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APRIL 2019
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**ANNUAL
TRADE
SHOW
ISSUE**

**INDUSTRY NEWS
UPDATES**

**ASSOCIATE MEMBER
PROFILES**



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& TRADE SHOW
2019
GOLDEN NUGGET - LAS VEGAS**

Todd
Todd A. Benefits

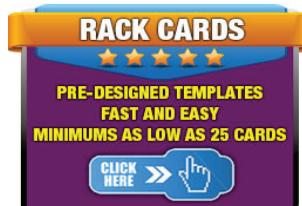
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COMING
next
month

The May issue of INK will be our annual conference issue highlighting the people and activities that will be involved this year in Las Vegas. The fastest way to get an advance copy will be to pick one up in Las Vegas on April 25th!

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Bring news and resources to the attention of the free paper industry by publishing a responsible quality magazine.

DEADLINES: The deadline for classified ads, display ads and editorial is the 4th of every month.

Free Paper INK is dedicated to keeping the industry informed on key issues, topics and industry news. If you have any items of interest that should be shared with people throughout the Free Paper Industry, simply email them to loren@afcp.org. We welcome your input, appreciate your readership and look forward to your contributions to our content.

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THIS MONTH'S FEATURED Association of Free Community Publications

MEMBER BENEFIT

PROFESSIONAL CERTIFICATION

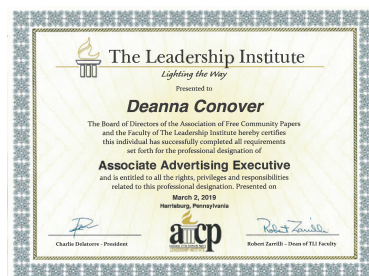
The Association of Free Community Papers (AFCP) and The Leadership Institute (TLI) are excited to announce the latest professional development programs for the community publication industry. In an effort to provide member companies with an opportunity to gain industry specific training certificates while attending conference, two new certificate programs are developed for introduction at the Annual Conference.

Attendees will have the option to select from either of the two programs based on their educational needs. One program is geared for industry sales professionals to develop a deeper understanding of publication sales. In Baltimore for 2018, the sales certificate program was the Engagement Selling Program (ESP) and the 2019 offering in Las Vegas is for an Advanced Selling Certificate. The Advanced Selling Certificate will focus on building a better understanding of the cognitive biases that drive the decision making process.



The second certificate program each year concentrates on management skill development. The 2018 management certificate program, Effective Hands-on Management, was developed around the concepts presented by Bruce Tulgan in IT'S OKAY TO BE THE BOSS. The 2019 management certificate program is an actual Coaching Workshop that will help participants conduct a personal Coaching Skills Inventory and then review and practice conducting Effective Coaching Conversations.

These certificate programs are in addition to The Leadership Institute's time tested Associate Advertising Executive certification process that has helped develop sales professionals from all walks of the publication industry for the past 13 years. With over 110 professionals already having completed the requirements for their AAE certification, this year's graduating class of 19 will be the second largest class ever.



Professional certifications and certificates by AFCP are designed to recognize the highest level of professionalism and growth of dedicated free publication associates. Free Paper professionals are able to document their knowledge in all aspects of media and marketing as well as their commitment to professional development in the publication industry.



LOREN COLBURN
EXECUTIVE DIRECTOR

Let's talk about Trade Shows!

JUST A REMINDER THAT IF YOU HAVE not yet taken advantage of the 2% postage discount program available on Marketing Mail that runs through August 31, 2019, you are costing yourself money! Reach out to us at the AFCP office and we will be happy to provide the information to take advantage of this substantial savings opportunity.

So let's talk about trade shows! All too often we all look at trade shows as events where businesses group together to try their best to sell us something. We have all been to the Chamber trade shows filled with booths staffed with one of two types of people. There is the overzealous sales fanatic who will try to convince you that as much as you don't think you need an air conditioner for your motorcycle, you really don't know what you're missing. Then there is the timid person working hard to avoid eye contact with attendees in fear they might have to actually engage in a meaningful conversation. Unfortunately, this often affects our knee jerk response to the term "trade show" when we hear it.

I assure you that the AFCP Trade Show at the Annual Conference can deliver a much different impression of how a trade show is supposed to work and what a positive impact it can have on your business. It's all about how you frame your thoughts about the event beforehand. It has to be all about you and what's in it for you.

Trust me, perception is everything. Let's try a minor shift in your perception of being afraid someone is going to twist your arm to buy something, to one of looking for answers to your everyday business problems. If you take control of the situation and look for solutions from the products and services that are being presented, you may be amazed at

the benefits you can come away with.

Sure, you may have to do a little due diligence to help determine which companies, products or services have relevance to your publications, but the opportunities can be endless. That is what this trade show issue is all about: providing information on the trade show participants so that you can plan for contacts with the ones that you believe offer the most potential to help improve your business. Putting together a hit list of the most important businesses to have a meaningful discussion with will make sure you get the most out of the opportunity.

The next aspect of this particular trade show that significantly increases its value is the opportunity to ask these businesses for references of specific people who are attending the conference. That affords you the opportunity to locate that person and have a face-to-face discussion about their experience with that product or service. So often that face-to-face conversation takes on a whole different value than when conducted over the phone or by email.

In closing, take the opportunity to look through these AFCP Associate Members who are participating in the Las Vegas trade show and look for who might be able to solve a problem, speed a process or expand your capabilities. Even if you won't be able to attend, you will be able to put together a list of businesses you should be talking to in order to improve your publications. They really want to help your business, just like you want to help your advertisers.

Remember, it's not about selling or buying something, it's about successfully fulfilling a need.

Until next month – tell all those media buyers, "If it's FREE, buy it!" **INK**

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Getting to Know Carol Toomey & Companies

THE COMPANY THAT CAROL TOOMEY STARTED 'on a shoestring' continues to grow, evolve and expand along with the changing landscape of the publishing industry.

When Toomey started Action Unlimited in 1970 as a 10,000-circulation, direct-mail publication, industry technology was limited. Her competition was using letterpress, and she didn't have a copy machine. In those early days, Stripprinters were a great improvement over a Varitytypesetter, and the Compu-graphic eliminated the necessity of typing everything twice on an IBM Selectric to get justified type.

Fast forward 30 years. At that time, Toomey was excited about the new pagination system Merrimac Software Associates had just installed at Action Unlimited. She had already been using Merrimac software for several years and was looking forward to outputting her entire paper on a disc instead of in a huge box of pasted-up boards.

In the fall of 2016, Action Unlimited was scheduled to receive a large upgrade of the Merrimac software from its owner and developer, Tom Vachon. When Vachon unexpectedly became seriously ill and was hospitalized, his service manager, Sabrina Fobes, stepped in to help with the software upgrade. Toomey and Fobes worked together almost daily, with Toomey mentoring Fobes in running the business and Fobes helping Toomey with the software. Vachon soon passed away, but the relationship between Toomey and Fobes continued. "I wanted to help her, and I wanted this software to continue to be viable. Tom's lifetime work could not dissolve," said Toomey.

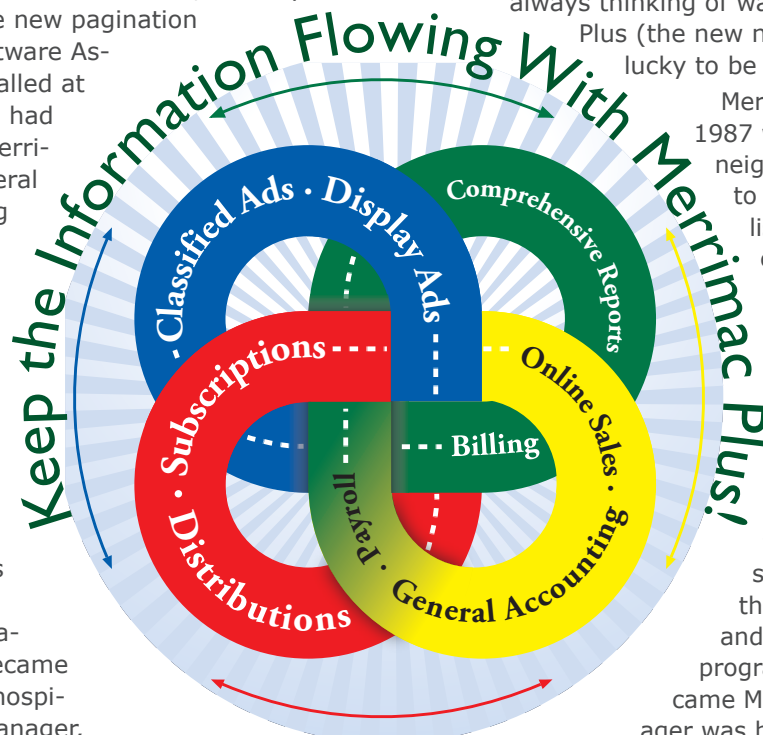
"I've used Merrimac software for over 25 years at Action Unlimited," she said. "I always loved the way you could put someone in a chair in front of the computer without any training and be able to

use it. One software program I looked at needed a week of training. Another could not do all the things Merrimac could do." And so, several months after Vachon's death, when Kate Vachon approached Toomey to see if she was interested in purchasing the company, it was not a difficult decision to make.

"Tom's wife called me [in 2017] and offered to sell Merrimac at a very fair price, and Sabrina promised to keep the software current," said Toomey. "I wouldn't do this without her. And Jim Loughner, a software engineer in Virginia, said he would help. It's been about two years now, and I am very glad that I made the purchase. Jim and Sabrina are always thinking of ways to make Merrimac-Plus (the new name) better. I feel very lucky to be working with them."

Merrimac was started in 1987 when a publisher in his neighborhood asked Vachon to rescue a client mailing list from a dying personal computer. Although computers were starting to become affordable for small businesses, there was not a lot of software available. After Vachon rescued the circulation data, the publisher asked him to develop a comprehensive system to manage their publishing business, and the development of the program that eventually became Merrimac Publishing Manager was begun. With the encouragement of his original client, Vachon presented a prototype of the system at the New York Press Association's convention in 1989 to enthusiastic reviews. Since then, input from its users has kept the software fresh and up to date.

In its current version, MerrimacPlus is affordable, industry-specific software for small- and medium-sized community newspapers that seamlessly covers all aspects of newspaper production and management. Designed by publishers for publishers, it increases productivity and ad sales, cuts production time, trims overhead, improves collections and optimizes circulation distribution.



In 2011, Toomey's penchant to help other people again put her in the right place at the right time.

"I acquired Smart Shopper in 2011 from a lady who started the paper five years before," Toomey explained. "She started printing with the same printer as me. My printer said she was new to the business and could use some help. I went to her place and she came to mine while I shared what I had learned over the years.

"How do I get customers to buy color on the cover?"

"Make it a forced buy by including the price of color in the front cover price."

"As time went by I got to know her employees and liked them. Her significant other wanted to move to Florida after a few years so she needed to sell the business. I was offered the chance to buy it. The rest is history."

When Toomey added the Smart Shopper to the existing seven editions of Action Unlimited in 2011, it brought the total circulation in the Concord and Webster, Massachusetts, areas to over 84,000 copies weekly.

"When I purchased Smart Shopper, the first thing I did was buy another license from Merrimac," she declared, illustrating her conviction of the software's value long before becoming its owner.

As a businesswoman, Toomey has a long list of accomplishments. She is the recipient of the 2005 Association of Free Community Papers (AFCP) Distinguished Service Award and the 2006 AFCP Publisher of the Year Award, and a graduate of AFCP's The Leadership Institute. She is a past president of both AFCP and the Free Community Papers of New England (FCPNE). She is actively involved with the Independent Free Papers of America (IFPA), and has served on AFCP's membership committee, as conference chair and trade show chair. She was instrumental in organizing the Southwestern Association of Community Publications (SACP). A longtime member of AFCP, she has not missed an AFCP conference in 34 years!

As if heading up three companies and volunteering on numerous association boards and committees doesn't keep her busy enough, Toomey recently started another company. Concord Workspace is


the perfect solution for businesses operated out of a home that need a professional environment or a large conference room for a meeting with clients, or a quiet individual cubicle in which to work when the kids are on summer vacation. Office and conference space can be billed on an hourly, weekly, monthly or annual basis so you pay for only the time and space that is actually used. Free high speed wifi and a projector for use with a media storage stick are included in the rental prices. A refrigerator is available to hold your own food and drink, and a copy, fax, scan and print station is available for a modest fee. It's all available 24/7 via a keyless entry, and you can even request a part-time receptionist to make copies for you or greet your clients when they arrive.

Toomey has been and still is active in many events and with many charities in her community.

Her two favorites are Emerson Hospital, where she is a corporator, and Rotary International, for which she is a major donor. In 2013 she was the recipient of the Rotary "Service Above Self" award, the highest award a Rotarian can receive.

She is passionate about ridding the world of polio, a disease that afflicted her father. While polio used to cripple 1,000 people throughout the

world each day, only six cases have been diagnosed this year in Afghanistan and Pakistan – where the disease is still active – due to the Rotary polio initiative. As one of only 41 Rotary Zone Polio Chairs in the world, a position to which Toomey was appointed three years ago, she raises money in a territory that covers New England, New York, New Jersey, half of Pennsylvania and Bermuda. The 41 chairs have been challenged to raise 50 million dollars to eradicate the disease, which will be matched two-to-one by the Bill & Melinda Gates Foundation. "Many other diseases are being addressed as we continue [this work]," Toomey said. "For instance, Ebola went away quickly because of the health stations for polio in Africa. We are hoping to declare polio 'gone forever' in 2023."

In her free time, she enjoys traveling, the theater, music, and local arts organizations, and running a part-time business renting 39 timeshares she owns in Aruba and Florida. Married to Joe, they have one son, Alan. 

"When I purchased Smart Shopper, the first thing I did was buy another license from Merrimac."



Planning Tools for Las Vegas!

ONE WAY TO MAXIMIZE THE OPPORTUNITIES you are able to take advantage of with your conference experience is to plan your time accordingly. The

following is the schedule as it stands right now for attendees to take maximum advantage of their time in Las Vegas. **INK**

Wednesday Schedule – 4/24/19

10:00 – 4:00 PM	Optional Add-On Event: Pre-Conference Las Vegas Tour. Departing from the Golden Nugget, the first stop is at the Mob Museum for an interactive journey through the history of organized crime. Then lunch at Pizza Rock, a world-famous, award-winning restaurant. Finally, head to the Zappos Campus to tour the headquarters of the online shoe retailer's quirky and unique offices.
3:00 – 5:30 PM	Trade Show Set-up
3:00 – 7:00 PM	Registration Open
5:00 – 6:30 PM	Rising Star Orientation

Thursday Schedule – 4/25/19

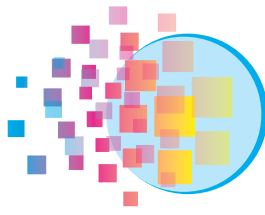
7:00 AM	Registration Open
7:00 – 8:00 AM	Breakfast
8:00 – 8:45 AM	Opening Ceremonies
9:00 – 10:30 AM	Andrew Davis – The Future of Digital is Print!
10:30 – 11:45 AM	Break and Vendor Interaction Session in Trade Show Area
11:45 – 12:45 PM	Recognition Lunch
12:45 – 2:00 PM	Andrew Davis – “Unplugged: Inside the Mind of a Marketer”
2:10 – 3:40 PM	<u>Breakout Sessions A:</u> TLI New Class: Management Certificate: <i>(Session #1)</i> Sales Certificate: <i>(Session #1)</i> Trade Show Open
3:40 – 4:00 PM	Break and Vendor Interaction in Trade Show area
4:00 – 5:30 PM	<u>Breakout Sessions B:</u> TLI New Class: Management Certificate: <i>(Session #2)</i> Sales Certificate: <i>(Session #2)</i> Trade Show Open
6:15 – 8:15 PM	Thursday Evening Reception & Dinner at the Golden Nugget EVENING ACTIVITY FREMONT STREET!

Friday Schedule – 4/26/19

7:00 AM	Registration Open
7:00 – 8:00 AM	Breakfast
7:00 – 8:00 AM	Saturation Mailers Coalition Breakfast
8:00 – 8:45 AM	Best of the Best Awards (Also on Facebook Live)
8:45 – 9:45 AM	“The Choice” – Idea Exchange
9:45 – 11:00 AM	Trade Show Event & Break
11:00 – 12:00 PM	Roundtable Sessions TLI Review Class
12:00 – 1:00 PM	Lunch
1:00 – 3:00 PM	<u>Breakout Sessions C:</u> TLI New Class: Management Certificate: (Session #3) Sales Certificate: (Session #3) Trade Show Open
3:00 – 3:30 PM	Final Break in Trade Show area
3:30 – 5:30 PM	<u>Breakout Session D:</u> TLI New Class: Management Certificate: (Session #4) Sales Certificate: (Session #4) Trade Show Open
6:30 – 9:00 PM	Friday Evening Reception, Activities & Dinner at the Gold Spike

Saturday Schedule – 4/27/19

9:00 AM	Registration Open
9:45 – 10:00 AM	AFCP Annual Business Meeting
10:00 – 11:00 AM	Brunch
11:00 AM	Silent Auction Officially Closes
11:00 – 12:15 PM	<u>Breakout Sessions E:</u> TLI Classes: (3 to choose from) Open Forum Sessions: (3 to choose from)
12:25 – 1:40 PM	<u>Breakout Sessions F:</u> TLI Classes: (4 to choose from) Open Forum Sessions: (3 to choose from)
1:45 – 2:45 PM	TLI Graduation / Closing Presentation
3:00 – 4:30 PM	TLI Exam
Evening...	Experience Las Vegas!!!



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Connections that Last

by Charlie Delatorre

I'VE MENTIONED A FEW times that this upcoming conference in Las Vegas will be my 20th conference with AFCP. I took

a few moments and tried to remember each one: the city we were in, the hotel, and something I remember taking away from each conference I've attended.

If you haven't taken this trip down memory lane yet, I encourage you to try. It's a fun exercise. If you're like me, you'll start to remember the basic details pretty quickly. And it won't be long before you start making a quick list of your favorites. Here are some of mine...

Who could forget the second line parade down Bourbon Street in New Orleans on our way to the House of Blues for a private concert? Or our Latin-inspired evening at the Vizcaya mansion in Miami where most of us danced way past our bedtime? How about the event on the aircraft carrier in San Diego, the Pub Crawl in Savannah, the tailgate party in Orlando or the Salsa making competition in Arizona?

Throw in a collection of world class speakers, hundreds of TLI classes and some of the best training someone could ask for from professionals like Rob Zarrelli, Elaine Buckley and Jim Busch, and it's easy to remember how amazing these conferences have been over the years.

But after the parties end and the inevitable hangovers that follow ease away, what really matters... what really counts are the connections you make. You

see, the real value at these conferences isn't the speakers, the teachers or the parties – it's the chat you inevitably have with someone who does exactly what you do every day, that makes you think differently about some aspect of your own business.

It doesn't matter if you're a sales rep, a sales manager, general manager, editor, publisher or owner, the networking at our annual conferences can change your business for the better. The rooms are filled with experience, knowledge and an interest in sharing that wealth of successes and failures... with you!

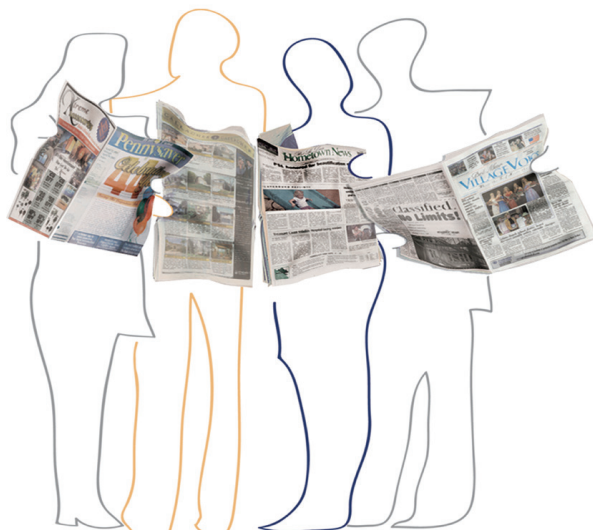
For me, these friendships have been instrumental in the development of our business. These connections mean I have someone to call when I have a question or need advice; and over the years, that's been more times than I'd like to admit. What would I have done all these years without the connections I've made from my involvement in AFCP?

Luckily, I don't have to worry about that and in just a few weeks, I'll be back with my colleagues and friends making new memories. Sure it's going to be another epic event with great training, food and parties that last well into the night. But when you see me tucked away in a corner talking with Steve Harrison, standing outside chatting with Hans Appen or debating with a group of sales reps from El Clasificado, just know, that's where the good stuff happens.

See you soon! 



CHARLIE DELATORRE
AFCP PRESIDENT
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Plan to Visit with the Vendors!



THE NEWSPAPER MANAGER

Fueling Publishers Around the World

The Newspaper Manager is an integrated publishing CRM that serves over 15,000 media properties worldwide. Our powerful software engine drastically reduces overhead costs and manpower hours by connecting sales, production, marketing, and billing into one powerful software package.

Designed to Boost Publishing Profits

From prospecting and sales, to ad orders and billing, The Newspaper Manager optimizes every aspect of the advertising life cycle. Between our opportunities portal and nearly 70 reports, you can project revenue and make decisions based on real-time data.



Simply Log in & We'll Do the Work

Everything you need to run your publishing business starts with a homepage dashboard at your fingertips. From calls and follow-ups to meetings and sales metrics, The Newspaper Manager gives you the data you need in one snapshot.

Sell Anywhere You Go with the Mobile App

The Newspaper Manager iOS and Android app helps you generate revenue from your tablet and smartphone.

- Call your client directly from the app and access Google Maps directions.
- Add contacts, notes, calls, and meetings on-the-fly.
- Access and edit client records anywhere.

More Outbound Proposals. More Incoming Sales

Easily generate polished proposal templates and convert them into contracts, IOs, and invoices. As the only publishing CRM with integrated marketing tools and a built-in business directory, The Newspaper Manager helps you identify potential advertisers.

The Formula You Need to Close More Deals

From callback lists to pipeline projections, The Newspaper Manager offers the insight you need to move your publishing business forward.

- Sell directly from your inbox by integrating your email account.

- Automatically copy email threads onto client records.
- Customize rate-cards on-the-fly, including commission structures.
- Gain visibility with pipeline forecasting and custom reporting options.
- Renew contracts before they expire with automated notifications.
- Generate IOs and secure approval with legally binding e-signatures.
- Prove ROI and grow revenue with marketing services tools.
- Track prospects visiting your website to improve the quality of your sales calls.
- Receive alerts when a prospect visits your website or opens your email.
- Engage advertisers with mass email while logging sales and marketing interactions.

Handles the Heavy Lifting of Production & Ad Orders

From bulk multimedia buys, to complex skip schedules, The Newspaper Manager offers unparalleled convenience.

- Manage inventory in real time and deploy material deadline notifications.
- Secure approvals with a client-facing portal and manage flat-plans with transparency.
- Instantly publish digital editions and distribute branded mobile apps.
- Manage classified templates efficiently with flexible import and export tools.

The Billing Capabilities You've Always Wanted

Say goodbye to tedious tasks. Your ad orders can be instantly converted into invoices!

- Get billing out the door with our robust electronic invoicing suite.
- Get paid ASAP with credit card processing and client payment portals.
- Save manpower by processing payments by the batch.
- Enjoy convenient integrations with QuickBooks, PlugnPay, and Authorize.net.

70 Standard Reports Based on Live Data

If you can imagine it, we can report it. Our endless customization options let you mine, filter, and export data any way you like it!

Continued on page 17

Visiting Vendors





***Better Tools. Better Service.
Tremendous Results.***

**Let's talk about why over
200 newspaper titles across the
country are saying things like:**

*“This has been a dramatic game changer
for our newspapers.”*

*“They did an outstanding job
and our team is really on board.”*

*“ASK-CRM has become THE way all
our newspapers go to market.”*

Visit www.ask-crm.com for a video tour of just what makes
ASK-CRM a different kind of sales software tool. Or call **301.859.4777**



Continued from page 15

Rock Solid Reliability & White Glove Service

The Newspaper Manager helps thousands of publishers move their business forward. According to our recent client survey, 98% of clients surveyed are satisfied with client service. Contact www.newspapermanager.com to learn more!



ASK-CRM

ASK-CRM is different from other companies you have worked with. We want to know what you need, we listen and we respond. And when you are our



customer, we work to make sure that your team gets

value from the investment in our solution. If you have a concern, an idea, a need, we want to know about it so we can address it. ASK-CRM evolves based on marketplace needs that you communicate to us, and that evolution doesn't take years like it might at other software companies. It happens quickly...because that's what keeps both of us competitive.

As founder of Streamlined Office Solutions (SOS), Robin Smith developed ASK-CRM based on his experience in and around newspapers, which now spans nearly 25 years. Plus, he calls upon his career experience with the United States Air Force where his assignments included bases in South Korea, Arizona, Kansas, South Carolina and the Pentagon in Washington, D.C. That variety of experience helps him identify needs and develop efficient processes for success.

During his newspaper career, he has developed numerous software solutions for companies like Gannett, Advance Publications, Hearst Publishing and many others. He has delivered applications ranging from cost/revenue analysis, budgeting, circulation, email marketing, CRM and advertising pricing to name a few. In all cases, his approach is based on developing solutions, not software, that deliver measurable ROI. Most of all his work is designed to equip newspaper media sales teams with efficient and effective tools that deliver programs for advertiser success.

CVC

CVC provides circulation audits and readership studies to newspapers, magazines, shoppers and niche publications throughout North America. CVC audits include print, website, digital edition, social



media, email marketing, mobile and text media. CVC readership studies utilize a multi-tier study platform that can include

OUR DATA SPEAKS VOLUMES

residential phone, cell phone, online, QR code, social media and email push studies to give publishers accurate demographics spanning multiple media platforms. CVC audits thousands of editions nationwide representing over 50,000,000 circulation.

TOWNNEWS

TownNews gives media companies the services, technology, and guidance to transform their businesses and continue to play a critical role for readers and advertisers.

Our full suite of technology, services, and best practices enables your company to deliver news and advertising across the digital spectrum—anywhere,

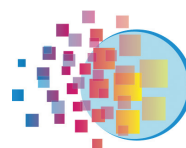


at any time. Our expertise and tools for print, digital, video, OTT, and advertising will grow your revenue, expand your audience and engagement, and increase your efficiency and security.

Over our nearly 30-year history, 2,000 media outlets have benefited from our technology, services, and guidance. Let your company be next.

PREFERRED MARKETING SOLUTIONS

Preferred Marketing Solutions is a single source for FSI print, EDDM and direct mail execution, everything a newspaper company would need for seamless quick-to-the market plan executions. Experienced staff



PREFERRED
Marketing Solutions
www.preferredms.com

delivers world-class customer service and

marketing support across all print and direct mail avenues. It's all right here at Preferred Marketing Solutions! NEW IP-Targeted Digital Display marketing.

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EDITOR & PUBLISHER

Editor & Publisher is the authoritative journal covering all aspects of the newspaper industry, including business, newsroom, advertising, circulation, marketing, technology, online and syndicates. Visit EditorandPublisher.com for more information.



SPARK DIGITAL SALES

SPARK Digital Sales Group business partners have proven results, offering a wide variety of custom, comprehensive sales solutions to increase your on-

line and print revenue—from classroom to hands-on training in the field with your sales team. We also assist in developing your strategic sales plan to include pricing, product packaging and presentations, utilizing our knowledge and experience to achieve maximum results.



CUMMINGS PRINTING

Since 1914 Cummings has specialized in the printing of short-run publications. We offer a streamlined pre-press workflow through InSite, multiple heat-set web presses and strategic mailing options like co-mailing and destination drop-shipping. That said, the strength of our company lies with our dedicated employees. We work for you. Clients never get lost in the shuffle. Every job gets the attention it deserves.



LEGAL NOTICE SERVICE

Legal Notice Service (LNS) provides complete Legal Notice and Public Notice fulfillment for newspapers. Our proprietary system automates the entire process, saving time, money, and manpower.

LNS uploads, verifies and formats notices, creates affidavits, and generates an automated billing file. LNS offers a customized and integrated system, and our meticulous team of experts, who have a thorough understanding of the state public notice statutes, ensure a reduction in errors to better serve your communities and readers.

LNS also provides:

- Electronic Tear Sheets
- Online submission for your customers
- Uploading notices to any state public notice website
- A compilation file of all notices for easy copy and paste into your publication

legalnoticeservice.com

Call 309-319-7706 or email info@legalnoticeservice.com for more information



METRO CREATIVE GRAPHICS

Metro Creative Graphics, Inc. is a leading provider of advertising, creative and editorial resources designed to help media companies make money with their print, online and mobile products. With an unparalleled dedication to providing the finest resources available for ready-to-use images, spec ads, ideas, stock-quality photos, logos/trademarks, auto manufacturer photos, marketing/sales materials, copyright-free editorial features, print templated sections, online e-Sections, and groundbreaking digital ad development tools — plus custom image, ad design and editorial services — Metro is unmatched in serving the creative needs of today's media companies.



CREATE. SELL. PROFIT.

MIRACOM COMPUTER CORP.

Since 1995, Miracom Computer Corp. has been empowering newspaper production personnel with



software and systems that improve productivity, increase accountability,

and allow them to get their job done without getting in the way. Our approach is to produce system tools that improve the production process. This has made Miracom a time-proven supplier and integrator of newspaper mailroom, planning, packaging, inserting, inventory, distribution, and circulation systems.

Production Planning and Inventory Control

Miracom's cost-effective, cloud-based production planning and inventory systems help you improve productivity, increase accountability, and eliminate costly inserting errors. Our systems are made to seamlessly integrate or interface with existing systems that will allow you to add functionality and capability without having to replace everything.

Continued on page 21

Lead the Way
for Local Advertisers & Consumers

Stand out as your community's leading local media choice with Metro's creative ad development solutions. From planning tools that help you capitalize on every promotional opportunity to coordinated print, online and mobile offerings designed to expand sales, Metro's services empower you to meet the evolving demands of readers and advertisers, taking ad sales to the next level.



- print & digital spec ads
- diverse image libraries
- themed editorial sections
- mobile-responsive e-sections
- copyright-free native advertising features
- self-promotion & sales tools
- games, contests & puzzles
- & more

Try Any Service Free for One Month

New & existing subscribers, try any Metro service free for one month, including our game-changing ad personalization application MiAD® Wizard. See Lou Ann Sornson at the Metro booth to start your free trial today!



CREATE. SELL. PROFIT.

800.223.1600
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www.metrocreativeconnection.com



FUELING PUBLISHERS AROUND THE WORLD



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Their Day With The Newspaper Manager

CRM | Ad Order Entry | Online Pagination | Billing
QuickBooks™ Integration | Credit Card Processing | Integrated Marketing
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Machine Control Systems

In addition to planning and inventory systems, we provide cost effective control systems for your entire inserting, packaging, and distribution departments. Miracom can deliver inserter control replacement or upgrade systems for most inserters systems including equipment manufactured by Heidelberg, Goss, GMA, Muller, K&M, and Quipp. Likewise, we can provide and install replacement drives and/or motors for inserters or gripper-conveyors.

Ink Jet Labeling Systems

Miracom has labeling systems for direct mailed products, TMC, or other address and non-address marking requirements. These can be either stand-alone or inline address systems in the gripper or laydown areas of the stacker. They can be integrated to control stacker breaks, down-stream conveyor sortation, or palletizers.

Integration or Data Consolidation Services

Miracom is proud to be the integration expert that allows newspaper mailrooms to share data among a large number of diverse systems.

Give us a call and find out what we can do for you.

LEGAL NEWS SERVICE

Legal Notice Service (LNS) began as a collection of tools and practices used by our newspapers that received a large number of legal notices. Over time, the revenue generated by these legal notices allowed us to expand into several markets without the



LEGAL NOTICE SERVICE

significant addition of labor and, moreover, without the introduction of errors.

Over the years we worked with many newspapers to create legal/public notice technologies and processes to help process these notices more effectively. LNS completed this process in 2016 and market response has been excellent.

Today, LNS effectively serves as an outsourced legal notice department and orients itself as an extension of the newspaper it serves. Importantly, LNS goes to great lengths to build a mutually beneficial partnership with its customers by:

- Only charging for notices it processes;
- Waiving fees for notices processed with errors;
- Integrating LNS onboarding/customization fees into its per-transaction fees; and

- Variable length contracts.

In short, we work tirelessly to process notices without defect at a fair price to maximize our customers' profitability. Further, we aim to provide the best experience to our newspaper customers and their end-customers. In the event the experience does not meet expectations, we offer an easy way to terminate the agreement.

We very much appreciate the opportunity to serve your company!

AdCELLERANT

AdCellerant is an advertising technology and digital marketing managed services provider that specializes in partnering with local media organizations and ad agencies to enhance their digital agency solution by helping these organizations sell and execute more sophisticated, exotic forms of digital advertising. AdCellerant was recognized in 2018 as being the 83rd fastest-growing company in North America according to the Inc. Magazine "Inc5000".

From programmatic display and pre-roll video, to location-based targeting capabilities like geo-fencing and DeviceID look-back, Google PPC/SEO and Local SEO, website development, to more premium pro-



grammatic platforms like ConnectedTV, Streaming Audio, a Cannabis network, email marketing, etc., AdCellerant helps

its partners represent these capabilities to their local and regional advertisers as their own products in order to accomplish the goals and objectives of their advertisers and to complement their owned-and-operated solutions.

AdCellerant's partners have full access to AdCellerant's proprietary total digital agency software solution, UI.Marketing, which oversees the entire lifecycle of a digital advertising order from proposal creation, which creates goal-based, geo-based, and industry-based recommendations for several different digital marketing platforms. To scheduling/trafficking that allows AdCellerant partners to build and flight campaigns with a push of a button. Onto the reporting dashboard, which can be customized to track granular performance metrics for all digital marketing platforms that AdCellerant is executing on behalf of its partners, but it can also be used to track campaigns that are currently being executed

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in-house by our partners, or, to track campaigns that are being executed by other third-party providers.

AdCellerant is based in Denver, Colorado, and is comprised of 45 team members, primarily operations people, who are executing campaigns that are sold on behalf of its partners, as well as a dedicated account management team, and a software development team – meaning that everything that AdCellerant provides its partners is all managed and maintained in-house. AdCellerant currently partners with 175 different local media organizations (primarily publishers) in 300 different markets in five countries and executes ~12,000 local and regional digital marketing campaigns on an annual basis and was recognized in 2018 as being the 83rd fastest growing company in the US on Inc. Magazine’s “Inc5000”.

THE CLEAN MACHINE

The Clean Machine asks ...
WHAT'S THE BIG DEAL ABOUT MICROPAYMENTS?

Because of the Internet, publications must find a new source of revenue.



The Clean Machine creates NEWSPAPER TICKETS, which use a short code to carry a money balance. This is transferred to the owners of purchased content. Each TICKET WINDOW has a price tag, an inventory number called the “badge”, and a description of what it is that’s for sale (the preview). To make a purchase, click the price tag.

MICROPAYMENT is a new source of revenue. Newspapers and magazines are perfect for micropayment because with each edition, they produce original content. Podcasts and opinion pieces, although not necessarily periodical, are also original content, and perfect for micropayment.

Unless it has been given away, originality will always have potential monetary value.

TV Has Changed, Shouldn't You?

1979		9:00	9:30	10:00	10:30	11:00	11:30	TV HIGHLIGHTS
NEWS	AMERICAN PUBLIC AFFAIRS (C)	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	8:40 PM COURAGEOUS MAN —Superhero's Congrats! Blue and red-inked heroes had one against the clock to stop the evil Dr. Disgenous from taking over a satellite defense system. Part one of two.
NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	8:50 PM JACK RYDER'S HOT —Ryder's attention seems people who claim that top government jobs have recently gone to candidates who have had no college degree.
NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	8:50 PM KITTY CUTLER, M.D. —Kitzy goes to perform a breast mammogram operation on an eight-year-old girl, thus must meet to find a donor while Penny tries to get to the hospital.
NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	8:50 PM UNDERCOVER —When a wealthy cop makes a friend, a married couple has a child, a burglar, Maggie and Ben are used to solve the crime.
NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	8:50 PM SMITH AND WESTON —When ordinary women of traveling several countries around the world, Ben and Thelma, strike the match to play World Series party to draw them out in the open.
NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	8:50 PM UPWARDLY MOBILE —Kala and Thee agree to a major series, Kala and Thee agree to a major series, Kala and Thee agree to a major series.

2019		8:30	9:00	9:30	10:00	11:00	11:30	12:00
CW	Queens	Griffith	It's the Pili: Panther Stone	Carly Crush (N)	100K Pyramid (N)	News (N)	Jackknif	
FOX	Bob Burg	Bob Burg	Griff	Cena Says! Who's Got Grif? (N)	News	News (N)	Jackknif	
ION	Law & Order: C.I.	Law & Order: C.I.	Law & Order: C.I.	Law & Order: C.I.	Law & Order: C.I.	Law & Order: C.I.	Law & Order: C.I.	
KET	(5:00) Mathis	(5:00) Mathis	(5:00) Mathis	(5:00) Mathis	(5:00) Mathis	(5:00) Mathis	(5:00) Mathis	
NBC	Dr. Jensen's Edge	The Video Vault	Rock, Rhythm and Dee Wop	Dr. Pepper's Music	Rock	Rock	Rock	
NBC	Dr. Jensen's Edge	The Video Vault	Rock, Rhythm and Dee Wop	Dr. Pepper's Music	Rock	Rock	Rock	
NBC	Dr. Jensen's Edge	The Video Vault	Rock, Rhythm and Dee Wop	Dr. Pepper's Music	Rock	Rock	Rock	

If your entertainment page looks like it did in 1979, then you're missing the chance to please readers and profit from the significant changes in TV.

Reach digital, in-paper and magazine-loving readers with products and services that satisfy subscribers and boost your bottom line.

Visit our booth and our website:
content.ntvbmedia.com

IDEAS THAT WORK **NMB** MEDIA



The Clean Machine is a whole new way of doing business. The creators of content – reporters, photographers, artists – sell directly to the customer (the readers). For each content item they see, on the “Sequence Report”, a total of actual sales. (Free and paid clicks counted separately.) This gives us empathy for the customer – in a way subscriptions never could.

And besides serving as a current evaluation of readership, we are informed of how long an item should be left online.

Micropayment is good for direct sales because a low price encourages people to BUY ON IMPULSE. We can sell an item for as little as two cents, and that’s lower than anything else in the whole economy! Prices like these make the public feel wealthy.

The customer experience with the Clean Machine is as simple as logic allows. Indeed, our log-in procedure is far better than the usual “username and password” routine. Only four characters are required, and each has a little picture to remember it by.

What is the #1 customer benefit? SPANISH.

At the top of the Start Page, just click the flag and content changes quickly between English and Spanish. The story, and whole interface, change. The narrated text also plays in either language.

This is a big market segment, too often overlooked. Hispanics have come here to earn a living and make a place for themselves. They also want to learn all about America and its ways. What wonderful potential customers they are for publications! And what’s more, English speakers want to learn about them as well.

The Clean Machine is the least expensive way of publishing in two languages. Stories will usually come with both (as indicated by the “S/E” button). For better results, we recommend human editing of machine spelling.

A story can be printed in either language, and the audio narration also has both languages. The speed with which we can flip back and forth makes our program a useful tool for language students.

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Making quality digital marketing accessible to every business.



adcellerant
adcellerant.com

**BETTER RESULTS
BETTER SUPPORT
BETTER PLATFORM
BETTER SOLUTIONS
EXPERTLY RUN CAMPAIGNS**

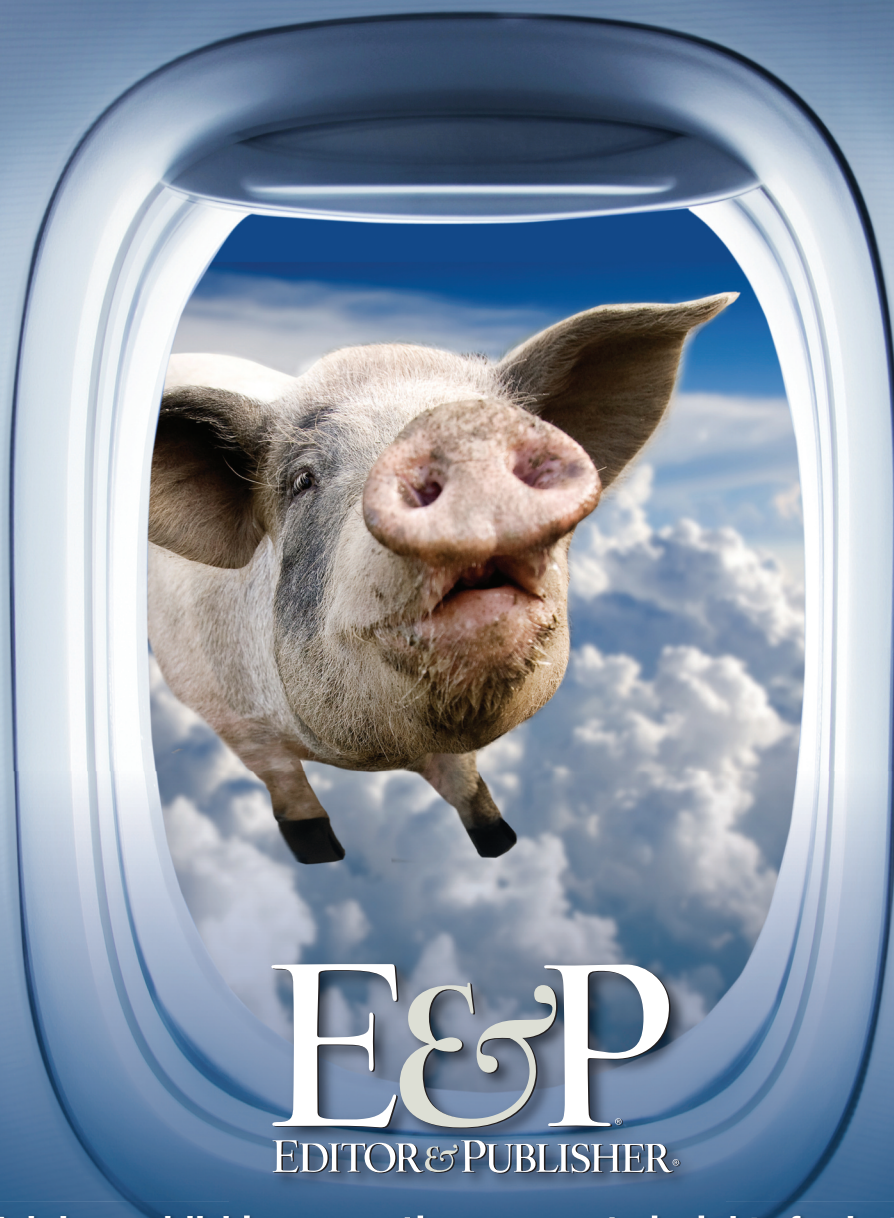
DO DIGITAL DIFFERENTLY.

#83 Inc. 5000's Fastest Growing Companies
2018 Inc. 5000 LIST

Google Partner

AT ADCELLERANT, WE ARE PUSHING THE TECHNOLOGY OF DIGITAL MARKETING IN WAYS THAT CHANGE THE INDUSTRY. EMPOWERING YOUR SALES TEAM TO PROVIDE BETTER SOLUTIONS AND BETTER RESULTS.

**Because publishers must always
be prepared for the unexpected**



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faster and more informed business decisions since 1884**

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insight and global perspectives — look to *E&P*.**

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Continued from page 23

NTVB MEDIA

NTVB Media creates entertainment products and services to attract and engage newspaper readers.



We listen to audience and newspaper needs and develop easy-to-implement solutions that delight readers and improve

our partners' bottom lines. The company's 35-year history as a trusted newspaper partner includes providing reliable television listings in Sunday inserts, developing the cost-saving and revenue-generating TV Weekly magazine, and more recently launching syndicated content and services to captivate print and digital audiences and drive incremental revenue.



MSG PAYMENT SYSTEMS

MSG Payment Systems, 18-year AFCP member, provides credit card and ACH payment processing solutions for the publishing industry. We streamline operations with a plethora of solutions, including software integration and virtual terminal.



The MSG Payment Systems virtual terminal is a secure, cloud-based portal

where users can accept credit card and ACH/electronic check payments anywhere, anytime.

Core Features Include:

- **Software Integration:** Process payments directly in your software (including AccountScout and Community Advertising System) to save time on manual procedures and bookkeeping.
- **Recurring Payments:** Automatically charge customers on a recurring basis for a specific time interval. Perfect for customers on subscription plans.
- **Vault:** Secure, PCI-compliant credit card and bank account data storage.
- **Fraud Protection:** A suite of fraud protection tools proven to reduce the risk of fraudulent transactions.

- **QuickClick:** Quickly and easily customize a secure online form for customers to submit a payment. The form can be distributed by sending a link or embedding a button on your website.

- **Mobile & Tablet Processing:** Use select Android and Apple devices to accept credit card payments.

Our goal is to help grow your business by providing payment solutions that streamline operations and minimize expenses. For more information or to request your free cost analysis, contact our team at 888-697-8831 or hello@msgpay.com, or visit msgpay.com/quote.

BLUEFIN TECHNOLOGY PARTNERS

Bluefin Technology Partners has a single vision: to generate new revenue sources for publishers by offering advertisers the best tools available to place, review and publish their print and digital advertising buys.

The Opportunity...

Newspaper publishers are in the best position to become the local destination for online buyers and sellers. To achieve this, publishers need to:

- Aggressively adapt to the changing world of online and print.
- Leverage "Brand Equity" to increase online / mobile revenue and readership.
- Simultaneously grow their local markets through both print and online channels.

The Challenge...

Newspaper publishers are facing an ever-growing threat to their local online classified franchise. "Pure-play" online classified vendors like eBay, Craigslist, and Google are aggressively acquiring companies and technologies in an attempt to capture the local marketplace.



Some are competing directly, while others are attempting to partner with local publishers in a co-branding arrangement. Either way, publishers are slowly losing control over their core market. Bluefin Technology Partners gives you the e-commerce solutions to compete on an even playing field without having to sacrifice revenue or control.

The Solution...

Bluefin Technology Partners helps publishers enhance their classified presence in print, online, and

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mobile. Our industry-leading Bluefin Place Ad provides advertisers with the best self-service place ad solution available. Bluefin Marketplace gives newspapers an engaging online classified portal that keeps advertisers and readers on your site.

Since 2007, Bluefin Technology Partners has delivered the highest level of customer support to hundreds of newspaper titles in the United States, Canada, United Kingdom, and South Africa. Our principals have many years of experience delivering the best advertising publishing solution available.

Our latest Bluefin release is based on HTML5/responsive design technology that provide a great user experience on all digital / mobile platforms.

MERRIMAC PLUS

In 1987, Tom Vachon first installed Merrimac Publishing Manager at The Phoenix, a neighborhood weekly in Brooklyn, N.Y. It was one of the first publishing management systems to take advantage of the "then" new personal computer technology. The sys-

tem was designed to tie together all the various parts of newspaper production and bookkeeping systems seamlessly. Input from our publisher "users" keeps the software fresh and up to date. We are constantly updating the software with new ideas and improvements from our users. MerrimacPlus truly is designed by publishers for publishers.



Unfortunately, Tom Vachon passed away in February 2017. One of the publisher users who had participated in many Merrimac improvements purchased the software company.

"After using the software for over 25 years, I just wanted to make sure that we would be able to continue to use it. We use it every day. From order entry to accounts receivable, Merrimac does it all."

The new owner is Carol Toomey, owner of Action Unlimited in Concord, Mass., and the Smart Shopper in Webster, Mass. She started her first paper, Action Unlimited, in 1970 and has been in business ever



It's a new kind of journalism, and it's all for you.

ALL IT TAKES, is...

... a NEWSPAPER TICKET. A single log-in buys individual stories, or single editions, from any publicaion on the Clean Machine Network. Your purchases, automatically saved, come in English or Spanish. Slide shows, recordings, vocal narrations, supplemental text.

clean.daily-journal.com
spanish.daily-journal.com
ssk.cleanmachinenetwork.com



Es una forma nueva de periodismo y es todo para ti

LO UNICO QUE REQUIERE, es...

... un BOLETO DE PERIODICO. Al conectarse puede comprar historias individuales o ediciones singulares de cualquier publicación en la red Clean Machine. Sus compras son guardadas automáticamente, ya sean en ingles o en español. Presentaciones, grabaciones, narraciones vocales, y texto complementario.

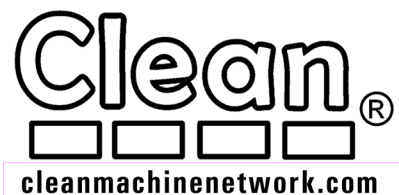
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spanish.daily-journal.com
ssk.cleanmachinenetwork.com

What it is ...

The easiest way to re-invent your product for two languages. And now with ...

...THE VENDING MACHINE, PHONE-IN READER COMMENTS, MICROPAYMENT CONTENT, SINGLE SIGN-ON, IMPULSE BUY. JUST CLICK THE PRICE TAG TO MAKE A PURCHASE ...

	Monday, December 24, 2018	
	Tuesday, December 25 <i>NOT READY</i>	
	Wednesday, December 26, 2018	
	Thursday, December 27, 2018	
	Friday, December 28, 2018	
	Saturday, December 29 <i>NOT READY</i>	
	YES! Magazine	





since. When she purchased Merrimac Software, the new company needed a new name. Keeping Tom in mind, Sabrina Fobes suggested the name Merrimac-Plus. And so the software that was started in 1987 and changed over the years, and is so much more than it was in 1987, is now named MerrimacPlus.

Carol is joined by Sabrina Fobes, a full-time support person, and Jim Loughner, developer and "idea" man. This makes MerrimacPlus a well-rounded company.

SCS

Founded in 1975, SCS's business is providing software to the newspaper industry. Family-owned and employing a staff of U.S.-based developers, sales and support staff, SCS has long been a trusted vendor for publishers of all shapes and sizes.



SCS's Community Advertising System (CAS) packages the core systems a publishing company needs to put out a paper. As

we like to say, it "Fits your business... Fits your budget... and Fits your culture." Sold in a budget-friendly SaaS package, CAS has no capital expenditures to help minimize up-front costs.

CAS includes retail and classified order entry, accounts receivable, display ad dummyming, classified pagination, ad production management and news pagination management. CAS also comes with web-based self-service modules for customers to place classified ads, proof display ads and view electronic tearsheets.

In addition, the package runs on SCS-provided, on-premise equipment in the form of next-generation hardware from Intel. And of course, this is all backed by SCS's 24/7/365 support. Our staff is one of the most experienced and creative in the industry, and are our best and brightest. When we say we provide "We have your back" service, we mean it!

AFCP members The Genesee Valley Penny Saver, Kapp Advertising and Hometown News use SCS's systems every day. Talk to us to learn what SCS can do for you!

Continued on page 28



Over

\$10,000,000

In Revenue Sold For Newspapers Nationwide!

*No Tricky Language, Books to Read, Seminars to Attend. Simply Proven, Effective, Face-To-Face Digital and Print Sales With Your Sales Team. With An Average 92% Advertiser Retention Rate, Sustainable Revenue You Can Count On.**



Innovation FOR Digital Media



CREATE CONTENT & BOOST EFFICIENCY

INCREASE SALES & REVENUE

GROW AUDIENCE & ENGAGEMENT

IMPROVE SYSTEMS & SECURITY

TN
TownNews

**Ready to thrive in the digital age? Contact Roger Lee
at 866.250.2619 or RLee@TownNews.com today!**



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THE ULTIMATE PRINTSOURCE

The Ultimate PrintSource, Inc. operates as a seamless extension of your newspaper operation.



Since 1991 we have partnered with over 50 newspapers across the country providing print for advertising, circulation and marketing departments.

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iPublish Media Solutions is the newspaper industry leader in 360-degree self-service advertising solutions, with over \$300 million in print, digital and social media ads transacted for our partners in 2018, and over a billion in the last 10 years.



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After a five-minute demo of AdPortal SMB at the iPublish Media Solutions booth, you will want this system for your team!

Put the power of your print, digital, social and mobile network in the palms of the hands of your account executives and SMB owners. GateHouse, Adams and Hearst newspapers are all using AdPortal SMB in unique ways to support different types of new initiatives.

iPublish Media Solutions AdPortal SMB:

DIGITAL/SOCIAL/MOBILE: Interface with DFP & social media managers (Facebook, Instagram, Waze) to build ads, schedule, collect revenue and report on campaigns. Do you also offer audience extension/programmatic? No problem – we interface with The Trade Desk, Centro, etc., to offer those campaigns on the fly.

PRINT: iPublish Media Solutions' AdPortal SMB software builds state-of-the-art display advertising of any size, schedules the ads and collects revenue via your credit card processor, and sends them direct to pagination.

Attract and keep new local businesses by giving them the ability to deliver the right message to the right audience at the right time with just a few mouse clicks! Now SMB advertisers can self-select from bundled mixed-media packages designed by you to deliver a multi-platform local campaign.

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Family Features provides free, high-quality food, lifestyle and home and garden content for digital and print publications.

Our content offerings include formatted full-page and half-page layouts, unformatted articles, recipe videos, infographics and listicles with new content added daily and available to download any time.

Family Features' content widgets can provide your site with the latest food, lifestyle or home and garden content, updated automatically with new content every week.

For more information on our content or content widgets, visit editors.familyfeatures.com or call Cindy Long at (913) 563-4752

KANTAR MEDIA / SRDS

Your visibility in SRDS matters. By promoting your offering to the exclusive audience of active media buyers using Kantar Media's SRDS.com media planning platform, you can connect with buyers where media decisions are made. We've recently streamlined SRDS so that users can find and compare media data faster and easier than ever.

Continued on page 30



Continued from page 29

With these updates, your visibility in SRDS is even more important.

You now have more opportunities to differentiate your brand from competitive media.

- **Improving Search Visibility:** Optimize your profile with a keyword-rich positioning statement and featured marketing opportunity descriptions. Make sure users see your brand with highly visible images in search results.

- **Winning Your Category:** Be seen the moment search results are viewed with higher placement in your class or local market. Make sure your brand is on their mind when they are using SRDS.com through high-impact display advertising

- **Influencing Consideration:** Showcase your brand and engage planners and buyers with enhanced planning data, proprietary research and dynamic video. Seize the opportunity to have your brand display in lockstep with your competitors, every time they are searched or their listing is viewed.

SRDS marketing services and visibility packages

give you opportunities to tell your story to media planners and buyers, even in competitive listings. Be sure your brand looks its best to media buyers visiting SRDS.com.

ANS

ANS is a technology-based newspaper services company. Our core disciplines are:

- Newspaper Distribution
- Newspaper Delivery Auditing Software
- Digital Marketing Software

ANS started in 2005 with a focus on distribution of free weekly newspapers. We continue to be a leader in that category and have added paid daily delivery as well as parcel delivery to our distribution stable. Our team of seasoned newspaper professionals, along with GIS and Microsoft mapping specialists, provide the re-



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sources to update a “that’s the way it’s always been” distribution or to convert your existing program from the mail to carrier delivered.

In the early years of ANS distribution, we purchased the best tracking software available and converted it to the newspaper industry. The only good to come of that was the realization that off-the-shelf products don’t work for newspaper delivery, so we set out to create and write our own patent-pending software for the tracking/auditing of newspaper delivery focusing on the product that is being delivered to each address. All newspapers that are delivered by ANS are audited by the CarrierTrack® software. In 2014 we started selling the CarrierTrack® software without our delivery service. In 2018 we did a complete rewrite of the software to improve operational functions as well as lower the cost so it is affordable to every newspaper.

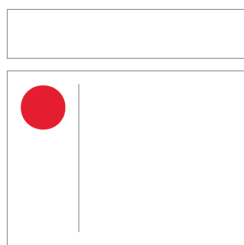
ANS partnered with Bloush in 2016 to bring an easy-to-use suite of Digital Marketing Software (that doesn’t forget print) to the newspaper industry. Check out ConstantIntel.com for more information on becoming a re-seller of our software, and CoupLogic.com to better understand the features and benefits for a local merchant. Our software is a great way for your company to get started in the digital marketplace. Already started in the digital world – add us to enhance your package!

CREATIVE CIRCLE

Our software will blow the doors off your existing website! It’s easier to learn and run; more dynamic and flexible; faster and more user friendly; better designed and getting better all the time. Package news and advertising like never before. Add or subtract ad positions at will. Showcase classifieds and print ads online in a vibrant marketplace. You’ve got to see it to learn what you’ve been missing! We

offer free, live, unlimited training and free upgrades. Better yet, 41% of our support requests are resolved within an hour. 78% are resolved within a day.

We’ve created a full line of web software solutions for media companies, including a user-oriented CMS, citizen journalism, classified advertising, hyper-local, e-edition, newsletter, pay wall and reverse publishing solutions. We’ve designed and built more than 350 media-related websites.



Creative Circle MEDIA SOLUTIONS

And we can grow your print product as well! We have led the redesign and re-engineering of more than 650 print publications. Our redesigns are more than just font changes. We will change your culture to be smarter, better and more user-oriented, too. We’ve led workshops in 23 countries, training thousands of journalists, publishers and ad staffers on a wide range of topics.

NewsroomQ, our newest product, helps bring down the cost and hassle of print production software. It works with both Quark and InDesign and is efficient, stable and easy to learn.

We also provide “creative outsourcing” to help companies that don’t have easy access to experienced designers or editors to create high-end content. We can create effective advertising campaigns or produce whole publications.

Creative Circle is dedicated to helping locally and family-owned newspapers thrive. We have a 30-year history of success and hundreds of happy clients on three continents. Our goal is to make excellence affordable to newspapers of all sizes.

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The Power of Community Newspapers

by Samantha Husted, Rising Star

THE FIRST STORY I EVER WROTE AS A JOURNALIST was about a young man who was involved in a sky-diving accident. It was 2015 and I was fresh out of college. I had just joined the Coastal Breeze News, an independent newspaper based out of Marco Island, Florida. My editor assigned me one story. I had to make it count.

In what was supposed to be a routine jump, the young man lost control midair and his parachute was forced into a deadly spiral. He was unable to recover and hit the ground hard. Despite a partially collapsed lung, broken ribs, a broken leg, and brain swelling, he survived.

The amazing part about his story, other than his miraculous recovery, is how our small island community came together to support he and his family. His mother updated residents via social media and we at the newspaper got his story out to those who had never met him before.

The article became one of the most popular stories ever published to our Facebook page. I was amazed at the sheer number of shares, likes, and comments all rooting for the young man and his recovery. This type of audience interaction was my first foray into the power of free community newspapers. It made me realize that people really do depend on our publication for important and specific knowledge about our city. It also showed me that being involved with the community is a powerful and special thing. Our readers trust us, perhaps more than any other news source, because we provide them with stories that hit close to home.

After the article was published, I was given a lot of creative freedom. This helped me gain confidence as a writer and learn how to proactively pursue stories

within the community that I found interesting. Since then I've interviewed blind chefs, eccentric glass artists, fiction authors, oceanographers working in Cuba, Florida Fish and Wildlife officers, museum directors, and high school activists advocating for stricter gun control laws.

Through working for the Coastal Breeze News, I've met some of the most interesting people I could have ever imagined. These are the people who work hard to make our community unique. I've found that

being able to provide them a spotlight to share their passion is very rewarding.

I believe community newspapers still exist, despite cries that print is dead, because people need and appreciate them. They like to see stories about their neighbors, friends, and families. We provide the community with updates about important political issues regarding our local government, schools, and surrounding counties.

When Hurricane Irma hit in 2017, we updated Marco Islanders with important safety information such as available shelters and where water and ice was available. Despite

shoddy Internet service, we were still able to publish a paper after the storm.

Most importantly, I believe community newspapers have maintained their presence because we are a part of the community. We live where we publish. Working in this field has taught me that a sense of community is an important thing. It's that secret ingredient that keeps free newspapers afloat.

I'm grateful for all the wonderful people I have met through the Coastal Breeze News, and am proud to have shared their stories with my community. **INK**

“Our readers trust us, perhaps more than any other news source, because we provide them with stories that hit close to home.”

The LEADERSHIP Institute

by Jim Busch

The Leadership Institute is a structured sales and sales management training program sponsored by the Association of Free Community Publications.



To date, 1,814 free paper professionals have attended classes at the AFCP, state and regional conferences, earning over 10,935 class credits in 66 different course curriculums. A total of 81 people have completed all the requirements and been certified as Associate Advertising Executives (AAE) by the AFCP Board!

"A person usually has two reasons for doing something: a good reason and a real reason."

– J. P. Morgan

I'VE SPENT A LARGE PERCENTAGE OF MY LIFE LISTENING to salespeople complain. They complain about their bosses, the economy and their territory. Salespeople love to complain about customers. "I gave them every reason to advertise and they still wouldn't buy." "I show them a surefire way to bring in more shoppers and they won't budge."

At their core, all of the complaints tell one story: "Customers are stupid. I gave him/her good logical reasons to advertise and they still refused to buy!"

This lament is based on our belief in humans as logical beings. In school we're taught that our ancestors were ill equipped to survive in a harsh environment. Lacking sharp teeth and claws, the only thing that kept us from being a cave bear's lunch was our big brains. Using our outsized cranial computers, we drove our brawnier competition to extinction to dominate the planet.

The human brain is truly an impressive thing, but it is much more complex than most of us believe. To survive in the harsh prehistoric world our ancestors had to think fast. They didn't have time to weigh the relative benefits of fight versus flight with a saber toothed tiger lunging at them. Their brains learned to react quickly in stressful situations.

Having a big brain did have a downside. The brain is a hungry organ consuming large amounts of energy to process information. The brain consumes energy at ten times the rate of the rest of our body. Because our brains needed to work quickly and efficiently, humans evolved mental "short cuts" to help us thrive and survive. These shortcuts are housed in the subconscious brain and work so smoothly we are not even aware that they are directing our behavior.

We see ourselves as operating on pure logic, but we are far more "Captain Kirk" than "Mr. Spock." This is why customers refuse to buy when logic says advertising is in their best interest. This is also why selling is far more of an art than a science.

The better a salesperson understands human nature the more successful they will be. At the AFCP annual conference in Las Vegas, the Advance Selling course will address selling to both the conscious and subconscious brain. This class will show salespeople how to give their prospects good and real reasons to advertise. **INK**



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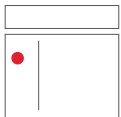
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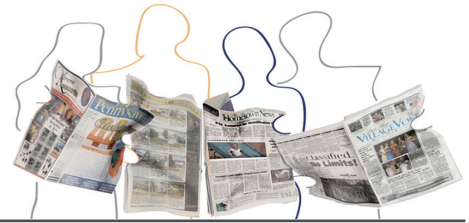
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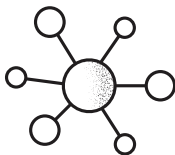
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