

tip

The Independent Publisher

Danielle Burnett Moves On
pages 4 & 6

Postal Savings & Opportunities
page 14

**The Importance of Time
Management**
page 19



AUDIT PROMOTION CHECKLIST

All of the services listed below are FREE promotions included with your audit.

When your audit is complete the most important part of your audit process begins! To get the biggest return on your investment, make sure you promote your audit. It's easy, and it's free. Use this checklist to increase revenue today!

- ☑ **DISPLAY THE CVC LOGO** - After your printed audit report has been issued, you can run the CVC logo in your publication, rate card and media kit. Call CVC for more logo promotion ideas.
- ☑ **GET CONFERENCE CALL TRAINING** - Call (800) 262-6392 to schedule training on your CVC audit report and readership study. Training sessions take 30 minutes, and can be scheduled during regular weekly sales meetings.
- ☑ **LET US SEND A LOCAL AUDIT PROMOTION** - Send CVC 10 pre-addressed mailing labels for potential new advertisers in your area. CVC will personalize an audit promotion letter for your publication and send each advertiser a copy of your report. After completing conference call training your sales staff should follow up with the recipients of the letter.
- ☑ **NATIONAL AUDIT PROMOTION** - CVC automatically releases your audit to Standard Rate and Data Service, and hundreds of national media buyers. Make sure you review your SRDS listing regularly and contact national advertisers in your area regularly. Call CVC for more information on national & regional media contacts.
- ☑ **REGIONAL AUDIT PROMOTION** - CVC maintains a database of more than 5,000 advertising agencies nationwide. Use the advertising agency marketing plan in the CVC Sales Handbook to develop profitable relationships with local ad agencies.
- ☑ **CREATE IN-HOUSE AUDIT PROMOTION ADS** - www.cvcaudit.com shows examples of hundreds of promotional ads run by other publishers. Make sure area businesses know why your readers are their potential customers.

If your audit is sponsored by IFPA, MFCP, WCP, CPII, MACPA, FCPNY, CPNE, CPM, SAPA, CPF, or PNAWAN you can have additional publications you own audited at association rates. Save thousands of dollars and call today for your no-obligation quote.



Need Posters?

CVC's "power" poster is free and looks great in offices, conference rooms and training areas. Make sure your office visitors know about the power of your CVC audit. Order your free poster today by calling (800) 262-6392.

Higher standards. Better results.

- CVC audits are available at no-cost to most state, regional, and IFPA qualified members. Publications can also fund their own audits and readership studies at affordable rates.
- Need a map? CVC offers additional custom mapping services for publishers and advertisers.
- Own other publications? CVC extends group discounts to publishers with multiple titles.
- CVC audits paid and non-paid print media including newspapers, magazines, shoppers, and niche publications.
- Audit reports include comprehensive readership studies and cover printing, distribution, and circulation verification.

Call today for more information
800.262.6392.
www.cvcaudit.com



**FREE
NADA
ZIP
ZILCH
GRATIS
COMPLIMENTARY**

All of these audit promotions are included in the cost of your audit.

OFFICERS FOR 2019

JANE MEANS
President

Kapp Advertising
P.O. Box 840
Lebanon, PA 17042
(717) 273-8127
janem@themerchandiser.com
term expires Sept. 2019



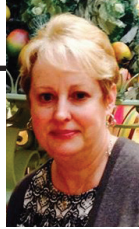
RICK WAMRE
Vice President

Advocate Community Newspapers
6301 Gaston Avenue
Dallas, TX 75214
(214) 560-4212
Fax (214) 823-8866
rwamre@advocatemag.com
term expires Sept. 2019



DEBORAH PHILLIPS
Director of Finance

The World
403 US Rt. 302 Berlin
Barre, VT 05641
(802) 479-2582
Fax (802) 479-7916
dphillips@vt-world.com
term expires Sept. 2019



JOYCE FRERICKS
Director

Star Publications
522 Sinclair Lewis Avenue
Sauk Centre, MN 56378
320-352-6577
joyce@saukherald.com
term expires Sept. 2019



JOE NICASTRO
Director

New View Media Group
5 Vista Drive
Flanders, NJ 07836
973/252-9889
Fax 240/332-7489
joe@mjmediallc.com
term expires Sept. 2019



ERIC MCROY
Director

Advantage News
235 A East Center Drive
Alton, IL 62002
(618) 463-0612
Fax (618) 463-0733
EricMcRoy@AdvantageNews.com
term expires Sept. 2019



DOUG FABIAN
Past President

The Valley Breeze Newspapers
6 Blackstone Valley Place,
Suite 204
Lincoln, RI 02865
401-334-9555 ext. 141
Doug@valleybreeze.com



MANUEL KARAM
Director

Genesee Valley Pennysaver
1471 Route 15
Avon, NY 14414
(585) 226-8111
manuelkaram@gvpennysaver.com
term expires Sept. 2019



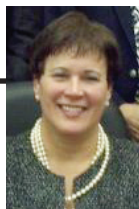
DOUGLAS FRY
Executive Director

Headquarters
104 Westland Drive
Columbia, TN 38401
(931) 922-4171
Fax (888) 450-8329
douglas@ifpa.com



JANE QUAROLI
Sergeant-at-Arms

Kapp Advertising
P.O. Box 840
Lebanon, PA 17042
(717) 273-8127
janeq@themerchandiser.com
term expires Sept. 2019



INDEPENDENT FREE PAPERS OF AMERICA

"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

— Victor R. Jose
IFPA Founding Conference
September 20, 1980

The Independent Publisher

Published monthly for the benefit of members by Independent Free Newspapers of America*

Publisher

Jane Means, President

Federal Collective Membership
Registration No. 1,561,653

Managing Editor

Douglas Fry
e-mail: douglas@ifpa.com

DEADLINES: The next issue of The Independent Publisher will be published April 15, 2019. Deadline for all copy is March 15, 2019. Copy will be accepted on a space-available basis and the publisher reserves the right to edit or reject any material.

Advertising, Editorial & Production

The Independent Publisher (IFPA)
104 Westland Drive
Columbia, TN 38401
(931) 922-4171

©2018 by Independent Free Papers of America*. All rights reserved. Reproduction in whole or part without written permission is prohibited.

"There are people in this world that do not love their fellow man. I hate people like that."
— Tom Lehrer



Jotted by Jane

by
Jane
Means



As most of you know, I don't mind change. Many times, I look forward to it. And then some of the time, I just have to sigh and make the best of it. This is one of those times.

Danielle, who has been a gem for IFPA, has taken another position with an organization close to her home that will offer her another area of career growth. As we are sad to see her go, we all certainly wish her the very best and hope she stays in touch with all of us.

As it seems to go, changes push all of us to review things that just haven't been reviewed for a while. Danielle's leaving is forcing us to take a look at our procedures and practices. Luckily Douglas is willing and able to take on

more duties. The board will be busy re-routing the other tasks that will need attention.

One of our biggest challenges is to communicate effectively with all of our members. As you read this article, PLEASE take the time right now and make sure you have Douglas Fry as your main IFPA go-to person. His email is douglas@ifpa.com. His phone is 931-922-4171. Also, please be sure to tell your CadNet coordinator to watch for the ads that will soon be sent from douglas@ifpa.com

There naturally will be more tweaks and changes as we move forward. In a total effort to remain transparent, I will do everything I can to keep you informed. And on the other

hand, if you have any questions or suggestions, please reach out to me, or any board member.

Douglas has been writing, editing, designing and paginating TIP. He will no longer have time to do this. We've heard from many members through the years telling us that TIP is their top member benefit. Any ideas who might be able to coordinate this piece on a monthly basis? We're not looking for a volunteer; we know that your time and your staff's time are more sacred and more valuable. We're open to hearing your ideas!

Jane



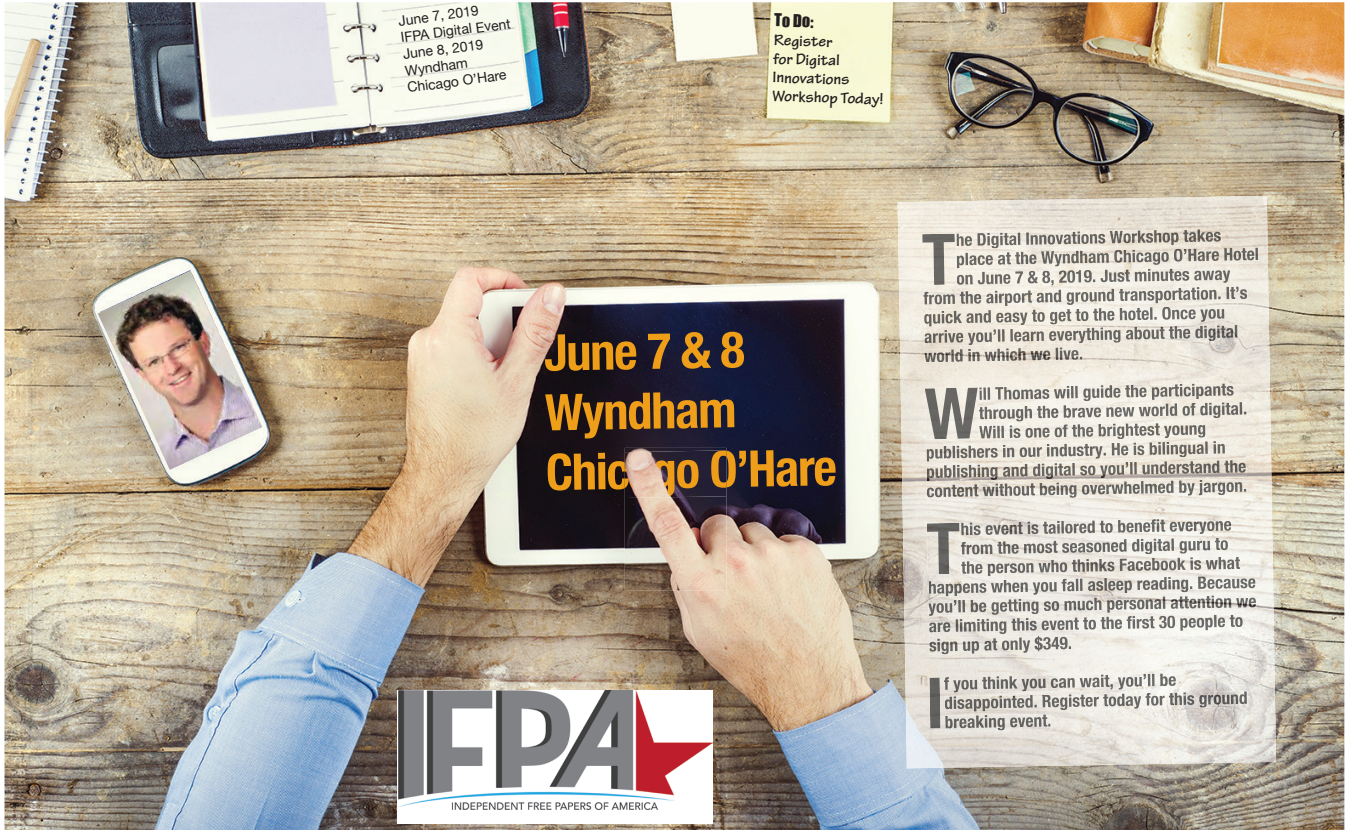
**Want cat videos?
Go to YouTube.
WANT RESULTS?**

Look to your Free Community Paper.



INDEPENDENT FREE PAPERS OF AMERICA

Digital Innovations Workshop



June 7, 2019
IFPA Digital Event
June 8, 2019
Wyndham
Chicago O'Hare

To Do:
Register
for Digital
Innovations
Workshop Today!

**June 7 & 8
Wyndham
Chicago O'Hare**

IFPA
INDEPENDENT FREE PAPERS OF AMERICA

The Digital Innovations Workshop takes place at the Wyndham Chicago O'Hare Hotel on June 7 & 8, 2019. Just minutes away from the airport and ground transportation. It's quick and easy to get to the hotel. Once you arrive you'll learn everything about the digital world in which we live.

Will Thomas will guide the participants through the brave new world of digital. Will is one of the brightest young publishers in our industry. He is bilingual in publishing and digital so you'll understand the content without being overwhelmed by jargon.

This event is tailored to benefit everyone from the most seasoned digital guru to the person who thinks Facebook is what happens when you fall asleep reading. Because you'll be getting so much personal attention we are limiting this event to the first 30 people to sign up at only \$349.

If you think you can wait, you'll be disappointed. Register today for this ground breaking event.



WELCOME

IFPA's Newest Member

Mark Guerringue

The Conway Daily Sun

North Conway, New Hampshire

Circulation: 16,100 Daily

"Don't It Always Seem To Go, That You Don't Know What You've Got 'Til It's Gone"

By Douglas Fry, Executive Director

Apologies to Joni Mitchell for misappropriating her lyrics to headline these thoughts. We aren't going to Pave Paradise but a Big Yellow Taxi is going to take away our Danielle Burnett. She has worked tirelessly for IFPA for the past 10 years. Now she has an opportunity to develop another facet of her work life.

10 years. Wow! That means 10 years of conferences, events, summits, board meetings, CADNET verification audits, thousands of QuickBooks entries, and the list goes on. I figure she has recorded minutes for over 100 meetings. That alone, should have merited her a medal or statue or something to mark her contributions.

But there is more to what we will miss as she moves on to new ventures. Think about it. When you think of IFPA, Danielle is one of the people you think of. She is always there, unflappable, smiling. At a recent Publishers Summit the hotel was trying to get us to leave before our event was over, something about double-booking meeting space. She handled the situation with professionalism and calm. Showing the hotel staff the contract stipulated we were there until that evening. She held her ground and the hotel finally acquiesced. Though to be honest, the bridal party that followed our event jostled in to the meeting space.

Even more than that, Danielle has been approachable and helpful to everyone that needs or asks for help. She has been accommodating as I ask question after question about how she has done things for all this time. I get to take on many of her duties to, hopefully, seamlessly transition from IFPA life with Danielle to that without.

I was going to write something clever and witty about trying to fill her shoes. We all know she has dainty feet and mine are enormous. So, I might be able to fill her shoes (by cramming what meager talents I have into her tiny pumps) but I will struggle to be able to walk the walk as well as she has for all these years.



We wish Danielle well in her new career. She will be missed every day. As I try to do the work she has done I will miss the kind words she always had for everyone, especially me as I stumbled along.

Where does that leave us? Well, as Jane Means mentioned in her President's Message on page 4 you'll get to deal with me. I want to be as accessible to you as possible. If you have a question, concern, suggestion on how we can do things better, gripe, whatever, I'm your guy.

How do you get in touch with me? Phone: 931.922.4171, email: douglas@ifpa.com, Skype: sapadirector, or call, text or send cat photos to my cell at 931.446.5239. How's that for accessible?



Will the Internet kill your free community paper?
Did instant coffee kill coffee?

New technologies change many things. But not everything. You may tweet, blog, surf, shop, or search online but you continue to read your free community paper. You just proved it.

Readership of free community papers is now higher than paid daily papers, and continues to grow. Rather than being replaced by "instant" media, your local free community paper has become an important part of our neighborhood.

The reason, which sometimes is not heard because of all the noise about the Internet, is pretty obvious: your free community paper does what the Internet doesn't. We promote connections at a local level. Free papers join readers and advertisers in ways digital media don't.

In fact, the local content and power of your free paper makes advertising even more effective. We are the number one medium for driving purchases. That's important in every product category.

Including coffee.

Free Papers

Working For You

EMPLOYEE BENEFIT

from



Your student can apply
for one of four
SCHOLARSHIPS



Have your student apply today!



Bob Wright Memorial Scholarship Requirements:

- Parent, guardian or grandparent must work for a community paper that is a current member of the Independent Free Papers of America (IFPA).
- Applicant must be a high school graduating senior or current college student.
- Applicant must be attending a 4 year college, vocational trade school or community college.
- Application must be received by 3/22/19

To download application: Visit www.ifpa.com

Click on “Member Benefits” the “Bob Wright Memorial Scholarships”



The Digital Innovations Workshop takes place at the Wyndham Chicago O'Hare Hotel on June 7 & 8, 2019. Just minutes away from the airport and ground transportation. It's quick and easy to get to the hotel. Once you arrive you'll learn everything about the digital world in which we live.

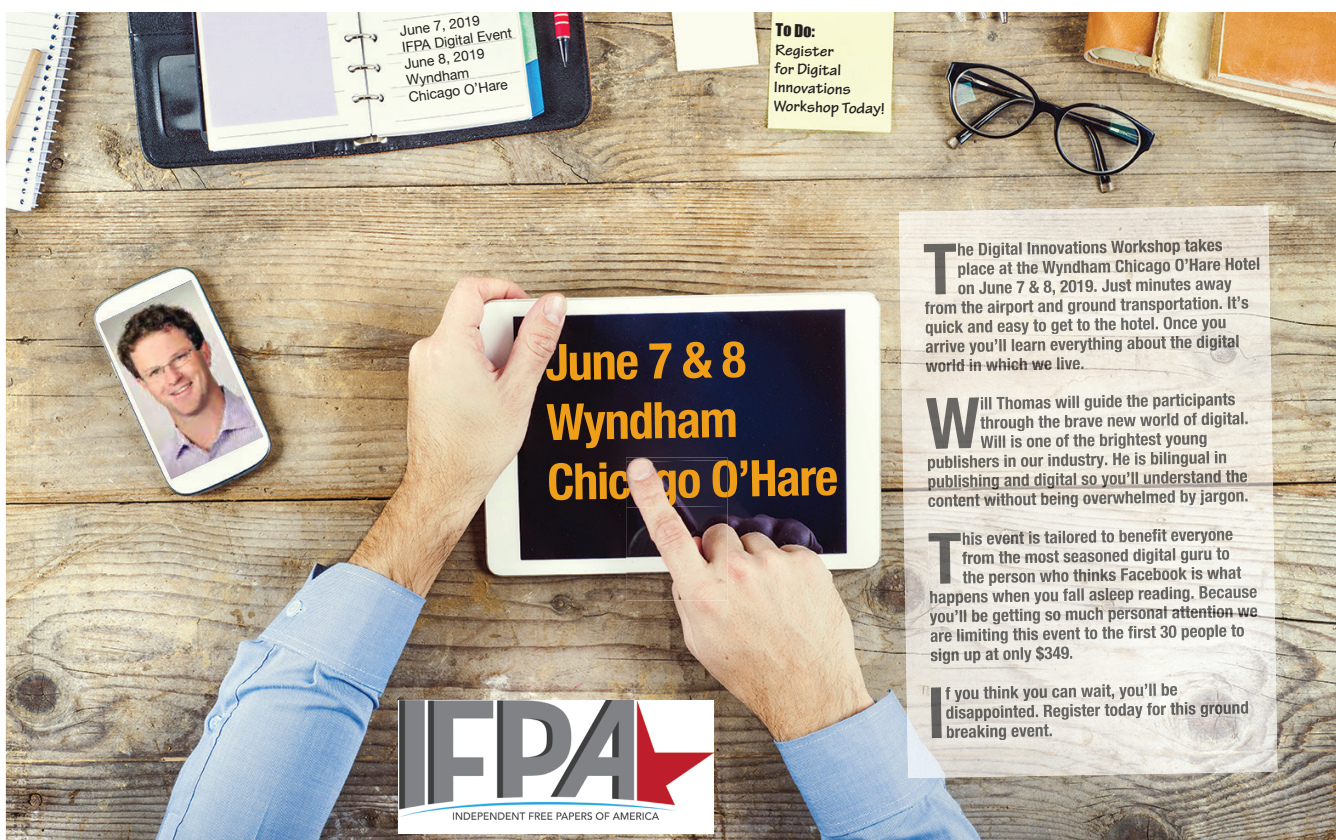


Will Thomas will guide the participants through the brave new world of digital. Will is one of the brightest young publishers in our industry. He is bilingual in publishing and digital so you'll understand the content without being overwhelmed by jargon.



This event is tailored to benefit everyone from the most seasoned digital guru to the person who thinks Facebook is what happens when you fall asleep reading. Because you'll be getting so much personal attention we are limiting this event to the first 30 people to sign up at only \$349.

Digital Innovations Workshop



If you think you can wait, you'll be disappointed. Register today for this ground breaking event.

Do You Know Everything About Digital?



If you don't know everything about digital; how it works, how to best make it work for you, and best practices; then you will benefit from attending the Digital Innovations Workshop on June 7 & 8, 2019 at the Wyndham O'Hare Hotel in Chicago.

For Publishers, Sales, & Design Professionals: This workshop is not just for publishers (though they will gain insight and understanding by attending). Your Sales, Design, and Digital staff will also learn a ton of great information and techniques. So, sign up and include all the members of your staff that deal with digital. That probably means everyone.

Will Thomas of Exchange Media Group will present a full day of information you can use to make the most of the brave, new world of the internet. It is changing every day. Attending this workshop will prepare you to succeed in this environment in flux. The best part is that Will speaks both languages of our industry: print and digital. He will explain these important concepts in plain English so you will understand concepts like never before.



Print is NOT Dead. Find out how you can use print and digital together to create a winning platform that keeps your advertisers, produces new prospects, benefits both your readers and advertisers, and generates new revenue streams for your publication. You will discover proven, easy methods to maximize what you do best.

You face hundreds of acronyms when you start exploring how you can sell, lead, and profit from the internet. SEO, SEM, POS, CRM, ABC, 123, DoeRayMe. What do they all mean? Will explains all these ideas speaking our the language of print. If you don't already know everything there is to know about these three letter mysteries then you need to go to page 11, fill out the Registration Form, send it in and get ready to find out what they all mean.

It all starts with a strategy. You will learn how to develop a winning strategy using data from your customers own websites. These marketing strategies will increase your bottom line while providing valuable services for your community.

What about the Purchase Funnel? The purchase funnel, or purchasing funnel, is a consumer focused marketing model which illustrates the theoretical customer journey towards the purchase of a product or service. You can use this model to grow your business. But you can't unless you attend this event. Register today.

What services should you offer your customers? After you learn what these terms mean you'll better understand how you can sell SEO, content management, Email & Text campaigns, and video to them.

Have you ever "Googled" your name? What a game changer it would be if you would Google your prospective customers and gained information on how to be sell and give them a winning advantage. Will describes how you can Google to sell more with less effort.

What the heck is Google Post? If you don't know be assured you will learn about this at the Digital Innovations Workshop. Register today.

Do you offer website design? If you don't, you're leaving money on the table. This workshop will take you through how easy it can be and how you and your staff can start creating websites for your customers the day after the event. Again, this workshop is for everyone, not just digital gurus.

What are you waiting for? We have 30 places at the table for this major event. We are limiting the attendance in order to give personalized attention to each attendee. When we reach that magic number we'll simply say, "Sorry. We don't have space at the Digital Innovations Workshop." Go to page 11 of this issue of TIP, fill out the registration form and mail, email, fax, or simply call to secure your spot.

Do You Want Even More?



But wait! There's More! I know that sounds like a late night infomercial but it is true. If the previous page of this presentation didn't convince you that you need to attend the Digital Innovations Workshop with Will Thomas read on. Here are more highlights of the topics that will be covered during the jam-packed day.

SEO On and Off the page If you don't know what that means, and this writer doesn't, you'll need to attend the workshop.

Content Marketing What important factors should be included in creating a sound content strategy?

Best Practices. Enough said.

How to use Google Analytics. Many people are confused by the vast array of information available. Will breaks down what to look for, what it means, and how to take this information to the bank.

Reputation Management. You can sell new, never before sold, customers the valuable service of managing their reputation via social media, website design, and email campaigns.

Social Media and Facebook in particular can be a web (no pun intended) of jargon and services. Why would you boost your posts? How does targeting work with ads? What is the best strategy for using Facebook? You'll find answers to this and much more at the Digital Innovations Workshop.

Is Instagram a thing?

Google Adwords What is the process for getting these ads on your website and how much can you expect to earn from it? You'll learn the four different types of ads available to you: Search, Display, Video, and Shopping. If that doesn't make sense to you, you need to attend the workshop.

How do banner ad networks work?

Best Practices For Email Campaigns How should you gather the email addresses? Should you use a double opt-in process? Should you segment the resulting list? This workshop teaches you how to best manage, gather, keep, and monetize your hard work obtaining email addresses.



Video on the Web Will explains where video is most effective and what the best uses for developing video on both your website, your customers websites, and pushing that platform out to other platforms.

YouTube Advertising You've seen all those ads as you peruse cat videos on YouTube. Will will detail how this avenue of advertising works and how you can use it to your advantage.

These topics and a whole lot will be explained in detail. If you want more, just email me your questions and I will add your topics to the agenda. You are sure to have an in-depth understanding of these topics and a lot more as you attend this groundbreaking event.



We'll have some great food catered, your room will have an amazing view of either a parking lot or the airport. But that's not why you'll attend the workshop. You'll attend the workshop because you want to know more about the digital side of our business than you already do. You want to be more professional. You want to lead your employees with authority and knowledge. You want your customers to rely on you for all things digital. These desires will be fulfilled as you gain the needed tools to move forward into the often complex digital world. Register today!





**Register
Here
Only \$349**
Per person



Company Name _____
Address _____
City _____
State _____ Zip _____
Phone _____

Attendee Name _____
Title _____
Cell Phone _____
Email _____

Attendee Name _____
Title _____
Cell Phone _____
Email _____

Attendee Name _____
Title _____
Cell Phone _____
Email _____

Attendee Name _____
Title _____
Cell Phone _____
Email _____

Fill out this form and then take your pick of the many ways to register.

Call Douglas Fry: 931.922.4171

Email: douglas@ifpa.com

Fax: 1-888-450-8329

Mail: IFPA, 104 Westland Drive, Columbia, TN 38401

5 Tech Tools to Grow Your Publishing Business

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business in 2017.



SiteSwan

What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website...you can change that and make money all at the same time.

How much does it cost: Plans start at \$99/mo
www.siteswan.com

Ideal Directories

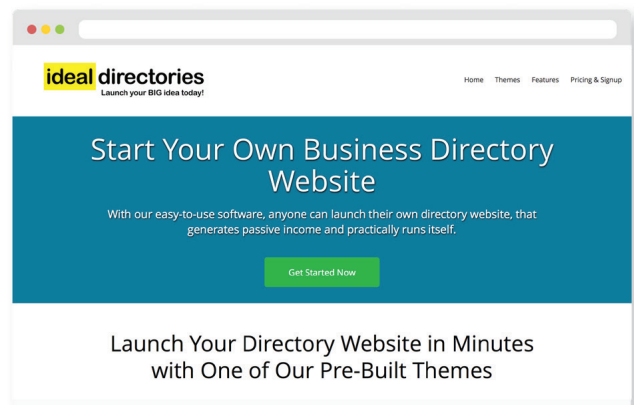
What is it?

Turn-key business directory websites that can be branded for your publication and market. Choose from different directory "themes" including a general business directory, restaurant directory, wedding vendor directory and more.

How can it help you grow?

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

How much does it cost: Plans start at \$99/mo
www.idealdirectories.com





PageFlip Pro

What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully-responsive interactive Page-Flip Digital Editions.

How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is **always up-to-date** with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers...plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

How much does it cost: Pricing starts at just \$1 per page (based on volume).

www.pageflippro.com

Exchange Classified Ads Platform

What is it?

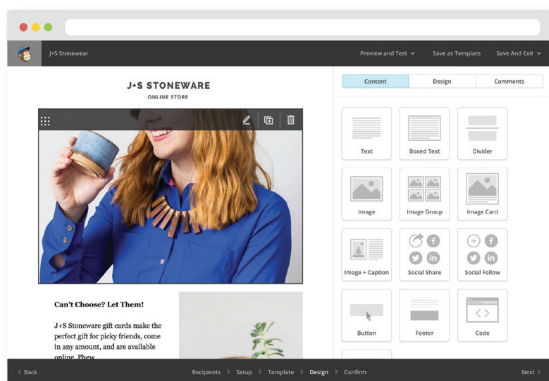
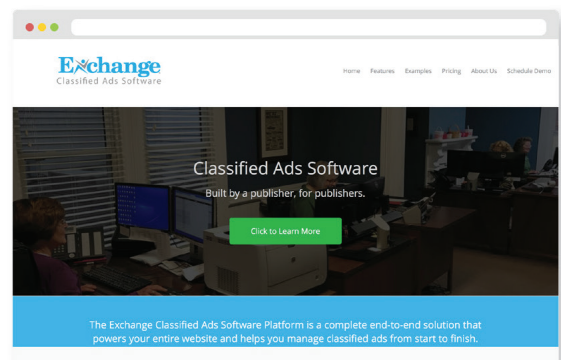
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated upsell opportunities to add a photo to an ad significantly boost average ad cost. Your staff all have separate logins to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

How much does it cost: Plans starting at \$685/mo

www.classifiedads.software



Mailchimp

What is it?

An easy-to-use email marketing system that lets you send out thousands of emails at once.

How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

How much does it cost: Paid plans starting at \$10/mo (based on subscriber list size)

www.mailchimp.com

Postal Savings and Opportunities

PAPERCHAIN DELIVERS POSTAL SAVINGS AND OPPORTUNITIES

ZAP! POW! KABOOM! PaperChain and AFCP sure know how to deliver a punch when it comes to postal savings and helping free paper publishers that distribute their paper by marketing mail.

There are two great opportunities coming your way, thanks to AFCP and PaperChain.

First, a quick plug about the annual postal breakout session that will take place during the AFCP annual conference at the Golden Nugget in Las Vegas. Friday morning, April 26, 2019, from 7 to 8 a.m., free paper publishers that are in the mail, or are interested in the mail, will have an opportunity to meet with me, and representatives from the Postal Service Product and Pricing groups to discuss questions, opportunities, and the Postal relationship. Be there!

POSTAL PROMOTION CAN DELIVER 2% UP FRONT DISCOUNT

For free papers that are using Marketing Mail to distribute their paper (periodical mail will not qualify), they have developed ad copy that you can register, and use, to qualify for the upfront, 2% discount by participating in the Postal Services Emerging and Advance Technology Promotion.

A copy of the ad that has been approved, and includes an embedded video and advanced technology that interacts with the Zapper App, is reproduced with this column.

Applause goes to Dan Alexander, Chair of Paper Chain (and an SMC

Steering Committee member), as well as Loren Colburn and Steve Harrison (another SMC Steering Committee member) for being the driving force in developing a design program, tweaking content, and finding an augmented reality application that would work for the Postal Service, as well as promoting the free paper brand.

The video that is triggered by the Zappar app, and the “Think Local” ad, shows the power of free community papers to connect customers, to help local business, and shows off the compelling statistics from verified audited circulation, readership and response.

The Postal Service makes it worth your while to promote your paper and the industry, with an upfront 2% postage discount for participating papers. Although AFCP and volunteers have done the heavy lifting for you, you need to strictly follow all of the promotion requirements. The requirements include:

- Download the specifications for the promotion at https://postalpro.usps.com/promotions/2019_emerging_advanced_tech.
- You will need to register your company and intended participation on the USPS Gateway for participation in the program at <https://gateway.usps.com/eAdmin/view/signin>. It is recommended that registration be done several days in advance of the first qualifying mailing.
- Part of the registration process and “agreement” is for all participating mailers to complete a series of brief surveys about their participation in the promotion.

By Donna Hanbery



- You must also submit an ad for prior approval. You can use the attached ad from PaperChain, compliments of AFCP. If you plan to use the ad in multiple mailings or publications, you will need to get approval for all of the scheduled mailings. Here is what the USPS Promotion Office advised regarding papers that plan to run with the ad on a weekly basis:

USPS – All mail pieces that are applying for the promotional discount as pre-approved of the mail piece by our office is a requirement for participation in the mail program. Please send us an Excel spreadsheet which identifies all the dates in which your ad will run along with confirmation in writing that you will be running the same creative image, message, and interactive experience we just approved during the entire schedule. Please also include a PDF of the mail piece we approved. Once we have that, we can provide you with approval for the promotional period. Thank you. The Program Office/68. EmergingTechPromo@USPS.gov.

This means that you must get initial approval of your company and your ad from the USPS Emerging Tech Promotions office. If you plan to run the ad on a weekly or monthly basis, you would need to submit an Excel schedule of the future mailings, to adhere to that schedule, and include the exact same creative image, message, and interactive experience in each paper/mailing.

This ad creates a “BOGO benefit” by giving free papers that mail the opportunity to get an upfront postal discount, while creating brand awareness for the industry, with an exciting interactive message about the power of “free” and the advantages of sup-

porting the local economy and thinking local.

The Emerging and Advanced Technology Program Promotion runs from March 1 through the end of August. There will be another opportunity for papers to participate in Postal promotions with the 2019 Mobile Shopping Promotion. It is anticipated that AFPP will also develop copy that may be used for that promotion opportunity.

A few words of caution. It is up to each publisher, printer or mail service provider that is entering the mail, to register and get the piece and promotional copy qualified in advance. This is NOT something PaperChain can do or explain for you.

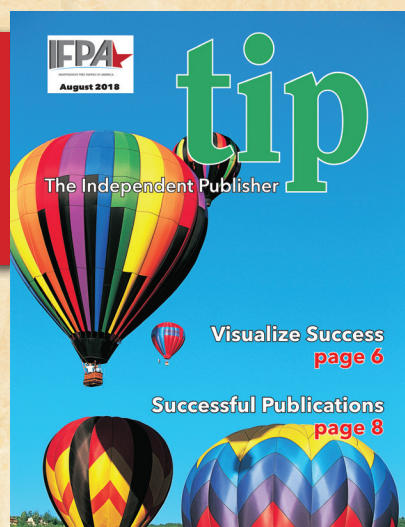
The promotional requirements can be complex. For papers that are using a mail service provider or printer, you may need to work with your vendor to make sure that every step as outlined and simplified above, and in the



detailed USPS Program Requirements is followed.

For participating Marketing Mail publishers that distribute by USPS, this is a great opportunity to save

thousands of dollars on your postal spend in 2019, while creating a fun, interactive, way for your advertisers and consumers to see the power of your paper, and how “thinking local” strengthens your community.



We are proud to print and mail the TIP Magazine for IFPA.

WE PRINT FOR PUBLISHERS.

Direct Mail • Magnet Mailers • Auto Dealer Mailers

Contact us today for more information.

715.273.4601 • 800.533.1635
info@helmerprinting.com
www.helmerprinting.com

HELMER Print. Wise.
PRINTING

Existing On Small Ads Is Not New

By Peter W. Wagner

Smaller ads sold mostly to locally-owned businesses are a part of a community paper's DNA. There weren't any supermarkets, department stores or automobile dealerships when the majority of midwestern newspapers at the turn of the last century.

I have a framed copy of the January 1, 1873 Sheldon Mail hanging on the wall of my office. What is most surprising is the largest display ad in the now 145-year-old publication is a one column by 3.5 inches. More importantly, all the ads in that first edition wouldn't fill a half of a broadsheet page today.

When my wife and I put out our first publication, The Golden Shopper, our largest ad was a half-page on the front page. Most of the remaining pages were filled with 2 x 3, 2 x 5 and occasional quarter page ads. The nationally controlled firms all felt they had to advertise in the much older, more established newspaper.

We were thankful for those locally purchased small ads, however, and somehow we survived. In the boom times before corporate inserts, we regularly printed four process color broadside pages for our local Hy-Vee grocery store. That too, disappeared, and we still survived. We were thankful for them when we had them, however, and we survived.

The truth is our publishing industry is changing in ways that is making it difficult to sustain and be profitable in both the paid circulation and free distribution publishing business. The same is true of most other forms of local business.

But, as long as papers have a commitment to providing solid local news and information to our community, newspapers and shoppers alike will find new opportunities to sell print advertising to an appreciative local market. Communities now are a local supplier of professionally written and edited information. Study after study has concluded communities need a printed publication to flourish.

Without a competent local paper, communities suffer the eventual loss of everything from main street retail synergy to in-town grade and high schools to much needed sales and property tax revenues.

A study by the North Carolina School of Media and Journalism found that more than 1,300 communities have completely lost their sources of local news. The local printed paper must continue to exist and it can through persistence, creativity and a commitment of the local ownership.

The secret of such success is "Telling your story!" For newspapers that means both sharing all the important local news of the community from the city chambers to the little league as well as the advertising and marketing services the publication offers. No business has ever succeeded in "saving itself out of financial difficulty."

Most successful business leaders turn a difficult corner by increasing the material and service delivered. I was in Hawaii recently and saw an interesting large red poster in many windows on one island. It read: Here is what you did by buying from us ...

1. You contributed your dollars to local economy.

2. You celebrated the unique buying opportunities of our community.

3. You helped create local employment.

4. You encouraged the building of a community.

5. You kept important tax dollars at home.

6. You benefited from our expertise.

7. You invested in local enterprise.

8. You made this community and all it offers a destination.

Everything promoted on that poster could also be said, with a bit of a twist in the wording, of the local paper. Our biggest failing as a publishing industry is we don't tell our story strongly or often enough. If we don't blow our own horn, who will?

Michael Bugeja, author of *Interpersonal Divide in the Age of the Machine* recently wrote: "Don't overlook newspapers. They are the lifeblood of the community. Subscribe to your hometown paper. Go farther and buy gift subscriptions for your relatives and friends."

Discuss the news face to face at the dinner table instead of on Facebook. If you have children, let them see you pouring over the pages of the paper, pointing out stories about school, hobbies, and upcoming events you might attend. If you want to get rid of fake news support your local newspaper. It takes a village to save a local newspaper. But saving a village is worth the price of a subscription.

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications.



Gary's Gallery

To keep you on your toes, TIP (The Independent Publisher) will include several photos from Gary Rudy's vast photo library. Try to identify each person and email those names to Douglas Fry (douglas@ifpa.com)





Digital Workshop

June 7 & 8, 2019

Chicago
O'Hare, IL

Will Thomas will share his knowledge of all things digital: internet ads to social media.

Newspapers • Magazines • Shoppers Book Publishing • Directories • Digital Media

Dear Kevin (Kamen & Co. Group Services),

Although you represented the sellers in this deal, I want to thank you, Kevin Kamen, for all that you did in brokering the sale of The Wave newspaper of the Rockaways in Queens, N.Y., to my family and me. Your leadership, negotiating skill-set and knowledge of the business, market and industry served as a most valuable tool throughout the entire process. When negotiations hit a bit of a snag you were able to masterfully get the two sides together to compromise. As the buyer of this wonderful legacy newspaper, The Wave of Rockaways, I want to personally thank you for everything you did to make the sale happen. You were always professional, reasonable and did a great job!

- Walter H. Sanchez - Queens Ledger News Group, NY, 10/4/18

On-Demand Access to Tenured Professionals Meeting Multi-Media Business Challenges with Foresight & Precision

APPRAISALS ACCOUNTING BROKERING

Proud to be the Expert Media Financial Valuation
Resource for "FORBES 400 List of America's
Richest People" 2018, 2017, 2016 and 2015

Accounting, Tax, Debt Management, Entity
Formation, Valuation & Financial Advisory Services



The Only Way To Reach a Goal is to Have One!

KAMEN & CO. GROUP SERVICES

Media Appraisers, Accountants, Advisors & Brokers

(516) 379-2797 • 626 RXR Plaza, Uniondale, NY 11556
info@kamengroup.com • www.KamenGroup.com



What's Ahead?

Publishers Summit

Jan 31 &
Feb 1, 2020

Clearwater
Beach, FL

Popular interactive event
for Publishers sharing keys
to success.

Digital Workshop

June 7 & 8,
2019

Chicago
O'Hare, IL

Will Thomas will share his
knowledge of all things digital:
internet ads to social media.

Sales Management

September 27
& 28, 2019

Philadelphia,
PA

The last Leadership Summit was
a huge success. We will build
on that success to include Sales
Management professionals.



HAMILTON

CIRCULATION SUPPLIES

800-398-2427

www.theservicechamps.com

info@hamiltoncirculation.com

Fax - 708-946-3733



32 Quarterfold



32 Magazine



37 Broadsheet
or Tabloid



32 Digest



Wire
Displays



Poly Bags



Rubber Bands



Carrier Bags



Plastic Displays



Steel Distribution Boxes

Tubes and
Steel Posts

SS-7 RT SS-6 SS-8 SS-5

IFPA Board Meeting Minutes

**IFPA BOARD MEETING,
THURSDAY, FEBRUARY 21,
2019**

President Jane Means called the meeting to order at 9:00a.m. (EST) Board members present: Doug Fabian, Jane Quairol, Deborah Phillips, Eric McRoy, Rick Wamre, Joyce Frericks, Manuel Karam, Joe Nicastro and Executive Director: Douglas Fry.

Administrative Transition – Jane Means: Douglas, Deborah and Danielle gave an update on the status of the administrative duties transition and there was discussion on the future of TIP.

Finances– Deborah Phillips: The January financials were emailed prior to the call. Deborah gave an update on the current financial state of the organization. Eric made a motion to accept the financial report as presented. Joyce seconded the motion, all were in favor. Joe made a motion to transition the accounting practices from accrual basis to cash basis per Douglas' recommendation. Rick seconded the motion, all were in favor.

New Member – Danielle Burnett: The Conway Daily Sun in Conway, NH was presented for membership. Deborah made a motion to accept their membership, Doug seconded the motion, all were in favor.

CADNET- Danielle Burnett: Danielle gave an update on the current CADNET audit.

SHARE Groups – Doug Fabian: Doug reported record breaking attendance on the most recent Sales Manager call and great participation from the attendees. Joe and Douglas reported that the Publisher and Specialty Publication Groups have also had record attendance with lots of great input and content.

IFPA Sales Training – Rick Wamre: Rick reported the website is now up for Ryan Dohrn training registration and members are starting to purchase the new series and take advantage of the discount on the 2018 training as well.

Advertising and Editorial Awards – Jane Quairol: Jane has been looking into new categories that could be added to future Ad and Editorial Award contests.

Communications Committee – Manuel Karam: Manuel reported the committee met a few weeks ago and emails have been sent to all members requesting updated contact information for key employees. Calls will be made to members who have not yet responded to the email.

2020 Publishers Summit – Douglas Fry: A contract was presented for the 2020 Publishers Summit to return to the Clearwater Beach location from 2019. There was discussion on alternate dates and Douglas will be working with the hotel to find out what additional dates are available.

Digital Summit – Douglas Fry: Douglas reported that plans for the Digital Summit in Chicago are coming together and he will be meeting with presenter Will Thomas in Atlanta to discuss further details.

Associate Members – Joe Nicastro: There was discussion on how to best contact associate members to promote events and sponsorships with them. Joe also gave an update on the remnant program.

Social Media/AdSense- Eric McRoy: Eric gave an update on the current status of AdSense and is working on ideas of how to improve member participation.

Website – Joyce Frericks: Joyce reported that she and Douglas have been working the current website updates but are considering a new platform.

Rick made a motion to adjourn, Eric seconded the motion, all were in favor. The meeting was adjourned at 10:04 am EST.

Recording Secretary Danielle Burnett



INDEPENDENT FREE PAPERS OF AMERICA

Like Us On Facebook!

<http://bit.ly/1UiP7qT>

Follow Us On Twitter!

https://twitter.com/_IFPA_

Learn about events, webinars, and industry news.

The Importance of Time Management

By John Foust, Raleigh, NC

David Ogilvy, one of the legends of the advertising agency business, was known for his extraordinary efficiency. I once read that he would often call a client and set an appointment for eight or twelve or twenty-one minutes of time. When the meeting started, he would place his watch on the table in front of him and finish his presentation at exactly the predetermined time. It was a dramatic and unique way to demonstrate how much he valued time.

Time is one of our most precious commodities. Once this moment is gone, it is gone forever. The best business people – the best sales people – have genuine respect for the other person's time.

I remember hearing stories about a particular ad manager who could have learned some time management lessons from Ogilvy. She was a notorious time thief.

One of the sales people who worked in her department told me about the time she was supposed to join him in a meeting with a prospective advertiser. "It was going to take about thirty minutes to drive there," he said. "Like we had planned, I dropped by her office forty minutes before the appointment, because that would give us a good cushion of time to arrive early. She was working at her computer and said, 'I'll be ready as soon as I finish this email.' That took about twenty minutes and put us way behind schedule. Then she stopped in the break room to fill up her fancy stainless steel coffee mug before we left. By the time we got to the prospect's office, he had been waiting for us for half an hour. I was not surprised when he didn't buy any advertising.

"That was her pattern of behavior," he explained. "Everyone on the staff dreaded going to appointments with her. But the bad news didn't stop with that. When she announced a team meeting, we never knew when she would show up. We'd have to wait there in the conference room, all the time knowing that she was trying to write one more email or make one more phone call before meeting with us. And she never made adjustments to make up for lost time, which threw all of our schedules out of whack for the rest of the day. The irony was that she would make sarcastic and critical remarks if others were late. She showed zero respect for anyone else's time, which we saw as a sign that she couldn't care less about other people. We felt like throwing a party when she left the paper to take a job in another industry."

There we have it: two extreme examples from the advertising business. One from a legendary figure with an exaggerated respect for time. And one from someone whose poor time management skills had a negative impact on everyone around her.

The point of all this is simple: Start on time, stay on track, end on time. Do that and things will run a lot smoother.

(c) Copyright 2019 by John Foust. All rights reserved.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com



Graphic Hooks

Composition is tough. Even as a designer, it is harder than it looks. I volunteered to give a fifteen minute talk on composition for my photography club, and I thought, well, I create visual compositions (mostly ads) all the time, so this should be easy. Actually, it's not.

Here are just a few descriptions of what composition is:

- ...; the way in which a whole or mixture is made up
- the action of putting things together; ...
- a thing composed of various elements...

Actually, there are more, but applied to linguistics, mathematics and physics—but I wanted to simplify.

Truthfully, there are a lot of similarities in photographic compositions and graphic design compositions, but organizing is key to both!

COMPOSITION FIX AND...

These ads ran in the Booster in different years; the information contained in the ad changed and I reduced the ad size by 25% for space considerations but I guess the thing that struck me the most when I saw this ad was the organization of the information.

We normally read from left to right and in the top ad, our eye has to jump over a logo to get to the crux of the matter—get students into this school! What is the most important function of this ad? To increase enrollment at the school. The logo and phrase is not as important as the reasons for choosing this school. Lead the reader to the most important information first.

The bottom ad prioritizes the information (a hierarchy). The logo moves to the right and is made smaller yet it is still visible but it no longer dominates. The dinner info follows the reasons for choosing this school and the event follows the open enrollment information.

I'm not sure if the Taekwondo event was an opportunity to sign up or if it was just something the school had.

There's also a reason you add the phone number (and web site)—if there are questions you can always call.

Make sure that pertinent information is contained in the ad. Sometimes advertisers forget to put in their contact information...now there are so many ways of contacting!


...TYPE MAKES A DIFFERENCE

Most of the type in the bottom ad is larger as well... or just appears larger. Condensed type at small sizes can be difficult to read. In a number of cases, you are better off running the regular (non-condensed) font and going a little smaller with type size. It's more readable.

The type may appear to be larger and it will also be more legible. Choose a typeface that has a larger x-height because you can maintain readability at smaller type sizes.

Small ads usually mean that there are more of them on a page and you need a way to visually separate them. A thicker border is not always the answer, because you need to make sure the content of the ad isn't also overwhelmed by the thickness of the border. The current crop of page layout software programs allow you to create a number of effects within the programs. I created a solid background in the bottom ad and then used the drop shadow boxes to create depth and interest.

I also overlapped them to generate the idea that they are "connected." And on the page, this ad will define and contain the message within its borders.



**At Herman,
Everyone is Someone**

HERMAN

HERMAN VIKINGS

**Consider the
HERMAN
SCHOOL
for K-8
Open Enrollment**

- Great teachers and support staff
- High test scores
- Small class size
- Personal instruction
- Excellent hot lunch and breakfast program
- P.O.S
- Elders program

**Come to our Family Games Day
Sunday, February 10 • 1:00-4:00pm**

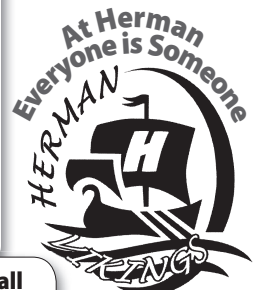
Doors Open At 1:00pm Refreshments Available

HERMAN SCHOOL DISTRICT #22

N6409 Hwy. P, Mayville 920-555-5555 www.herman.k12.wi.us

**Consider
HERMAN SCHOOL
for 4K-8 Open Enrollment**

- ➔ Great teachers and support staff
- ➔ High test scores
- ➔ Small class size
- ➔ Personal instruction
- ➔ Excellent hot lunch & breakfast program
- ➔ Elders program



**At Herman,
Everyone is Someone**

HERMAN

HERMAN VIKINGS

**Pot luck dinner will be offered to all
families interested in open enrollment**

**Join us for an intro to Taekwondo
Sunday, February 10 • 1:00-4:00pm**

Provided by American Taekwondo Center www.atkd.com

HERMAN SCHOOL DISTRICT #22

N6409 Hwy. P, Mayville 920-555-5555 www.hermansd.org

I do want to just mention the logo and using type on a path. This is one time where it's OK to use all caps—the logo will look cleaner. Upper and lower case (used in the Herman Vikings logo) can be used if there are no descenders to spoil the line, and in this case, the "y" in **Everyone** breaks that line.

Remember that the eye is looking for balance and anything that appears to be out of place creates visual clutter. Organizing the content helps to identify the priority that each part of the message should receive and makes it easier for the reader to retain that information.


FINAL THOUGHTS

Adding color to this ad should be subtle. Maybe the grey border, drop shadow and headline text.

There are any number of ways that we can "put these elements together." The principles of design don't change. If you want info on the elements and principles of design—just ask!

 **Until next month...**

Ellen Hanrahan hanrahan.ln@att.net ©2019



*We specialize in
the art of printing!*

Customer Satisfaction
and Competitive Pricing.

More than Just printers...
We are Publishers Too!

Keeps Up with the
Latest Technologies

Your One-Stop
Print Resource.

Newspapers • Publications • Shoppers • Catalogs
Magazine • Directories • Coupon Books

College Course Catalogs • Advertising Supplements
Business and Financial Periodicals • Free Standing Inserts



Trumbull
PRINTING

205 Spring Hill Road
Trumbull, CT 06611

203.261.2548

www.trumbullprinting.com



104 Westland Drive
Columbia, TN 38401

Presorted Standard
US Postage
PAID
Helmer Printing



F-2015
Digital Display Rack

We're the name you've relied on and trusted for years, but we're not resting on a strong past. We're innovating and pushing for a successful future. One where the value of print, the demand for digital, and the need for advertising solutions are met with products, ideas and service you can count on. The Steel City name is defined by reliability. So know that our focus is on providing you with the best tools for today and tomorrow.

SC STEEL CITY CORP

[800] 321.0350 • scity.com • facebook.com/steelcitycorp