



tip

The Independent Publisher

Changes In Leadership

Page 4

Digital Innovations Workshop
pages 5-8

Win-Win-Win-Win
page 17

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

RICK WAMRE
President
Advocate Community Newspapers

6301 Gaston Avenue
Dallas, TX 75214
(214) 560-4212

Fax (214) 823-8866
rwamre@advocatemag.com
term expires Sept. 2019



JOYCE FRERICKS
Vice President
Star Publications

522 Sinclair Lewis Avenue
Sauk Centre, MN 56378
(320) 352-6577

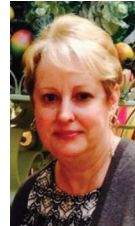
joyce@saukherald.com
term expires Sept. 2019



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



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



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



MANUEL KARAM
Director
Genesee Valley Pennysaver

1471 Route 15
Avon, NY 14414
(585) 226-8111

manuelkaram@gvpennysaver.com
term expires Sept. 2019



SHANE GOODMAN
Director
Cityview

5619 NW 86th Street
Johnston, IA 50131
(515) 953-4822

shane@dmcityview.com
term expires Sept. 2019



JANE QUAIROLI
Director
Kapp Advertising

P.O. Box 840
Lebanon, PA 17042
(717) 273-8127

janeq@themerchandiser.com
term expires Sept. 2019



DOUGLAS FRY
Executive Director
Headquarters

104 Westland Drive
Columbia, TN 38401
(931) 922-4171

Fax (888) 450-8329
douglas@douglasfry.org



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



Vol. 38, No. 4 • April 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

Rick Wamre, President

Federal Collective Membership
Registration No. 1,561,653

Managing Editor

Douglas Fry

e-mail: douglas@douglasfry.org

DEADLINES: The next issue of The Independent Publisher will be published May 15, 2019. Deadline for all copy is April 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

©2019 by Independent Free Papers of America®. All rights reserved. Reproduction in whole or part without written permission is prohibited.



President's Message

by
Rick
Wamre



You might be asking why I am writing this month's *President's Message*. It's not because I love to write in TIP. Read on to find out what is happening.

IFPA is seeing change every day. This can be good but it can also be pretty stressful. Last month we saw long time veteran Danielle Burnett move on to a new job and new challenges. Then we heard from Jane Means (President of IFPA) that she was no longer with her employer. We wish her well as she looks to the future.

We looked for ways to allow her to continue serving as president but couldn't find a loop-hole that fit the situation. As a result, I was voted in by the board of directors to fill Jane's remaining months. Chances are pretty good that I'll also serve as

president after those months end.

I couldn't do this without the support of the board. You'll notice on page 3 of this issue of TIP (The Independent Publisher) the changes to our board.

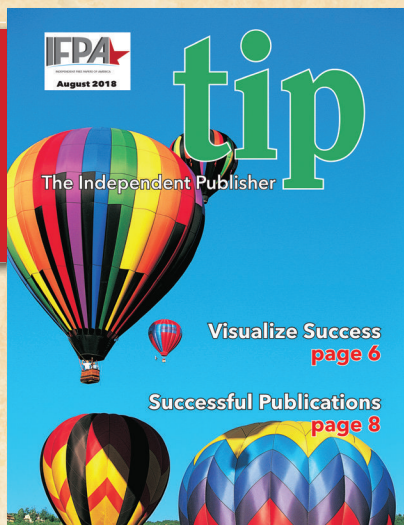
Joyce Frericks agreed to serve as Vice President. She is one of those people that rolls up her sleeves and gets the job done. Often she works behind the scenes and without a lot of fanfare. But you can always count on Joyce to finish a task on time, below budget, and done right.

Jane Quaroli has been serving as Sargeant at Arms. She also agreed to change her position. Roberts Rules of Order will still be followed closely as we conduct the business of IFPA. However, Jane will work as a Director giving her a voice and

vote as we move forward. Jane is actively involved in the SHARE Groups we have each month.

Shane Goodman of CITYVIEW Magazine has also agreed to serve with us as a Director. Shane has been a leader in the free community paper industry for many years. We look forward to his insights and depth of experience.

Finally, changes continue as we adjust financial methods, websites, personnel, and CADNET verification systems. All these changes are for the good of the association and will help position us more aggressively for the future. Come along for the ride.



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





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.

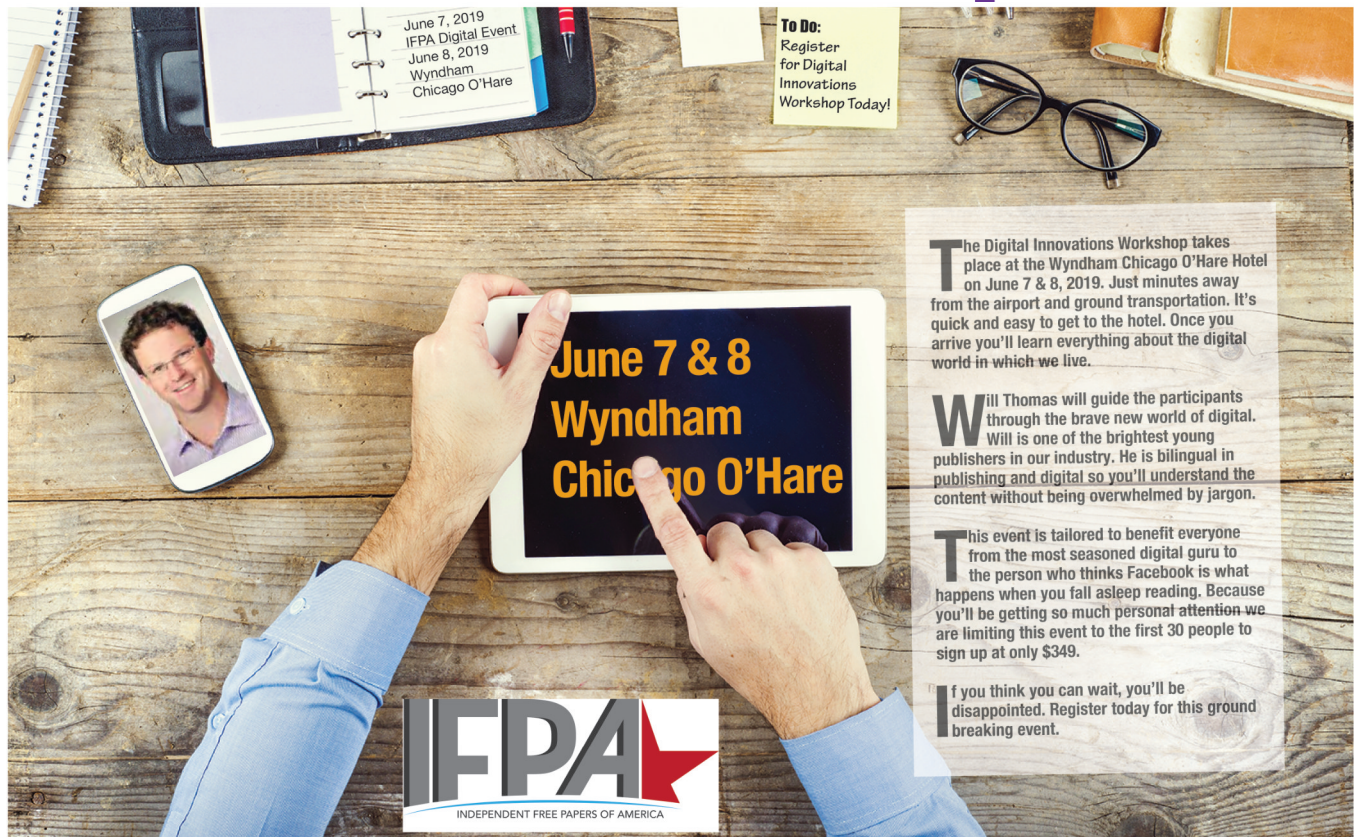


Will Thomas will guide the participants through the brave new world of digital. Will is one of the brightest young publishers in our industry. He is bilingual in publishing and digital so you'll understand the content without being overwhelmed by jargon.



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

I know what you are thinking. Milt who? I am Milt Helmer, past president of IFPA back in the day when every bite of work was done by volunteers.

We all know in dealing with a client it is important to ask questions. I am going to share some questions that will help you produce agency quality advertising when done properly. I have used this set of questions for years and have created many ads that won at the cash register, where it counts.

Many papers think that ads should be pretty, clever, and make a visual impact. That's helpful to get noticed, but most ads that really work express a benefit to the reader.

Here is a list of questions for you to consider:

1. What is it we are advertising for? What is the product? (Is it an item or an idea. Many ads fall short because they miss the audience.)

A Minute With Milt...

2. Who is your targeted audience?
a. Age b. Income c. Demographic

3. What benefits of the product will the advertiser offer the reader? Make a list of the benefits. Your headline will come from this list.

4. Ask Why this product can do produce these benefits? This tests the product to make sure it can produce the implied benefits.

5. Why should this product be purchased from you? Not all papers will be able to write targeted ad copy like you can.

6. Why should it be purchased now? This gives the purchase a sense of urgency. Closes the deal before the customer comes into the store.

Keep in mind the headline comes from the benefits. People do not buy features, they buy benefits.

ILLUSTRATION/ART

Whether you are using print, the internet, or any other media, the right ad art should be based on the benefit and showing the results expected from the benefit.

Remember regardless of what media you write for your reader or listener will be asking three questions: What is this? What does it do? And what does it mean to me?

If you follow this format you will write much better ad copy if you know what your customer is thinking.

Milt Helmer is the owner of Independent Marketing with over 50 years experience in advertising. miltonhelmer@gmail.com



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



Steel Distribution Boxes



Plastic Displays



Tubes and Steel Posts



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

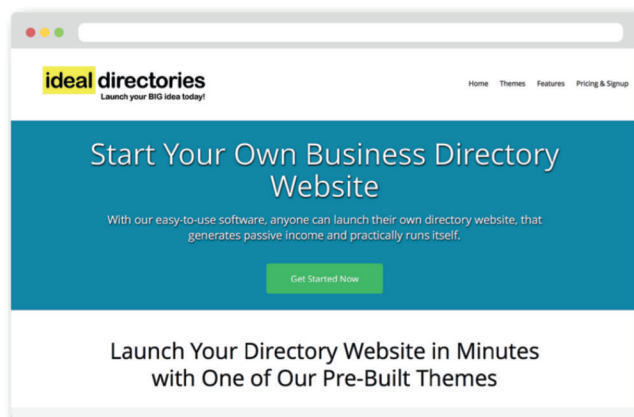
What is it?

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?

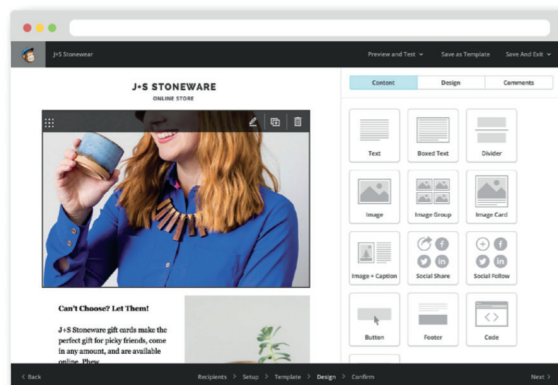
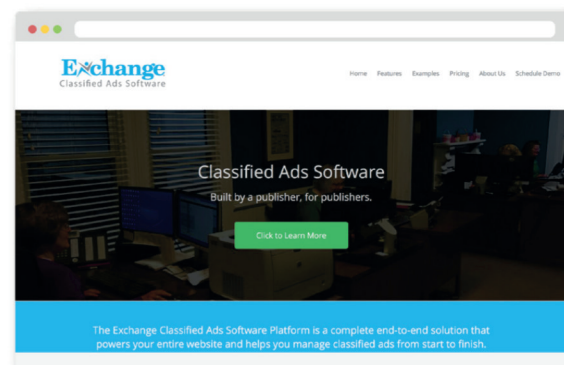
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

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

Consider Yourself Told

How are newspapers doing? It depends on who you ask.



by Kevin Slimp
kevin@kevinslimp.com

It was a lot like other experiences I've had at conventions over the past couple of years. In March, as I gathered my backpack to head out of the room where I'd just spoken in Madison, Wisconsin, a man approached and said, "I really appreciated what you had to say. May I ask a question?"

I was in no rush. Immediately ahead was a five-hour drive to Des Moines, where I was speaking to a newspaper conference the next day.

"Sure," I answered. "Of course. How can I help?"

His question was straightforward and deliberate. "What's really going on at newspapers across the country?"

Question: How are other newspapers doing?

I knew it wouldn't be a quick answer. I had been standing for two hours and there were a couple of chairs in the corner of the room, near the door. I suggested this was a conversation that required sitting.

As I began to answer his question, the area began to fill. Soon, there were a dozen or more publishers, editors and others standing in a semicircle, intently listening in on the conversation. I appreciated their interest. It's a bit humbling to know people sincerely care what I think about anything.

I shared my thoughts with the group. Heads nodded as I mentioned most locally-owned papers seemed to be doing fine. Big metros, not so much.

Someone spoke up, "My paper is part of a small local group. That's how it is with us."

I went into more detail about the state of newspapers of various sizes and types, then explained that I should get on my way to Des Moines. As I began to walk toward the hallway, I heard a familiar refrain, "Thank you for what you do for all of us."

You know, I hear that at every newspaper and convention I visit. I appreciate that people think that way. But the truth is I'm not really sure what I do. I study. I do research. I visit papers. I asked what's going on. Then I share the information. It seems a lot like what journalists at newspapers do every day.

As I was leaving the Concourse Hotel in Madison – one of the nicest I've stayed at, by the way – I glanced at my email and text messages. There was an email from a magazine reporter in New York, asking if I had five minutes to talk.

I recognized the name. He had interviewed me a week or two earlier for a story he was writing about the state of newspapers. During the interview, when he shared who he had spoken with while doing his research, he mentioned Iris Chyi, University of Texas, and other names that could fill a "Who's Who" list of researchers in the area of newspaper health.

In his brief email, he mentioned his editors were skeptical concerning the content of his story. Apparently the people he was interviewing were consistent in their findings. Most locally-owned newspapers are doing well. The same is not always true of other newspapers. The further



The view from my room in Madison during the WNA Convention.

the newspaper from the owner or ownership group, the more likely the paper isn't doing well. That has been a consistent finding of my research for the past few years.

A few days later, the reporter and I talked on the phone and he asked if I could point him to some data that he could show to his editors. I did, reluctantly. I was reluctant because I'm starting to feel outnumbered. There seems to be stories on social media and in national publications almost daily about how one large newspaper group after another is falling apart. As I reminded this reporter, most newspapers aren't part of large national groups. Most newspapers are still locally owned.

Consider yourself told

I didn't even mention the publishers who I've run into over the past few weeks who are starting or have just started new papers. Frankly, I really didn't care what the magazine ran, if anything.

Relaxing in the lobby of the hotel in Des Moines the next day, a publisher

approached and I invited him to visit. He told me his newspaper is enjoying significant growth. It has been growing, he told me, several years in a row. The past year has been the best yet. Then – you guessed it – he said, "Thank you so much for what you do for our industry."

I wanted to thank him. It's folks like him – like the publishers, editors and journalists I met in Wisconsin and Iowa over the weekend – who give me the energy to keep up the fight. They remind me of others I've met recently in Wyoming, Texas, Kentucky, Tennessee, Vermont, Kansas and places I've momentarily forgotten.

One publisher in Iowa came up to the podium to tell me something. "Remember ten years ago when the university dean told you he didn't think there would be a single newspaper left in America in ten years?"

"Yes," I answered, "I remember."

"You should mention that in every column you write. It's been over ten years and we're still here, and we're not going anywhere," he told me.

Consider yourself told.

Graphic Hooks

Fun with fonts! I have been pretty good at not purchasing new fonts—although I am tempted; and my go-to web site is MightyDeals.com; but working in **Adobe Creative Cloud** has sort of limited my browsing time. Adobe can make changes to their software at a faster pace than before and get it to their customers faster as well. Here's the thing—that means I have to try to keep up!

In another week or so, I will have been working with the cloud version for a year. My intent was to ease into "the cloud" and still use CS6, but after a couple of weeks it became very apparent that that was not going to work out for me, so I went "all in." (I have the option to save an IDML document by default if I have to send files to someone who is not working in the same software.)

Fun with Glyphs

I miss the chance to see and explore other fonts, but here are some of my favorites:

The name of this font is **LiebeDoni**, a distinctive typeface with more than 600 glyphs, (swashes, ligatures (two or more characters in combination), alternate settings (five ampersands!), and diacritical marks which is "A contemporary nod to Italian typographic heritage" this unique typeface is perfect for headlines and invitations. This font was purchased at myfonts.com

LiebeDoni Solid and LiebeDoni Outline

The outline font is great for a "Bistro" or "Cafe" type of ad, because of an informal feel and creation of very distinctive looks! Here's are some of the swashes...

Bistro
Bistro

and other characters & ligatures...

t t~t y it gi &

In the next column, I used **LiebeDoni Outline** to create a festive quality with a variety of colors (a "stained glass" look), which is easy to achieve in **InDesign** using "create outline" under **Type**.

You can still size "Outline" type by using the **Transform Tools** under **Object**.

Bistro

Once you have created the outline, select **Objects > Paths > Release Compound** and you can color any area that you want. Suggestion: Before creating an outline, save the original word in a library or on the desktop—it helps if you have to modify the word(s) and can't remember the type size or any "tweaking" that you may have done.

A few caveats... do not overdo the swash aspect! I know it's hard to choose, but remember to use restraint. Too many swash characters and you impede readability and for gosh sakes, choose your type carefully. This typeface for a tire shop? Not good!

More Dingbats

When I was browsing on MyFonts.com, I ran across another dingbat or picture font that I can use to have simple graphic shapes or art at my disposal. I am not patient when it comes to looking for the appropriate artwork (I get distracted easily), so if I know I have graphic "backups" that work, I am so good to go!

This font is **Milafleur** and it has simple floral and seasonal elements—always helpful in small ads, and I've included some examples...



The typeface below is **CorinthiaROB**, but adding the **Milafleur** dingbat can turn the sentiment of "Thank You" into a more "heartfelt" visual.

Thank you

In the next column, see how a **Milafleur** dingbat can become a graphic element—a quick way to add visual interest.



Make the element larger, add a stroke and drop shadow—so who needs a burst?



Or make it really large! This dingbat flower is 172 points—create outlines and color in the shapes for instant graphics! In this case the outlines are not connected, so I created one shape with the pen tool, colored it, rotated it and added a basic feather effect (see the color "swatch" next to flower). I then placed all the shapes behind the petals for a "watercolor" effect. It's fast, even works fairly well with the word "Bistro" and now you can save the whole effect to a library!

Meet the Family of Ed

I've used this typeface family for subheads and special effects. It's from **House Industries**, called **Ed**...

Ed Brush **Ed Gothic**
Ed Interlock (ED INTERLOCK)

Ed Roman **Ed Script**

... and even **Ed Bengbats**



More Dingbats...

Here are a few more **Type Families** with dingbats that could add graphic interest...



Farmstand Goodies (Farmstand typeface)



Shagbats (Shag typeface)



DF Calligraphic Ornaments

Dingbats... consider these fonts as potential, versatile, and easy graphic solutions!

Until next month...

Ellen Hanrahan hanrahan.in@att.net ©2019

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

IFPA

INDEPENDENT FREE PAPERS OF AMERICA

CADNET

NATIONAL ADVERTISING NETWORK

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.



Jodi is a sales manager with an interesting philosophy. “We’re all familiar with win-win,” she said. “It’s a common cliché these days. In business relationships – especially any kind of negotiation – each side should benefit. I help you win, and you help me win.”

“Win-win is a noble objective, but I don’t think it covers all the bases in the advertising business. I’ve heard people say that we’re dealing with four wins, not two. We talk about this all the time in staff meetings. As long as we focus on winning in four areas, we’re on the right track.”

Let’s take a look at Jodi’s four wins:

1. THE ADVERTISER

“It all starts here,” she said. “Advertisers and prospective advertisers want results. The purpose of advertising is to generate sales and market awareness, so we go into every presentation with that in mind.”

“After all, that’s how they judge the value of running ads with us. They constantly ask themselves, ‘Are the ads working?’ If they can’t answer ‘yes’ to that question, we have a big problem. If there’s no win for the advertiser, the other wins don’t matter.”

2. THE NEWSPAPER

“When we tell prospects we’re working for a win-win, they automatically think of their business and our newspaper,” Jodi explained.

“We work for the newspaper, and everybody understands that we’re expected to keep our employer’s interests at heart. When our advertisers get good results from their campaigns, they’ll naturally run more ads. That boosts our business as well as theirs. By helping them win, we win right along with them.”

3. THE CONSUMER.

“This is the first of the additional

wins,” Jodi said. “Even though it doesn’t apply to every industry, it’s a big part of what we do in advertising. In a lot of ways, you could say we’re a bridge between businesses and their customers. If it weren’t for advertising, a lot of people wouldn’t know what’s available in the marketplace.”

“Around the office, we joke about being consumer advocates, but that’s our way of saying we work to take care of our audience. We’re obligated to help advertisers package their messages to help readers make good buying decisions. If an advertiser hands us a bad idea, we don’t hesitate to say it’s a bad idea. Our ad team knows principles of effective advertising, and they do everything they can to steer clients away from weak ideas.”

4. THE SALES PERSON

The fourth win hits close to home. “We want the people in our ad department to enjoy their work and celebrate their successes,” she said.

Four Wins Are Better Than Two

“When someone lands a new client, renews a contract or sells a campaign, it gives their confidence a big lift. We believe each victory is a stepping stone to more accomplishments.”

“The better our team members feel about their work, the more valuable they become – to the paper, to advertisers, to our readers and to themselves.”

“In our business, two wins are not enough. We go for the win-win-win-win.”

(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



Really Successful Retailers Offer Free Delivery

By Peter Wagner

Have you noticed that all the really successful online retailers offer free delivery?

Amazon sets the bar high with Amazon Prime two-day delivery of everything from A to Z. Their product inventory includes everything from a difficult-to-find book to necessary groceries for dinner that night.

Target has purchased a start-up delivery firm, Shipt, that recruits part-time workers to pull and fill a customer's order from shelves in the store and then deliver the items to the customer's home or business in their personal vehicle.

Want a new car? According to the television ads, there's no need to deal with a "pushy" dealership salesperson anymore. Carvana will process your new car or truck order over the phone or online. Within days a Carvana truck will deliver the exact brand, model, color and accessory package you want right to your door. They'll even offer a no obligation seven days to test the vehicle before you buy. Plus, they'll be happy to take your used car or truck in trade and pick it up when they deliver your new vehicle.

Women's fashion centers go one step further. Nordstrom and other leading national retailers even enclose a pre-paid FedEx label so the customer can easily return the item if it doesn't fit or otherwise "just isn't right."

our newspaper office, I have a shoe store owner who claims he's making more money selling shoes on the internet than in his main street brick and mortar store. The UPS truck stops every day to pick up two dozen or more pair of shoes to be delivered to buyers all over the country. Finally, there are a growing number of women's boutiques popping up all over the country. Most are working to build a mail-order business with their products delivered by UPS or Fed-Ex to the customer's home rather than sold out of a traditional showroom.

NEWSPAPERS AND SHOPPERS WERE THE FIRST TO "DELIVER"

Delivery to the home has always been a key part of our newspaper and shopper story. Local papers were delivering wonderfully designed ads promoting what was available to buy long before there was an internet. Paid circulation or free distribution, the local paper delivered all the important information local buyers needed to make wise and easy buying decisions.

Community papers have always been the preferred means of learning the local news and business specials. The depth of coverage and design of the hometown paper has changed over the last 50 years, but the message has always been local. That local connection is the reason smaller community publications have thrived while many larger metro publications, with their attention to national and statehouse coverage, have declined.

why so many local businesses choose to advertise on the internet rather than in their hometown paper. Those small community stores and service firms simply can't compete online with the larger national firms favored by Google's marketing experts and analytical expertise.

Take the community automobile dealership for example. There is no way that traditionally family-owned dealership is going to have Google analytics place their message higher than the giant- inventory metro dealer down the road.

Community newspapers and shoppers offer a huge advantage to local new and used car dealerships. For one, and perhaps the most important reason, larger metro competitors aren't overpowering the local dealer's message with bigger display ads listing hundreds of vehicles at lower prices. Smaller local dealers can be easily overlooked when placing their deals online.

Here are more reasons the dealer should put his ads first in the hometown paper:

- The local printed advertisement is delivered right to the subscriber's front door where the family has a healthy respect for the paper's credibility. Many online sites lack that credibility.
- The printed paper still reaches more potential buyers within the dealer's sales and service area than any other form of electronic media.
- The hometown paper is desired and looked for by the immediate

Here in Sheldon, IA, where we have I have a difficult time understanding

What's Ahead?

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.

Publishers Summit

January 31 -
February 1, 2020

Clearwater
Beach, FL

Popular interactive event for Publishers sharing keys to success.

area car-buyer who knows and appreciates the no pressure, easy-to-understand deal the dealer offers every customer.

- Because the dealership is close by, often right in town, it is ready and able to provide quick service whenever it is needed.

Studies have shown that 75 percent of any businesses sales are to customers within 25 miles of the front door. Our smaller community auto dealerships exist because most of the dealership's customers don't want to drive 60 to 100 miles whenever they need to have something serviced on their car or truck. It seems ridiculous that community dealerships prefer to advertise on the world-wide web when their most important prospects are the ones reading the local paper.

PRINT SALES PEOPLE HAVE TO TELL THEIR

STORY

Local print salespeople need to learn to clearly tell their unique and specific story. If they want to sell more print advertising, sales consultants must be coached and regularly reminded to share their paper's benefits, value and stories about how their publication can deliver results and increased sales. Print advertising salespeople need to tell ad buyers over and over again why their printed paper, delivered right into the home of the local family can truly deliver sales and success for them.

They need to explain the demographics and depth of their readership, the paper's impact on local buying decisions, the reach of both their paper and website, the creative ability of their ad designers and an endless list of success stories from other local businesses.

Advertising sales people too often

turn away from conflict and fail to stand up for their product. Those same salespeople often fail to make any effort to get to know the advertiser and the advertiser's business. Too often, they fail to bring the advertiser exciting new promotion and advertising ideas. Worst of all, they sell one-time ads instead of long-term advertising programs.

Local print advertising can outperform online ads every time. But the publication's sales team needs to make it happen by becoming salespeople instead of simply order takers.

Peter W. Wagner is longtime newspaper and shopper publisher and an internationally recognized print advertising sales trainer. He will be one of the advertising sales presenters at the New York Press Association Spring Convention in Albany, NY, April 6th. You can contact him on the internet at pww@iowainformation.com or on his cell at 712-348-3550.

IFPA Board Meeting Minutes

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

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

Board Position Report – Rick Wamre gave a brief overview of the present condition of the board of directors. As Jane Means is no longer in the industry it was necessary to replace her as president. The board voted unanimously to support Rick Wamre to fill her remaining term as president. Joyce Frericks agreed to work as Vice President, Jane Quairol as a Director and Shane Goodman agreed to come on the board as a Director. Rick was appreciative of everyone's support.

Finances– Deborah Phillips: Revenue is above budget, expenses are below budget. Many changes in methodology have occurred since Douglas has been doing the finances. The Profit & Loss and Balance Sheets sent out earlier were discussed. Motion to accept Treasurers report made by Joe, seconded by Joyce. Motion passed.

Transition Progress - Douglas Fry: Douglas detailed all the changes made to streamline the association. A recording secretary is necessary. Accounting system changed from accrual to cash. Chart of accounts mirrors what we are doing now. Budgets are now in Quickbooks as well. All deposits done electronically. Discussed moving from a sweep account to a manual account. Classified system is now

one we designed in house. Converted to Stripe to process credit cards. Looking at pushing the CAD-NET ads to our members instead of expecting them to pull those ads from the website. Online check verification system detailed which the Treasurer uses to see checks before they are signed, saving time and postage.

We are developing an online CAD-NET verification system that will give our members the ability to upload their pages that contain CAD-NET ads. Those ads would then be verified by the office. The system calculates the percent of ads actually run and determines their qualification for rebates and CVC audits. This system will save our members shipping costs and time spent by their employees. We should have this system ready by the next round of audits in the Fall. We will need some publications to test the system before we go live.

Changing from Accounting Firm in Minnesota to a local accounting firm in Columbia, Tennessee. We looked at moving the corporation (IFPA) to Tennessee. The new CPA suggested that we keep it there and file returns in both Tennessee and Minnesota. That will keep us from having to relinquish our existing corporation in Minnesota and create a new one in Tennessee.

The main office has gone paperless. All documents are being scanned and OCR'ed to give us searchable supporting documents.

TIP (The Independent Publisher) We are still looking for a company to take over the entire job of producing, selling, billing, and managing TIP. We will be working on a

redesign of the look and feel of the magazine. Joyce and her staff will do that.

Digital Summit filling up quickly. Recommended that all members sign up soon.

SHARE Groups – Doug Fabian: Doug reported over 20 people attended the Sales Manager call and great participation from the attendees. Joe and Rick reported that the Publisher and Specialty Publication Groups have also had record attendance with lots of great input and content. Possible options to sponsor SHARE groups discussed.

IFPA Sales Training – Rick Wamre: Rick reported members are purchasing the Ryan Dohrn training series.

Advertising and Editorial Awards – Jane Quairol: Jane continues to work on possible new categories and divisions for 2020.

Communications Committee – Manuel Karam: Working on cleaning up email addresses of our members by segment. Committee will meet next Friday at 2:00 pm.


2020 Publishers Summit – Douglas Fry: Looking at a different hotel for 2020 near the Holiday Inn.

Remnant Space Ad Program – Joe Nicastro: Joe gave an update on the remnant space ad program. One small, test ad is in the works.

Website – Joyce Frericks: The new site will be live by the time TIP is mailed. Combining three sites into one. Joyce and her people have worked hard to ensure accuracy.

Joe made a motion to adjourn, Deborah seconded the motion, all were in favor. The meeting was adjourned at 9:55 am EST.

Submitted by Douglas Fry



*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

INDEPENDENT FREE PAPERS OF AMERICA



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