



tip

The Independent Publisher

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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.
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- ☒ **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.

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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@ifpa.com



DOUG FABIAN

Past President

Kapp Advertising

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

dougf@kappad.com



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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

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As I See It

The past few weeks I have had the enjoyable mission of writing CADNET rebate checks. For those publishers that ran at least 75% of the classified and display ads they receive a portion of the funds those ads generated.

It's pretty simple right? Run the ads, at least 75% of them, and you get a check. The formula is a bit more complex but essentially it boils down to a big pile of money being given back to the members based on how many ads run, what the circulation is, and how often you publish. Again, it was a fun assignment to have. I simply enjoy sending you money for a job well done.

I'm pretty sure you and your people appreciate receiving those checks. But in order for CADNET to verify

the percentage of ads run you have to do quite a bit of work. You have to find the tearsheets of the 4 weeks specified during a 6 month period. Then you have to circle or highlight the ads. Finally, you get to ship all that stuff to IFPA headquarters where we painstakingly find each and every ad, check them off the list, enter the total number of ads run, and calculate the percentage of ads run to see if you meet the 75% threshold.

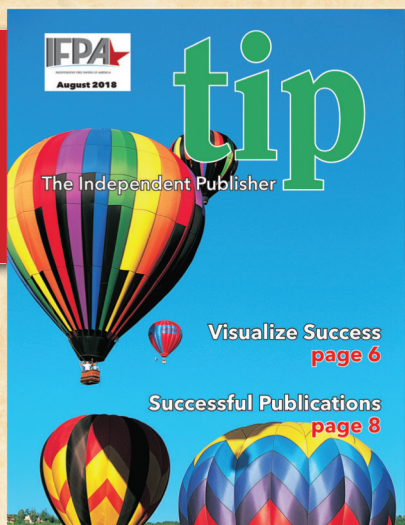
Come on! This is 2019! Surely there has to be a better, more efficient way of verifying CADNET participation. The good news is that there will be a better way soon.

IFPA headquarters has been working on a system that will allow you to simply upload the pages to our server something like what you do

when you enter ads and editorial into the ad contest system. One of the best parts is that you don't have to wait until the last minute. When the system is complete we will simply email you a date from the previous month to upload to the system. You upload a pdf of the pages with your CADNET classified and display ads and you're done. No digging through previous issues of your paper, no highlighting until your fingers turn yellow, no paper cuts, no ink smearing your nice shirt or blouse. That's what we are working on.

If you are interested in giving this system a try call me at 931-922-4171.

by
Douglas
Fry



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

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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

**Spaces Limited
Register Today**



**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 Online Only \$349



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

Fax: 1-888-450-8329

Online: ifpa.com

email: douglas@ifpa.com



By Bob Berting, Berting Communications

These must seem like the roughest of times for advertising salespeople, with so much talk about the status of newspapers in the media mix. But one thing advertising salespeople must keep in mind is that for all their troubles, newspapers are seen by media buyers as a vital part of the media mix in any community. Media buyers would like to see newspapers rebound and reinvent themselves. Ad salespeople need to have the motivation and desire to accomplish their goals of selling retail merchant prospects and media buyers with more motivation and enthusiasm. The following tips will help them compete in this new, tougher environment:

1. "Let me tell you who reads my paper"

You may be selling ad space in your paper, but the advertiser is buying your readership and your readership is your greatest asset on a sales call. The readers of the publication are the people advertisers want to reach. You can't know too much about these people. The more you know, the better results you'll have in selling your publication.

2. "My paper can boost your sales"

Advertisers want and expect data on what they can expect of their ad dollars, but few newspapers have the research to prove their publications can deliver. Worse, they simply don't sell advertising that way. So get the research going. Get testimonials

where you can. Make the argument.

3. "I believe in my paper. I believe in free papers"

Selling free paper advertising these days is tough. So many papers are dying or already dead. But you have to believe. If you don't believe, you'll sell fewer ad campaigns. You can be a believer by mastering points one and two. Know your reader and be able to prove advertising in your paper can deliver.

4. "I can sell against my media competition"

The old newspaper days were great. You were the one paper in a one-newspaper town. Media was a silo business. Each silo had its slice of media dollars it could call its own. Digital came along and blew the silos down. Now everyone competes for every scrap of business. To sell in this new environment, you need to know your paper, but you also need a deep understanding of your competitors' strengths and weaknesses. All have weaknesses. Catalog all the arguments against newspaper advertising and marshal arguments knocking each one down. Put yourself in the position of the advertiser facing many media choices. How does he or she choose? How do you help him or her choose? By understanding all the choices.

5. "I know what's in my paper because I read every page of it"

The worst thing an advertising salesperson can do is to flub a simple question about the paper. You

come off not caring, and in front of someone who you want to invest ad dollars. Assume the person you are selling has read your paper and has read it for years. You need to read your paper every day and be able to discuss what's in it. You are the advertiser's one human link to the paper. Put it to work for you.

Media has curves of changes. What is true one day may not be true the next.

You must know about all the changes. You must closely follow not just other newspapers but all media: radio, TV, billboards, direct mail, Facebook, and of course all things digital.

Bob is offering his new e-book for the newspaper industry "Power Selling Tools For The Advertising Sales Consultant". The new e-book has valuable content for both the beginning and experienced advertising salesperson and is designed for them to be known as an advertising sales consultant. Let Bob's experience and superior know-how help you achieve more business for your publication. You'll greatly benefit from the wisdom of one of America's top advertising sales experts. Go to Bob's new website www.bobberting.com to order his new e-book as well as Bob's previous two e-books on a bundled purchase basis.

Bob is a professional speaker, advertising sales trainer, publisher, marketing consultant, and columnist in many national and regional newspaper trade association publications. He is President of Berting Communications and can be reached at bob@bobberting.com or 317-849-5408.

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 beyond print.



SiteSwan Website Builder

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 \$149/mo
www.siteswan.com

Ideal Directories

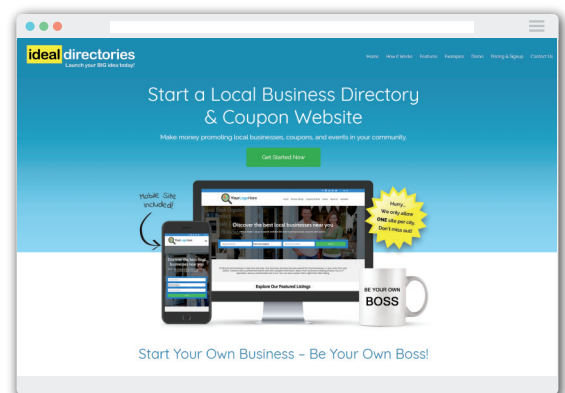
What is it?

Turn-key business directory and coupon website that can be branded for your publication and market. Can easily be "bolted-on" to your existing website or run independently.

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

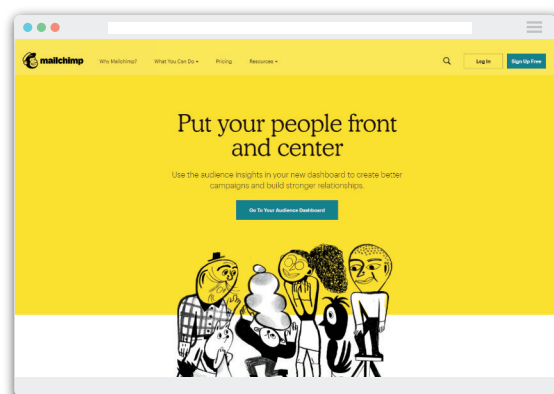
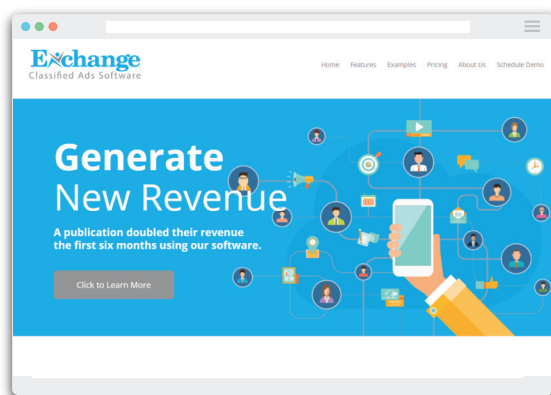
What is it?

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 up-sell 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: Contact vendor to request pricing
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

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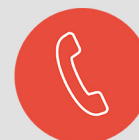
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Wire Displays



Poly Bags



Rubber Bands



Carrier Bags



**Tubes and
Steel Posts**



Plastic Displays



Steel Distribution Boxes

Graphic Hooks

I am using Adobe InDesign CC... and among other things, that means that I can access updates much quicker! In October, 2018, the latest version of **InDesign (CC 2019)** was released. So after I got used to the new placement of old tabs and features, I was able to carry on.

Now I need to read the November 2018 issue of **InDesign Magazine** to find out about a Properties Panel, new Layout Features, Content Aware graphic fitting, new Font Features, PDF Enhancements, etc.—apparently I need to do a little reading to get up to speed.

Also note that I am writing this for the May issue, which means that, once again, I'm a little slow on the uptake. However, I don't work with the program everyday, so I may have a legitimate excuse.

Anyway, on to discuss something that I am a little more familiar with...

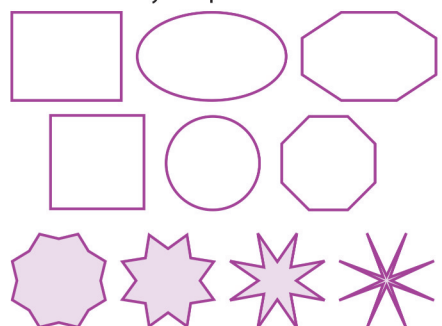
I'VE BEEN "FRAMED"

We all know about the "Frame Tools" in the Tool Panel —**Rectangular**, **Ellipse** and **Polygon**—and used them countless times. Well, maybe not the Polygon so much, but the other two? Every time I wanted to add a photo or other artwork, I grab the Rectangular Frame. For bursts, I rely on the Ellipse Frame, but the Polygon Frame is not a frequent tool choice.

I've shown the Frame Tools below... and by holding the Shift Key while I draw, I get a Square Frame and a Circle Frame.

The Polygon Tool is a little different. When I double-click on the Polygon Tool, it brings up a Polygon Settings Panel that allows me to designate the number of sides and the Star Inset (as I will demonstrate). For the sample below I chose 8 sides and no star inset.

OK, no surprise here, we will be looking at uses for the Polygon Tool. This lets me create my own bursts which makes it easier for me to control the sizing and look within my ad space.

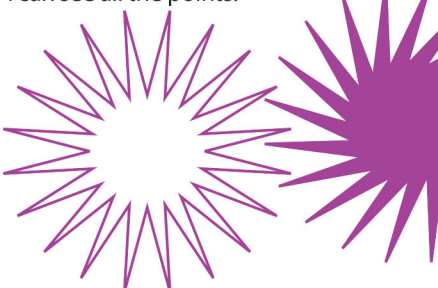


The above Polygons still have 8 sides, but 10%, 30%, 60% and 90% star inset.

FUN WITH POLYGONS

If you use the Shift key to drag out the Polygon frame, you will maintain height and width proportionately.

For the next Polygon, I am going to add 20 sides and a star inset of 60. I will select the Direct Selection Tool (solid arrow) and I can see all the points.



Make sure the Reference Point is centered and with the Direct Selection Tool drag a marquee over the inside points. Go to **Object...Transform...Rotate** (I did a 20% rotation to get a jagged edge look).

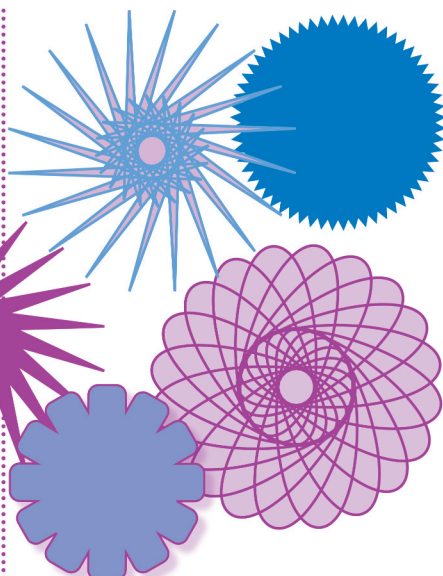
This burst is the same as the jagged one only I did **Object... Convert Point...Smooth** (found near the bottom of the panel).

In the upper right corner, I have done more experimenting with Corner Options as well as Convert Point.

Now most of these examples will not work in an ad, but modifying the sides, star insets and points will give a number of options that you can use—see below.

Also, putting another shape on top of the Polygon will provide room for text.

The samples below have a low star inset which provides enough room for text—grouping helps as well.



SAVE TO LIBRARY

Once you have some usable, distinctive bursts, create a Library. Because you can change the color, size and even create a new look, you have bursts that will fit the size of your ad space and you can change color (or use black and white) very simply.

MORE OPTIONS

Keep in mind that you do not have to use the entire polygon. Crop it, cut it in half, or position it in a corner depending on your space. Other ideas could be to make the polygon very transparent and use it as a background.

I have a typeface called **Ultraburst 1**, but I found that I could create most of the bursts that I used from that font with the Polygon Tool, especially since it gave me more flexibility.

FINAL THOUGHTS

Next month I will demonstrate how to use some of these polygon shapes in ads so you can see how to use them in a more space effective manner.

The shapes that are to the left will always work well, but what can be done with the more jagged or spiky Polygons I created—and how would you use that one near the "More Options" heading.

So my homework for next month is to 1) find out what's new in InDesign CC 2019 (and report back) and develop some ads to show some practical uses for my polygon shapes.



Until next time...

Ellen Hanrahan hanrahan.ln@att.net ©2019

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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.

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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

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Joseph was talking to me about something he feels is important to the ad staff he manages. “These days, there’s a lot of talk about multi-tasking,” he said. “But according to what I’ve read on the subject, there’s no such thing. We can shift back and forth between tasks, but doing two tasks at once would be like putting a stick-shift car in first gear and second gear at the same time. It can’t be done.

“Sadly, multi-tasking is seen as a desirable skill,” Joseph explained. “I know a lot of people who claim it’s one of their greatest strengths. Some job descriptions even list it as a requirement. They just don’t understand that multi-tasking is an unrealistic cliché.”

Psychologists agree that a human being is not capable of doing two tasks at the same time. Sure, we can do two things that don’t compete for our focus (like carrying on a conversation while walking), but we can’t concentrate on more than one thing at a time. When we think we are multi-tasking, we are actually task-switching – moving quickly from one thing to another. Think of it as a fast shift between first and second gear.

“I think of multi-tasking as multi-risking,” Joseph said. “We’ve all seen YouTube videos of people walking into telephone poles and falling into fountains while they’re looking at their phones. And of course, we know that texting and driving is a lethal combination. Talking on the phone while driving is distracting enough, but texting is stupid. It’s as dangerous as drunk driving.

“In the business world, trying to do two things at once might not put your life in danger, but it can cause mistakes. For example, if you try to write an email and talk on the phone at the same time, you’ll risk

mis-communicating something to both parties. You can give one or the other your undivided attention, but not both. Even if you don’t make a mistake, it can be frustrating to the person on the other end to hear your keyboard clicking in the background.

“Trying to multi-task can also damage relationships,” he said. “I remember going to a luncheon which featured several presenters. The manager of one of the speakers was there to support her staff member, but spent the entire time looking down at her phone. Her seat was at the head table, right next to the lectern, so everyone in the audience could see that she wasn’t paying attention. A few days later, I ran into the speaker, and he told me that his manager’s actions showed that she obviously didn’t care about what he

was saying, even though he was talking about the company where they both worked. Not surprisingly, a few months later he left to take another job.”

Joseph is right about multi-risking. When someone tries to concentrate on two important things at the same time, it creates a risk that is not worth taking.

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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

Multi-tasking = multi-risking



Alternatives To The Creative Cloud

By Douglas Fry

I wouldn't say I'm cheap but I do not like to throw money away. My wife would disagree by saying I'm cheap, frugal, parsimonious, or even penny-pinching. With that in mind I hope you are cheap too.

In the Spring of 2013 Adobe changed the way they offered the products we have come to rely on to produce our publications: Photoshop, Illustrator, Acrobat, Distiller, and InDesign. I remember that time very well. We used to upgrade to the latest version of those products every couple of years. That way we had pretty recent stuff but didn't feel like we were being taken advantage of. But with the new pricing in place you could rent the software at \$50 - \$100 per month per license and always have the latest and greatest versions of just about everything Adobe offers.

That just wasn't going to happen for me. I wasn't going to pay \$600 - \$1,200 per year for software I already paid for. Sure, I could get upgrades for free. But sometimes I didn't upgrade because I didn't have the latest hardware or the system software wouldn't run the new Creative Cloud offerings well. Add to that, I'm cheap.

So, I decided that I would purchase the last version of software I could before the coming Software Apocalypse. I have Creative Suite 6 and have been using it for the past 6 years. At the same time I was using the old software I kept looking for an alternative to the core products that Adobe does so well.

I found alternatives to Photoshop pretty quickly. They worked but

most had a fatal flaw. For example: I used Pixelmator and even suggested that publishers add it to their suite of programs. The fatal flaw with that piece of software, priced at only \$40, is that it uses only the RGB color space. So, if your printing facility chokes on RGB files Pixelmator won't do the job.

Finding an alternative for Illustrator is difficult, but not impossible. Read on for the solution to all our problems.

Quark Xpress was once the #1 page layout program in the world. That is no longer the case. InDesign now reigns as King of the Serif. Xpress is available for only \$400. It does everything InDesign does and has a slick, new interface. Quark is working hard to regain some of its former glory. But \$400 is still a bit steep for this old geezer.

I tried iStudio Publisher, \$18, and Swift Publisher, \$19, both of which had some nice features but felt like lightweight toys compared to the heavy artillery I was used to with InDesign. So I kept looking.

At the end of 2018 I renewed my quest for software that works, can produce a publication, and is cheap. After coming across Affinity Publisher I decided to test it by producing this very magazine. But before we get to that experience let me warn you Publisher is beta software. That means it isn't complete and may have some bugs. With beta software it wouldn't be right to charge you for unproven technology so they offer it for free. Yep, go to www.affinity.serif.com and download your free copy. Test it out for yourself. Let them know of any problems you find and help make

the software better for all of us.

Affinity Software also produces two other really good pieces of software that replace Adobe's offerings. Affinity Photo is a very good replacement for Photoshop. Affinity Designer is a great alternative to Illustrator. But the really good part is the price. Each of those products sell for \$50. That's \$50 total, not \$50 per month or even per year. \$50 and you own a license to use the software. So, for 100 bucks you can outfit a station with the big three: page layout program, illustrator program, and a photo editing program.

There is a learning curve with all those programs but the Affinity website has very good tutorials and YouTube has videos that go into even more detail. You'll be up and running quickly. It's good to learn new stuff when it can save you a ton of money.

Now on to Publisher. In December I produced TIP using both InDesign and Affinity Publisher. After I sent the InDesign files to the printer I sent them the PDFs of the Publisher pages. After a few days it looked like the Publisher files would work fine. At least until I looked closely at the proof. Some of the text went crazy. I found that one font, I'm look at you Stemple Schneidler, put the whole magazine in a state of "Wonkiness." That's a technical term but you understand.

So, the next month (the February issue of TIP), after getting rid of Schneidler, I tried again. I created the magazine using Publisher and sent the PDFs to the printer with my fingers crossed. But it was not to be again. This time it got well through the printers system until it started showing the dreaded 4 color black. We fiddled with it for a couple of hours but then I gave up and used InDesign once again to produce the magazine.

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.

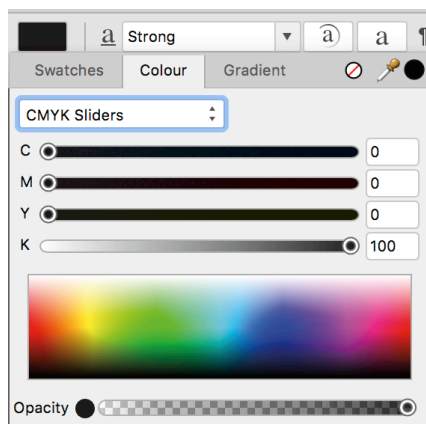
Publishers Summit

January 31 -
February 1, 2020

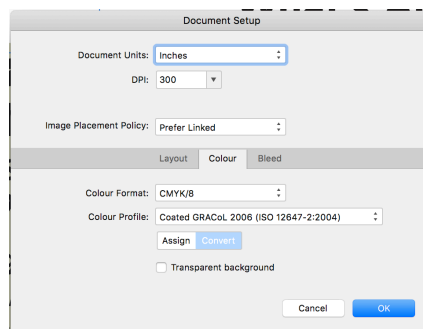
Clearwater
Beach, FL

Popular interactive event for Publishers sharing keys to success.

The March issue finally worked. We found that Publisher wanted to create 4 color text whenever it could. Once I figured that out much of the challenge was eliminated. With nothing selected click on the top color swatch and make sure you have the black slider all the way to the right and the others all the way to the left. Like the screenshot below shows.



There is one more caveat to using Affinity Publisher. You must, absolutely HAVE to, select the correct color space for the document in order for it to go through an advanced pre-press system without problems. Make sure your settings are as below and you'll be fine. Set up your document as a CMYK/8 Color format with a Color Profile of Coated GRACoL, 2006.



Export your pages as PDF/X4 in order to get the best output with the fewest problems.

Publisher doesn't have full fledged pagination capability yet. You could produce many of your publications without too much worry. And you'd be saving a lot of money each month.

Final thoughts? Yep. Watch out for ads or photos you have used in your publications. They might have worked fine for years but can cause problems when you output to PDF using Publisher. I found that I can view the resulting PDFs in Acrobat (still looking for a good replacement for that) using the Output Preview in the Print Production tool and turn on and off the Black component to find problems before I send the files to the printer.

I would love to hear from you about your experiences with Affinity Publisher, the crazy good, and dirt cheap alternative to Adobe's Creative Cloud. Call me, we'll talk.

IFPA Board Meeting Minutes

IFPA Board Meeting, Thursday, April 18, 2019

President Rick Wamre called the meeting to order at 9:06am (EST) Board members present: Eric McRoy, Shane Goodman, Joyce Frericks, Doug Fabian, Deborah Phillips and Executive Director: Douglas Fry.

Rick noted two points prior to beginning the meeting:

The transition to replace Danielle's duties are going well

Treasurer Report Highlights- Deborah Phillips: March income over budget. Mostly due to selling out 2x2 network and running classified ads.

-Jan-Mar budget vs actual. CAD-NET and Investments up. Membership dues down.

-2018 Tax returns finalized.

Doug and Rick questioned membership. Douglas explained some members dues are deducted from CADNET rebate checks and that additional income will be reflected in April statements. Rick suggested revisiting once the list is received. Shane made a motion to accept the treasurers report. Doug seconded the motion. Motion passed.

SHARE Groups- Doug Fabian: Sales Managers could not be going any better. Looking into second offshoot. Derek from Offshoot Media will be talking to sales manager group next month. Had 20 people this month. Looking at ways to introduce associate members during the SHARE meetings. Eric commented that he liked how it is now

and changing may make things messy. Shane suggested we take it slower and do not overuse.

Publishers SHARE Group- Joe Nicaastro not present. Douglas Fry reported: It was a small group and great meeting. Time of call may be a factor. Douglas will speak with Joe about possibly changing the time.

Specialty Publications- Rick Wamre: Four people attended the meeting. May meeting Mark Guer-ringue will be presenting "Best Of" and June meeting Eric McRoy will be presenting "Wedding Event."

Sales Training- Rick Wamre: Down ten sign ups from last year. Ryan Dorhn and Douglas have sent out promotions via their lists.

Digital Workshop- Douglas Fry: many have signed up. Sending a mailing to everyone. Sending a video Will did soon. Expects to have 30 attendees.

September Event- Doug Fabian: Expect to have Ryan for parts of two days rather than one. Eric will do the initial meet and greet. Exploring ways to have an event off site. Ryan and Tim are solidified. He is excited that people are going to be able to walk away with a resource that they have never been able to walk away with in the 30 years of conferences.

Communications Committee- Douglas Fry: Manuel wanted Douglas to report that they just sent an A/B test of html email going to everyone and next week a straight text one going out. They will be checking the responses and crunching the numbers to see how we can better communicate with our members.

The committee will meet again after that and make a future plan.

Editorial and Advertising Awards- Douglas Fry: Douglas is sending out emails and a physical mailing and is already getting entries into the system. Shane asked for the deadline date. Douglas reported members have until the end of July to make their entries.

Social Media & Ad Sense- Eric McRoy: Last 30 days 34 websites serving our Google Adwords ads. Down two. Have not picked up any new websites. It is a bit more complicated than it used to be. Extra revenue each month with little effort is worth continuing. Eric suggested striking social media from agenda because nothing is happening. Douglas and Deborah have seen likes and postings. Eric suggested inviting members to "like" the page and have each committee post there and suggested this would be a question for Manuel.

Website- Joyce Frericks and Douglas Fry: Joyce commented that Douglas has done a great job! SiteSwan has completely redone and updated the IFPA website.

TIP- Douglas Fry: Another person is interested in doing TIP. Looking at cost. We are still looking for someone to take over TIP, soup to nuts.


Rick called for:

Old Business- None

New Business- None

Other Business- None...other than Doug commenting that the Red Sox stink!

Rick asked for a motion to adjourn. Shane made a motion to adjourn, Rick seconded the motion, all were in favor. The meeting adjourned at 9:41 am EST.



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