as usual, for managers and for salespeople. And the conference will impact training in another way. This year, the conference will feature a silent auction of baskets from members that highlight their areas—things like food from Lancaster County, museums in Philadelphia, dining packages, and more. Every publication is encouraged to contribute an item, because we will be using the money raised to fatten up the Mitten and Mulligan internship funds and TLI training. One of the ideas that came out of the get-togethers was that we make money from those funds available to publishers not only for internships, but also for educational opportunities like attending conferences where TLI courses are offered, or on-line courses on graphics, reporting, sales, etc. The board will be looking at that proposal and developing some guidelines.

*Continued on next page...*

## 2018-2019 MACPA BOARD OF DIRECTORS

**Ruth Isenberg, President**  
(journalruth@gmail.com)  
(term expires 04/19)

**Claudia Christian, Vice President**  
(cchristian@pressreview.net)  
(term expires 04/19)

**John Hemperly, Secretary**  
(jhemperly@engleonline.com)  
(term expires 04/19)

**John Hemperly, Treasurer**  
(jhemperly@engleonline.com)  
(term expires 04/19)

**Joe Nicastro, Director**  
(joe.nicastro@gmail.com)  
(term expires 04/19)

**Randy Miller, Director**  
(randym@themerchandise.com)  
(term expires 04/19)

**John Schaffner, Director**  
(john@thebeacon.net)  
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**JoyeDell Beers, Director**  
(wbbjbeers@gmail.com)  
(term expires 04/20)

**Margaret Ehle, Director**  
(mbehle@pa.net)  
(term expires 04/20)

**Ron Burke, Past President**  
(rburke@washingtoninformer.com)  
(term expires 04/19)

## MACPA OFFICE

10 Zions Church Road, St 201  
Shoemakersville, PA 19555

1-800-450-6631

info@macpa.net

www.macpa.net

www.macpaonline.com

Audit Assistance  
cara@macpa.net

## IN THIS MESSENGER

- Conference Information
  - Announcement of Education Foundation
  - "Showing" beats "telling" every time
  - And More!



# PRESIDENT MESSAGE CONTINUED



## MACPA Messenger

### **Come to the Conference**

We are looking forward to a great conference this year! Ryan Dohrn will be the keynote speaker and lead training sessions. To make it easier for publishers to get away and attend the conference, we have shortened the time, so that just one overnight stay is necessary. And we are encouraging the publishers from Ohio and western Pennsylvania to consider pooling their transportation, possibly even renting a van or party bus so they can get to Harrisburg easily and efficiently. We're really looking forward to a vital and exciting face-to-face conference.

### **Revitalizing Sales**

Classified sales are down, not just for MACPA, but also for other associations and individual publications. In order for the association to prosper and grow, we need to re-emphasize the sales aspect. At both the get-togethers, we talked about how the

association could help its own bottom line, and the bottom line of its members. The proposal—use MACPA as a placement bureau, reaching out to regional agencies and business chains, and helping them place advertising with our members.

This would be a big project, and it wouldn't come together overnight. But it has the potential to fill a need we all share. Watch for updates as the board studies this opportunity.

### **Happy Holidays!**

At this start of the holiday season, I'd like to wish everyone a gratitude-filled Thanksgiving, a joyous Christmas, and a happy and prosperous New Year!

Sincerely,  
Ruth Isenberg, President  
[journalruth@gmail.com](mailto:journalruth@gmail.com)



# CONFERENCE ANNOUNCEMENT: TENTATIVE SCHEDULE OF EVENTS



## Friday, March 1

- 9:00 a.m. Board Meeting  
Associate Member Set-Up
- 11:30 a.m. Board Luncheon
- 12:30 p.m. Registration Opens & Meet with  
the Associate Members
- 1:00 p.m. Opening Remarks  
General Membership Meeting  
*Vote on By-Law Changes,  
Election of Officers*
- 2:00 p.m. **TLI Course – Managing  
Expectations | Charlie Delatorre**
- 2:50 p.m. Break with Associate Members
- 3:15 p.m. **Increase Your Insert Revenue |  
Dan Alexander**
- 5:00 p.m. Meet & Greet Associate Members  
Cocktail Hour
- 6:00 p.m. Appreciation of Members Dinner

## Saturday, March 2

- 8:00 a.m. Registration Opens & Meet with  
Associate Members
- 8:30 a.m. Continental Breakfast  
Opening Remarks
- 9:00 a.m. 60 Media Sales Tips in 60 Minutes!  
| Ryan Dohrn

## Saturday, March 2

- 10:00 a.m. Break with Associate Members
- 10:15 a.m. 7 Ways to Sell Print and Digital  
Like a Boss! | Ryan Dohrn
- 11:30 a.m. Lunch  
Ad Awards Presentation
- 12:45 p.m. **Motivating Your Team to Achieve  
Peak Performance with Ryan  
Dohrn**
- TLI Course – How to “Wow” with  
Customer Service | Charlie  
Delatorre**
- Squeezing Everything from Your  
Metro Creative Connection  
Access**  
*For increased revenue and improved  
productivity.*
- 1:45 p.m. Break with Associate Members
- 2:00 p.m. **Audit Training | Tim Bingaman**  
**TLI Course – Headlines That Sell!  
| Charlie Delatorre**  
**Making Spec Ads that Work for  
You with Metro Creative Graphics**
- 3:00 p.m. 3 Minute Idea Exchange  
Closing

Graphics/Digital | Pub/Man | Sales

## Don't forget to Book Your Room!!

Room Reservations must be made through the  
hotel at 717-564-5511 mention MACPA for the group rate of \$119.  
Rooms must be booked by February 1st.

## Register Today!

Register online at [macpa.net](http://macpa.net) or  
fill out and send back the  
enclosed registration form.

*Early Bird Registration ends January 7th*

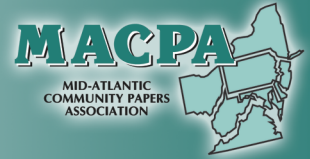
## Associate Members!

Submit your registration by  
January 21st to have your logo  
included on goodie bags for all of  
the attendees!

*Email your logo to [kasey@gomaava.com](mailto:kasey@gomaava.com)  
when you register.*



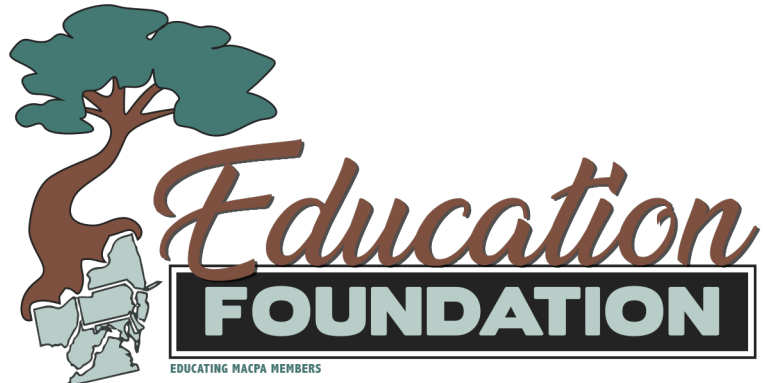
# FEATURED REPORT: EDUCATION FOUNDATION SILENT AUCTION



## MACPA Messenger

The MACPA Board and the Conference Committee are excited to announce a new addition to our Conference, a silent auction! This silent auction will help to fund our Education Foundation.

We strongly believe that the education of our members, future members and potential employees for our members will help us prosper! Which is why we created the Education Foundation. Our Education Foundation will fund our two internship programs (Bill Mitten Internship & Charles Mulligan Internship) as well as training for our members.



To help fund our Education Foundation we are bringing a Silent Auction to the MACPA Conferences. Bidding on the auction items will be happening all throughout the conference and winners will be announced at the Closing Remarks on Saturday, March 2nd. You do not have to be present to win.

We are currently looking for donations for the silent auction and are asking you, our members, to help come up with a great array of auction items. These items can be baskets featuring items from your local town, tickets to an event near you, and more!

If you plan to donate an item towards the raffle, please contact the office with what your items is and the value of it. If you are unable to attend the conference, we do ask that you mail your item to the office address, 10 Zions Church Road Suite 201, Shoemakersville PA 19555 by February 22nd. If you plan to attend the conference, you can bring your item with you!

We look forward to this great event and the growth of our education for our members!

### Early Deadlines for December 25th & January 1st

#### Week of December 30th Insertion

Ad Deadline - Thursday, December 20th @ 5 p.m.

*Ads will be distributed Friday morning by 9:45 a.m.*

#### Week of January 6th Insertion

Ad Deadline - Thursday, December 27th @ 5 p.m.

*Ads will be distributed Friday morning by 9:45 a.m.*

**Call 800-450-6631 to place an ad!**

*The MACPA offices  
will be closed  
December 24th, 25th,  
and January 1st.*



# DIGITAL CORNER: 3 NO-NONSENSE SOCIAL MEDIA TIPS YOUR BUSINESS CAN'T IGNORE



## MACPA Messenger

by Rachel Strella,  
[strellasocialmedia.com](http://strellasocialmedia.com)

Working as a social media strategist for the past eight years has given me an opportunity to work with many clients that take social media seriously and have put processes in place to facilitate success. It has also given me ample occasion to deal with businesses that fail to acknowledge that social media marketing requires commitment and the right organizational mindset.

Do you want to position your company for all of the benefits social media can deliver?

Let's look at some no-nonsense ways you can accomplish that.

### **#1. Realize there's no substitute for a sound strategy.**

Brands that have built a large and engaged following didn't do so by accident. They strategize and have a plan for their social media channels. They have taken the time to understand what's important, interesting, and entertaining to their audience.

Below, I've listed examples of what an effective social media plan for your business will address:

- The audience needs an expectations on each platform your company uses
- Types of content your brand will post on those platforms
- Content themes to guide the kinds of posts you will create
- Frequency of updates
- Roles and responsibilities of

team members and other parties that will manage your social media channels

- Tools that will be used to automate and schedule social media updates
- Policies for responding to mentions, comments, and messages—positive and negative

A content calendar is a tool that can help you organize the social media content you create to align with your strategic protocol. You may decide to plan your content a week, a month, a quarter, or a year in advance—in all cases, a content calendar will help you stay active on your channels even during the most hectic of times.

### **#2. Make sure your social media management team has mastered your brand's voice.**

Whoever has the responsibility of crafting your social media content and responding to followers should have a firm understanding of your brand's voice. If your content and interactions are off-brand, your social media presence might confuse customers or drive them away.

One idea for keeping social media managers on track is to have a style guide for your company. A style guide can contain rules for any aspects of communication you want to be handled consistently by all who represent your company (customer service, marketing, public relations, sales, etc.).

A style guide might include what I've listed below and much more:

- How you want your business name presented (for example, "ABC Electronics, Inc" vs. "ABC Electronics:")
- Hyphenation of certain words (such as "well being" vs. "well-being")
- Compound word preferences (like "health care" vs. "healthcare")
- Taboo words (those that you never want to be used within your posts)
- The tone of your company (such as casual, earthy, witty, prestigious, high-tech, etc.)

Before you task someone with tending to your social media, make sure you've given them your style guide and encourage them to ask you for direction when they're unsure whether proposed content will accurately reflect your brand voice.

### **#3. Be approachable and real.**

It's called "social" media for a reason. Brands that come off as out of touch with or uninterested in their followers put themselves at a competitive disadvantage. Make your brand presence more than just a talking logo that promotes your services in every post. Mix it up and give your updates the human touch.

Some ideas for how to do that include:

- Strike conversations with your followers. Ask questions or create polls to get them talking.
- Share glimpses of what happens behind the scenes of your business via videos.

*Continued on next page*



# SALES CORNER: “SHOWING” BEATS “TELLING” EVERY TIME



## MACPA Messenger

by John Foust

On a visit to my eye doctor for a check-up, I noticed a poster on the wall in the examination room. It featured a series of photographs of the same scene. The first photo depicted the scene through “normal” vision, and the other photos showed how that scene would be viewed by people with various eye conditions, like glaucoma, macular degeneration and cataracts.

It was a powerful exhibit. In one simple poster – with a series of pictures and only a few words – a patient could get a clear idea of the effects of certain conditions.

If we think beyond the subject matter of the poster, we’ll find some important lessons about communication. In the sales profession, “showing” beats “telling” every time. Here are some key points:

### 1. Use strong visual images.

There is a famous Chinese proverb that states, “One time seeing is worth a thousand times hearing.” Newspapers have a real advantage here. Newspaper ads – in print and digital formats – are visual.

If you’re going to show something, make it worth seeing. Kirk, a long-time sales person, once told me, “I never go into a client meeting without some kind of exhibit. It might be a copy of their most recent ad. It might be a chart illustrating readership figures. Or it might be a selection of stock photos that could be used in the next campaign. Sometimes I just use a felt-tip marker to make a back-of-the-napkin type diagram on a legal pad.

**2. When possible, use comparisons.** When I saw the eye poster, it was easy to compare my eyesight to the photos. I immediately understood the differences.

There are plenty of possible comparisons in a sales presentation. You can compare typography samples to demonstrate how one font is more readable than another. You can compare a cluttered layout to a clean layout. And you can compare headline samples.

**3. Keep it simple.** It’s important to make it easy for prospects to reach their own conclusions. The purpose of a visual exhibit is to clarify a sales point.

“I’m careful about what I show to people in meetings,” Kirk said. “Using too many examples can create brain freeze. It’s a lot easier for them to understand the differences between Choice A and Choice B than to understand the differences between Choices A through D or E.

“I learned a lesson early in my career, when I presented a marketing manager with a selection of four completely different ad ideas,” he explained. “The presentation was a disaster, because there were too many choices. The manager couldn’t decide, so he called several other people into the room. No one could agree on anything and the meeting hit a stalemate. I ended up going back to the drawing board to create two different choices. A week or so later, I presented those two options, and they quickly made a decision.”

The bottom line: When it comes to persuasive communication, think of ways to show what you’re saying.

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### *Social Media Tips Continued*

- Introduce your team members through bios or video interviews.
- Share real-life stories about how your services and products have helped your customers.

By making followers feel at home with your brand, you’ll gain their trust and facilitate interaction with your company.

Ultimately, that can result in referrals, leads, and new customers.

### **The Ultimate Social Media “Must”**

The absolute essential ingredient for success with social media is the willingness to embrace it as part of your company’s operations. Just like

other aspects of your business—sales, customer service, production, technical support, marketing, etc.—social media requires constant attention and evaluation. And, just like other aspects of your business, your social media goals should be carefully constructed to align with your overall organizational goals and objectives.

## OUR ASSOCIATE MEMBERS



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### Saturation Mailers Coalition

SMC is a coalition of saturation program mailers, including free paper publishers, shared mailers and coupon envelope mailers, who share a common interest in maintaining fair and reasonable postal rates and regulations; law and postal policies that promote a viable, competitive and customer focused Postal Service; and a positive public image and response to mailed print advertising.



Donna Hanbery  
Direct Dial: 612.340.9350  
Fax: 612.340.9446  
Email: Hanbery@hnclaw.com

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# Conference Registration

Contact Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

Please return by February 1st, 2019 to:  
 MACPA Annual Conference 2018  
 P. O. Box 408  
 Hamburg, PA 19526  
 or Fax 1-610-743-8500.

Register online today!  
[bit.ly/MACPA2019Conference](http://bit.ly/MACPA2019Conference)

Please note: Rooms must be booked  
 directly through the hotel. See below  
 for more details. Rooms must be booked  
 by February 1st.



REGISTRATION INFORMATION:	FRIDAY	SATURDAY	FEE – CHOOSE ONE
NAME BADGE INFORMATION ◇ 1st Timer ◇ Title _____ (REQUIRED) Name _____	◇ Publisher/Manager Track ◇ Friday Evening Dinner ◇ Special Meal Needs _____	◇ Sales Track ◇ Digital Track ◇ Publisher/Managers Track ◇ 3 Minute Idea Exchange ◇ Special Meal Needs _____	◇ MACnet Publisher* .....\$00.00 ◇ MACnet Staff/Guest .....Weekend \$125.00 ◇ MACnet Staff/Guest .....Saturday Only \$70.00 OTHER ◇ Publisher/G.M. ....\$300.00 ASSOCIATE MEMBER* ◇ Registration .....\$250.00 <i>*Your registration includes logo on our handouts!</i>
NAME BADGE INFORMATION ◇ 1st Timer ◇ Title _____ (REQUIRED) Name _____	◇ Publisher/Manager Track ◇ Friday Evening Dinner ◇ Special Meal Needs _____	◇ Sales Track ◇ Digital Track ◇ Publisher/Managers Track ◇ 3 Minute Idea Exchange ◇ Special Meal Needs _____	◇ MACnet Publisher* .....\$00.00 ◇ MACnet Staff/Guest .....Weekend \$125.00 ◇ MACnet Staff/Guest .....Saturday Only \$70.00 OTHER ◇ Publisher/G.M. ....\$300.00 ASSOCIATE MEMBER* ◇ Registration .....\$250.00 <i>*Your registration includes logo on our handouts!</i>
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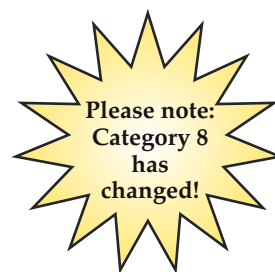
## ROOM RESERVATION INSTRUCTIONS:

- All room reservations must be made directly to the hotel to receive the group rate of \$119.00 + tax per night. Please call the Sheraton Harrisburg-Hershey directly at 717-564-5511. Please note, MACPA is not responsible for making your room reservations.
- . If for any reason you cannot attend and need to cancel your room or must leave early, you must call at least **72 hours** prior to arrival day. Please call the **Sheraton Harrisburg-Hershey directly at 717-564-5511. Otherwise, you will be charged for one night's room charge for cancellation or \$119 for early checkout.**
- CHECK IN TIME IS 3:00 P.M.     • CHECK OUT TIME IS 12:00 P.M.
- DEADLINE FOR ROOM RESERVATIONS IS FEBRUARY 1, 2018.

# AD AND EDITORIAL AWARDS

## RULES AND CATEGORIES

ENTRIES MUST BE PUBLISHED BETWEEN  
JANUARY 1, 2018 AND DECEMBER 31, 2018



### CONTEST RULES FOR PRINT ENTRIES

1. Only regular MACPA members' publications in good standing with current dues paid are eligible to enter.
2. Entries or ideas that have previously won MACPA awards for your company may not be entered.
3. Advertising agency or camera-ready advertisements may not be entered.
4. Choose the category for your entry carefully. Send a FULL-PAGE TEAR SHEET, showing publication name and date of issue. If the item to be judged occupies less than a full sheet, mark or outline the ad/item that you wish to be judged. Complete the appropriate entry label and tape it to the UPPER RIGHT-HAND CORNER of the BACK side of the tear sheet. NO MATTING ACCEPTED!
5. A brief explanation, if necessary, may be attached to the back of the entry, below the entry label.
6. Limit of five entries per division of a category for your company. Additional entries will be disqualified. Any ads not showing publication date will be disqualified.
7. In the event that three or fewer entries are received in any category they will be moved to another appropriate category.
8. **Entries for Category 11 (Editorial) MUST be submitted electronically as well as a hard copy version. Please submit the files to kasey@gomaava.com. Any entries that are not submitted electronically will be disqualified.**
9. Mail entries via USPS to MACPA, P.O. Box 408, Hamburg, PA 19526, or via FedEx/UPS MACPA C/O Interlace Communications 10 Zion Church Road, Suite 201, Shoemakersville, PA 19555. All entries become the property of MACPA and are not returnable.
10. No entries will be accepted at the conference, as judging will be completed in advance.
11. A \$5 fee for each entry must accompany entries. Please make checks payable to MACPA and mail along with entries
12. **Deadline: Entries must be postmarked by January 15, 2019.** All entries received afterward will be disqualified.

### ADVERTISING CATEGORIES

#### ENTRIES WITHIN YOUR PUBLICATION(S)

##### 1. General Excellence

Only one entry per company, per division is allowed in this category. Please choose one copy of your publication for each of the quarters listed below for a total of 4. Two divisions based on amount of advertising content - Shoppers Guides are greater than 75% advertising and Community Papers are less than 75% advertising. The third division, Niche Publications, includes publications that are designed for a specific audience.

\*January-March      \*July-September  
\*April-June          \*October-December

**Division 1: Community Papers**

**Division 2: Shoppers Guides**

**Division 3: Niche Publications**

##### 2. Single Ads - Small Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be 1/4 page or less of your publication size.

**Division 1:** Ads using black ink only

**Division 2:** Ads using color

##### 3. Single Ads - Large Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be more than 1/4 page of your publication size.

**Division 1:** Ads using black ink only

**Division 2:** Ads using color

##### 4. Grocery Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

##### 5. Automotive Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

##### 6. Restaurant Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

#### ENTRIES PART OF YOUR PUBLICATION(S)

##### 7. Free Standing Inserts

Entries in this category must be designed by an on-staff graphic artist. Printing of the insert can be done in-house or outsourced. This category may include grocery flyers, automotive flyers, restaurant flyers, or any promotion or advertisement. May be printed on color stock. Entries will be judged on concept, design, and overall appearance.

**Division 1:** Single Sheet

**Division 2:** Multiple Pages

##### 8. Timely and Themed Sections or Guides

(Fair Days, Moonlight Madness, Sidewalk Sales, Oktoberfest, Vacation Guide, Wedding Planners, Home Improvement, etc - includes editorial material)

**Division 1:** Newsprint - within publication

**Division 2:** Newsprint - Pull outs, stand alone,  
multiple pages

**Division 3:** Glossy Medium/Magazine



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## OTHER

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### 9. Original Photography

Best original photo or series of photos taken by a member of your own staff.

**Division 1:** Editorial

**Division 2:** Advertising

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## EDITORIAL

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### 10. Community Service

Entries included serving the community through news, advertising columns, and/or aiding or promoting community projects. The beneficiary may be an individual, group, or entire community. Please note that this category does not include self-promotion.

**Division 1:** Run as sequential pages of publication.

**Division 2:** Run as separate section or insert.

**ALL ENTRIES FOR CATEGORY 11 MUST BE SUBMITTED ELECTRONICALLY AS WELL AS A HARD COPY VERSION. Any entries not submitted electronically will be disqualified. Please provide a pdf as well as a word document to kasey@gomaava.com. Entries must be labeled by their Category and Division numbers. (Example: A personal column written by the publisher with three entries: Cat11Div1\_Article1)**

### 11. Original Writing

Entries should be original articles written by the publisher or member of your staff and published during the contest period. Syndicated or mat service items are not eligible. Judging is based on originality of content, quality of writing and layout. Please include byline for each entry.

**Division 1:** Personal Column - Submit three different columns by a single writer with different topics.

**Division 2:** Editorial - An opinion article by a writer on a single topic.

**Division 3:** News Story - A newsworthy event concerning a particular item, product, place or thing.

**Division 4:** Feature Story - A human interest story where timeliness is not a factor.

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## INTERNET

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### CONTEST RULES FOR INTERNET ENTRIES

1. Website pages will be judged via internet connection.
2. Send a link to your website to kasey@gomaava.com by January 15, 2019.
3. Include the following information with the email:  
*Name of Publication*  
*Website Address*  
*Webmaster name & email address*  
*Special Webpages, Comments for the judges to aid them in experiencing your website.*
4. Please mail the entry form found with the other entry forms along with \$5 for each category entered.

### WEBSITE CATEGORY

#### 12. Site Design

Entries for this category include:

- Attractive Site
- Easy to navigate
- Mobile Friendly
- Provides timeliness of news
- Easy to find advertisements of both classified and display ad
- Online version of publication
- Overall community involvement
- They have a way to feature display advertisers

#### 13. Social Media

Provide a link to your social media accounts showing engagement with your readers and advertisers. Provide a screenshot of a weeks worth of analytics showing engagement on your posts. (Any week in 2018 qualifies.)

#### 14. Email Marketing

Provide up to three email marketing campaigns with a screenshot of the results showing the open rate and click throughs.

**Division 1:** Self Promotion

**Division 2:** Promotion for Advertisers

Good Luck  
to all those who enter!

Category 1...General Excellence

- ☐ Division 1 - Community Papers  
☐ Division 2 - Shoppers Guide  
☐ Division 3 - Niche Publications

**1ST QUARTER**  
**JANUARY - MARCH ISSUE**

Company \_\_\_\_\_

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY  
FOR GENERAL EXCELLENCE.

USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 2...Single Ad - Small Space

- ☐ Division 1 - Black Ink Only  
☐ Division 2 - Color

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 1...General Excellence

- ☐ Division 1 - Community Papers  
☐ Division 2 - Shoppers Guide  
☐ Division 3 - Niche Publications

**2ND QUARTER**  
**APRIL - JUNE ISSUE**

Company \_\_\_\_\_

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY  
FOR GENERAL EXCELLENCE.

USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 3...Single Ad - Large Space

- ☐ Division 1 - Black Ink Only  
☐ Division 2 - Color

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 1...General Excellence

- ☐ Division 1 - Community Papers  
☐ Division 2 - Shoppers Guide  
☐ Division 3 - Niche Publications

**3RD QUARTER**  
**JULY - SEPTEMBER ISSUE**

Company \_\_\_\_\_

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY  
FOR GENERAL EXCELLENCE.

USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 3...Single Ad - Large Space

- ☐ Division 1 - Black Ink Only  
☐ Division 2 - Color

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 1...General Excellence

- ☐ Division 1 - Community Papers  
☐ Division 2 - Shoppers Guide  
☐ Division 3 - Niche Publications

**4TH QUARTER**  
**OCTOBER - DECEMBER ISSUE**

Company \_\_\_\_\_

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY  
FOR GENERAL EXCELLENCE.

USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 4...Grocery Ads

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 2...Single Ad - Small Space

- ☐ Division 1 - Black Ink Only  
☐ Division 2 - Color

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_

Category 5...Automotive Ads

Company \_\_\_\_\_

Advertiser in Ad \_\_\_\_\_

Graphic Designer \_\_\_\_\_

Sales Rep \_\_\_\_\_

Data Entry Published \_\_\_\_\_



<p>Category 6...Restaurant Ads</p> <p>Company _____</p> <p>Advertiser in Ad _____</p> <p>Graphic Designer _____</p> <p>Sales Rep _____</p> <p>Data Entry Published _____</p>	<p>Category 8...Timely and Themed Sections or Guides</p> <p>__ Division 1 - Newsprint - within publication</p> <p>__ Division 2 - Newsprint - Pull out, stand alone, multiple pages</p> <p>__ Division 3 - Glossy Medium/Magazine</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>
<p>Category 7...Free Standing Inserts</p> <p>__ Division 1 - Single Sheet</p> <p>__ Division 2 - Multiple Pages</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>	<p>Category 9...Original Photography</p> <p>__ Division 1 - Editorial</p> <p>__ Division 2 - Advertising</p> <p>Company _____</p> <p>Photographer _____</p> <p>Data Entry Published _____</p>
<p>Category 7...Free Standing Inserts</p> <p>__ Division 1 - Single Sheet</p> <p>__ Division 2 - Multiple Pages</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>	<p>Category 9...Original Photography</p> <p>__ Division 1 - Editorial</p> <p>__ Division 2 - Advertising</p> <p>Company _____</p> <p>Photographer _____</p> <p>Data Entry Published _____</p>
<p>Category 8...Timely and Themed Sections or Guides</p> <p>__ Division 1 - Newsprint - within publication</p> <p>__ Division 2 - Newsprint - Pull out, stand alone, multiple pages</p> <p>__ Division 3 - Glossy Medium/Magazine</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>	<p>Category 10...Community Service</p> <p>__ Division 1 - Promotion run in sequential pages of publication.</p> <p>__ Division 2 - Promotion run in separate section</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>
<p>Category 8...Timely and Themed Sections or Guides</p> <p>__ Division 1 - Newsprint - within publication</p> <p>__ Division 2 - Newsprint - Pull out, stand alone, multiple pages</p> <p>__ Division 3 - Glossy Medium/Magazine</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>	<p>Category 10...Community Service</p> <p>__ Division 1 - Promotion run in sequential pages of publication.</p> <p>__ Division 2 - Promotion run in separate section</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>

<div>Category 11...Original Writing</div> <div><div>__ Division 1 - Personal Column</div><div>__ Division 2 - Editorial</div><div>__ Division 3 - News Story</div><div>__ Division 4 - Feature Story</div></div> <div>Company _____</div> <div>Writer _____</div> <div>Data Entry Published _____</div>	<div>Internet Entries</div> <div>__ Category 12 - Site Design</div> <div>Company _____</div> <div>Website _____</div> <div>Webmaster _____</div>
<div>Category 11...Original Writing</div> <div><div>__ Division 1 - Personal Column</div><div>__ Division 2 - Editorial</div><div>__ Division 3 - News Story</div><div>__ Division 4 - Feature Story</div></div> <div>Company _____</div> <div>Writer _____</div> <div>Data Entry Published _____</div>	<div>Internet Entries</div> <div>__ Category 13 - Social Media</div> <div>Company _____</div> <div>Website _____</div> <div>Webmaster _____</div>
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<div>Category _____</div> <div>Division _____</div> <div>_____</div> <div>_____</div> <div>_____</div> <div>_____</div> <div>_____</div>	<div>Category _____</div> <div>Division _____</div> <div>_____</div> <div>_____</div> <div>_____</div> <div>_____</div> <div>_____</div>