

# Save The Date

*Mid-Atlantic Community Papers Association Annual Conference*

# 20/20

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



Ryan Dohrn is the founder of media sales training firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 5,000 ad sales reps in 7 countries. Ryan's 26 year

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



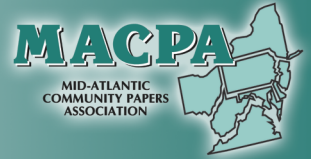
**The Leadership Institute**

*Lighting the Way*

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**We will be continuing the education of TLI courses for our attendees by providing several classes at our upcoming conference!**

# PRESIDENT MESSAGE



# MACPA Messenger



Dear Fellow Publishers,

Like all of us in the publishing business, our publishing company is always trying to find new efficiencies in our business in order to streamline the operation. At the same time, we continue to search for new and successful ways of marketing for our customers to make ourselves, not only, good partners, but indispensable to them, as well. In the world of disruptions in which we all live, these are often two challenging achievements.

This past week, our publisher (Bob Christian) and I attended a lengthy seminar hosted by Site Impact. But before giving you an overview of this seminar, I'd like to give you a few thoughts about this month's goings-on at MACPA.

The first is that, as you may remember, the board recently came up with the Affiliate Program which encourages all our publishers to contact the MACPA office to get an online ad to place on their own websites in order to link potential advertisers to the MACPA website through our individual members. Members will receive a commission as a result if there is an ad buy for MacNet ads through their websites. See page 5 for more details.

Secondly, as a result of the Silent Auction at our recent Conference earlier this year, we were able to offer training by Kevin Slimp to 8 scholarship participants from our membership. The response was exceptional. We were told that Kevin's webinar was excellent and all participants confirmed that they learned a lot. Kevin will be offering a second webinar soon, which he continues to provide our members with a discount. Check your email for details.

We continue to work on next year's conference plans, a new Member Handbook, and on increasing our membership numbers and member involvement in MACPA. We are also asking all MACPA members to participate more in selling MacNet ads and MacNet minis (smaller hyper-local areas,) as well as asking you to offer lead suggestions and contact information to Alyse and Kasey to pursue. They are both willing to help you with the sales process for MacNet ads if you need it.

Finally, as a reminder, we are in the middle of our CVC audit season. All membership dues must be paid in full in order to qualify for the audit. If you are behind in your dues, please call the office and Alyse or Kasey will be glad to take your payment over the phone or through the website.

Now, getting back to the seminar we just attended with Site Impact.

## 2019-2020 MACPA BOARD OF DIRECTORS

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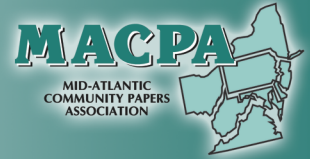
10 Zions Church Road, St 201  
Shoemakersville, PA 19555  
1-800-450-6631  
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www.macpa.net  
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Audit Assistance  
cara@macpa.net

## IN THIS MESSENGER

- Full Load or Half Load
- CVC Announcement

## PRESIDENT MESSAGE CONTINUED



# MACPA Messenger

And please note, this is not meant to be an advertisement for Site Impact. It is meant to be a brief synopsis of our experience at the seminar that was hosted by them and the “takeaways” from the event, so that other member publishers can look into a potentially good product for themselves.

The topic of conversation was “Boost your Top-Line Revenue with Email Marketing”.

Among the guest speakers were Gordon Borrell (Borrell Associates Inc.) and Mike Blinder (Blinder Group). The event was well attended by many news outlets and agencies from the local Philadelphia area, and from as far away as NYC, Delaware and neighboring communities.

Gordon Borrell discussed the changing marketplace in the world of advertising, and from his company’s research, 90% of ad spending will include both print and digital packages and with fairly equal expenditures. He talked extensively about the importance of having very well trained sales reps who understand what is going on in the market and have the ability to help and guide advertisers in making decisions. Now more than ever, sales reps must work on good, knowledgeable and helpful service in order to retain customers because advertisers are suffering from a sense of uncertainty of what is successful marketing. Sales reps need to develop clear strategies for their customers.

Borrell described qualified email marketing as targeted marketing to a select audience with permission-based email addresses. Email marketing is considered digital direct mail which is both measurable and trackable. There are more than 269 billion emails sent out daily - more than both Facebook and Twitter combined.

Mike Blinder focused particularly on small and medium size businesses and how sales reps can help them. He discussed the blinding impact on the quantity of new and shiny digital advertising products that may or may not have any value for advertisers, but often have the effect of confusing them with too many choices and unknown, untried options.

Site Impact had several representatives making presentations concerning their company’s product and the quality of their service. Brandon Rosen, Chief Revenue Officer, Diane Hayes, Director of Corporate Training and Pamela Gressman, Senior Account Supervisor all represented their company well.

We were left with the impression that this is a very well thought-out wholesale product that is designed to enhance print media sales. It is based on targeted marketing, offers same-day turnaround and updates current data daily to their database. Site Impact claims to use only qualified opt-in email addresses.

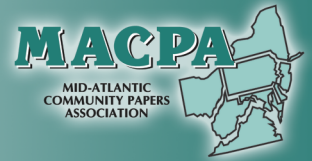
We are going to explore this product more for ease of use and affordability. There are no long-term contracts. If you want to check them out, go to [siteimpact.com](http://siteimpact.com).

Remember, MACPA is a big resource for all of our publications.

Best to all!

Claudia Christian  
President of MACPA

# SALES CORNER: FULL LOAD OR HALF-LOADS



# MACPA Messenger

By John Foust

Greg used to help his uncle sell and deliver firewood on weekends. No doubt, that influenced one of his first phone calls when he started selling advertising for his local newspaper. His prospect asked, "Why are you asking so many questions?" and he said, "I'm just trying to figure out if you need a full load or a half-load."

Greg's sales manager told me it was one of the most honest things she had ever heard a salesperson say. "He was doing the right thing by asking questions to discover needs," She explained. "When the prospect wondered what was going on, Greg admitted that, yes, he was calling to talk about a possible ad campaign, but he couldn't recommend anything until he learned about the prospect's business.

"Although he no longer talks about full loads and half-loads, he still does a great job of learning about his prospects and how they need to market their products," she said.

When you think about it, it's easy to see that firewood and advertising have a lot in common. Both serve specific purposes and both occupy measurable space. A full load of advertising is a big campaign splash with a sizable budget, while a half-load is something less than that.

Let's see where this firewood comparison leads:

**1. What's in the truck?** In other words, know your product. In order to help your advertisers decide between full loads, half-loads, or other options, it's important to know as much as possible about what you're selling. If your prospects know more about your newspaper's advertising products than you, you won't have much credibility.

**2. What do they want?** It's a waste of time to try to sell firewood to someone who doesn't have a fireplace or a woodstove. And it's just as wasteful to try to sell advertising to someone who doesn't need it.

Know your prospect. Not everyone needs everything that is being sold. That is one of the biggest lessons of selling.

**3. Deliver to the right place.** At one time or another, everyone in the selling profession has made the mistake of talking to the wrong contact. While that person may be perfectly willing to spend time on the phone or in an appointment, he or she may not be in a position to make – or influence – buying decisions.

In order to find the right contact, consider saying something like, "In order to save time for you, I wonder if you can tell me who makes decisions about your company's advertising?" Then... "What is the best way to get in touch with that person?"

**4. Tell the truth.** Don't try to sell a full load to someone who needs a half-load. If they find out later that they bought the wrong thing, they'll feel burned. Not only will they stop advertising in your paper, they'll tell all their friends about it.

Like the old saying goes, "Honesty is the best policy." That goes for selling firewood or advertising or anything else.

#### **COPYRIGHT LINE**

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#### **CREDIT LINE**

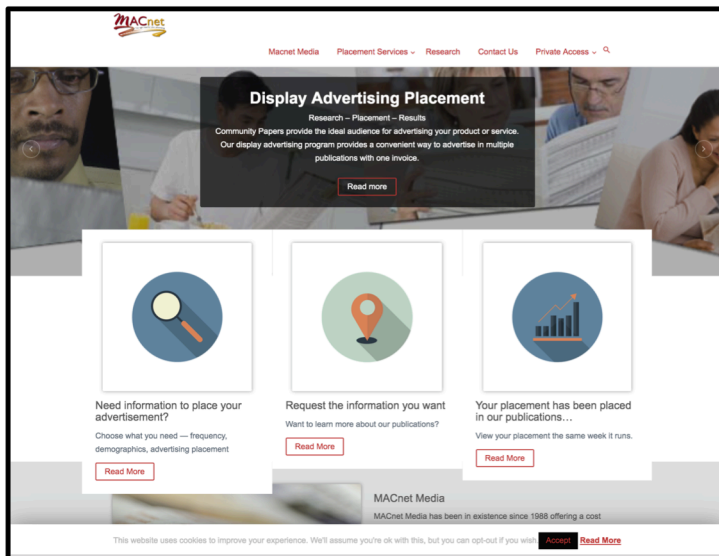
*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com*

## Community Advertising System

Software that fits your business, your culture and your budget



## What's new with MACnet?



At the MACPA Conference in March we unveiled the new and improved MACnet Media site. Unlike the previous version of the site, it speaks to the visitor in a different way.

MACnet Media is an advertising agency website, created to promote not only the networks but also each individual member's publication.

Features on the site include:

- The ability to collect information about the visitor
- Provide a searchable area which shows information from your latest audit.
- The ability to place classified ads directly from the website
- The ability to provide electronic tearsheets to clients when placing ads with the network

Feel free to visit the site and share with us your thoughts for improvements to the site.

 [MACnetOnline.com](http://MACnetOnline.com)

## Would you like to make money with MACnet just by running an ad on your website or in your publication?

It's easy? Become an affiliate publication.

Here's how:

- Each of our member publications have been set up with an affiliate link to the [macnetonline.com](http://macnetonline.com) website.
- Contact the office to activate the affiliate link and start promoting MACnet on your website or in your publication.
- We have creatives ready for you to use.

Give us a call at 800-450-6631 or email us at [info@macnetonline.com](mailto:info@macnetonline.com)

# In Memoriam



Our Founder  
**Robert S. Kapp**  
2/6/1925 - 6/25/2019

Robert Kapp, the founder of Kapp Advertising Service and publisher of the Merchandiser, passed away on Tuesday, June 25, at the age of 94.

Raised in Lebanon County, Kapp served his country during World War II in the Navy and was stationed aboard the USS WASP. Following his service he returned to Lebanon County to marry and start a family.

Energetic and ambitious, the young veteran, wanting to make a better life for his wife and family, founded Kapp Advertising Service in January of 1950 with the purchase of a small paper called the Merchandiser. He began publishing with an initial circulation of 2,300 Myerstown area homes and quickly fostered tremendous growth in the paper and the

company. Today the Merchandiser of Central Pennsylvania and Northern Maryland is one of the ten largest groups of independently-owned weekly publications in the United States with a total circulation of nearly 289,000 homes.

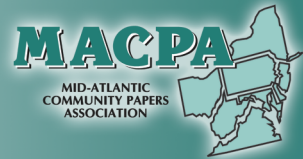
An industry leader and Free Paper pioneer, Robert Kapp was a charter member and served on the board of the first national free paper association. He was an avid golfer, philanthropist and deputy sheriff, who had retired to Florida and lived with Helga, his wife of 23 years. He was fondly referred to as Rob by his employees, and considered to be a friendly, social man who enjoyed traveling back and forth from Florida to Pennsylvania. When in the area, Rob would greet and joke with his employees, many of whom worked for him for over 30 years.

Rob was preceded in death by his first wife, Erma (Gerberich), and is survived by his two daughters, Carol, wife of Robert Smith, and Susan, wife of Terry Longenecker; son, George, husband of Nancy; several grandchildren and great-grandchildren.

**Rob will be sadly missed by family, friends and employees at Kapp Advertising Service.**



# DIGITAL CORNER: SOCIAL MEDIA'S BOTTOM LINE



# MACPA Messenger

By Kevin Slimp

When my publisher friend Joel Washburn asked me to visit his newspaper in McKenzie, Tennessee in June for a couple of days to work with his staff, he had the usual lists of items to cover while I was there:

- InDesign training ... check
- Photo editing training ... check
- PDF issues training ... check
- Increasing sales training ... check
- InCopy workflow training ... check

It was the sixth item on the list (don't worry, it's coming) that made me pause:

- How other newspapers are benefiting from use of social media ... hmm.

One of the inside jokes among my friends who speak at newspaper conventions over the past ten years or so has been the number of workshops at conventions related to social media. For a while, five or six years ago, it seemed like every other breakout session had to do with social media.

While preparing to meet with Joel's staff, I went to my recent survey of North American publishers completed back in April. It was the fifth annual survey and, fortunately, we had questions about digital and social media on the survey each year.

When I looked at the 2019 survey results, I learned that 28 percent of respondents indicated social media is greatly beneficial to their newspaper's success.

As I looked closer at the respondents, it seemed the dailies were four times as likely to respond this way than weeklies. I suppose that makes sense since dailies are more likely to depend on online/digital sales for revenue. Another 57 percent of respondents indicated they felt like their newspapers benefit in some way through use of social media.

Wanting to give Joel some helpful information, I went – where else – to social media to get some

assistance. On Facebook, I asked friends who worked at newspapers to share how they successfully use social media at their papers. Within a few hours, I had more than 40 responses.

Here are a few of them:

Jessica, from Florida, wrote: "We post questions on hot topics in our area and then use the comments on our opinion page (in the printed newspaper) in our 'social media' section."

Cindy in Texas wrote: "We get a lot of leads for stories on our newspaper Facebook page, both for news and features."

Darryl, from Manitoba, responded: "On the morning our paper comes out, we post a collage of photos and a teaser such as, 'For the stories behind these photos, pick up a copy of today's paper.'"

Kari, from Texas, wrote: "Going live at high school sporting events draws in a lot of people to see our brand, but we haven't monetized it."

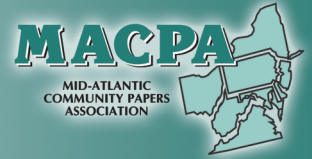
Bruce in Kansas wrote: "I've learned to monetize a boost. 'I'm glad you enjoyed the story we did on your new business. For \$20 (or whatever) we can boost that for you. Look at our number of followers.' It's not a big money maker but it makes the new potential customer happy."

Travis, from Kentucky, answered: "We ask people to submit photos of themselves reading your paper in amusing ways, and then pick the best submission to receive a prize."

As I looked through the early responses (early enough to meet my column deadline), I didn't see anyone writing about making money through social media posts, but I did notice a lot of respondents were using social media to prompt readers to pick up or subscribe to their newspapers which, obviously, could benefit the bottom line.

*Kevin Slimp continued on next page*

# DIGITAL CORNER: SOCIAL MEDIA'S BOTTOM LINE CONTINUED



# MACPA Messenger

*Kevin Slimp continued*

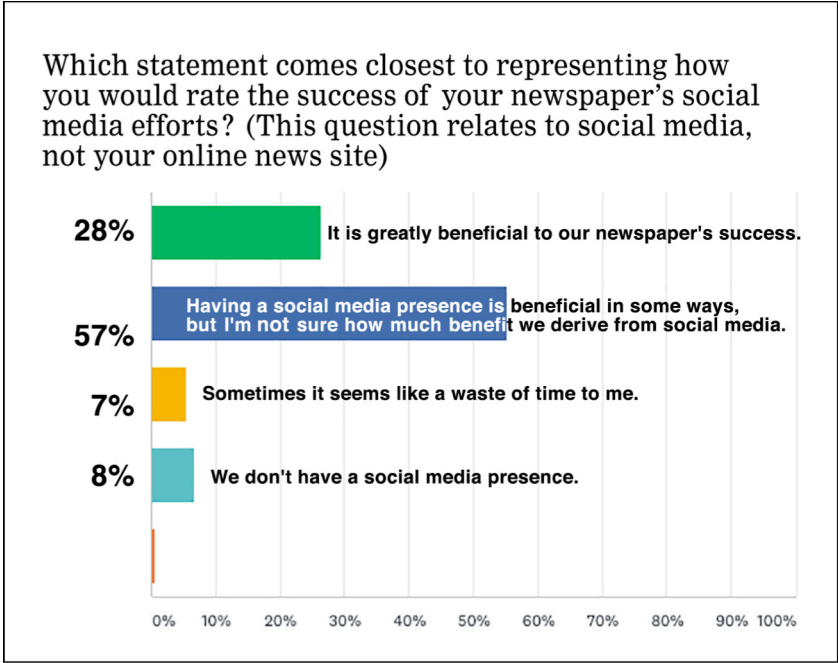
I had an interesting experience with social media just last week. I hosted a webinar titled, "Kevin's 100-Minute Extravaganza." I expected a low turnout because people generally don't attend webinars in the summer, due to vacations, back-to-school deadlines, holidays and whatever.

Most registrations come in response to email blasts and promotion by various press associations. However, I noticed a serious bump from a couple of Facebook posts I created a week before the webinar. Later, I noticed several folks had shared the posts on their Facebook pages. Then a couple of associations asked if they could sponsor webinar registrations for their members.

In the end, close to 100 newspapers eventually registered for the webinar, most within four days prior to it taking place. And when I looked at the registrations afterwards, it was apparent about half of those were a result of those couple of Facebook posts from the week before.

What lessons am I learning about social media? It's pretty apparent it's not the end-all, and probably isn't going to make a major dent in most newspapers' bottom line anytime soon. However, used effectively, it can be a tool to drive readers to your print and online editions of your newspaper, promote subscriptions, and even be used as a service to advertisers.

If your newspaper is investing in social media, I would suggest you regularly examine what's being done and gauge its effectiveness in driving new subscribers and increasing ad revenue.

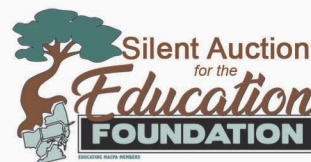


## Silent Auction items wanted!

This year we made over \$600! With some of that money, we covered the cost for eight members to attend a Kevin Slimp Webinar!

### We want to raise more in 2020!

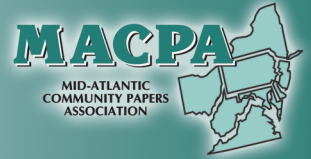
Donate a silent auction item and help us continue to provide more training opportunities to you, our members!



Questions? Contact the office 800-450-6631.



# ASSOCIATE MEMBER SPOTLIGHT: MODERN LUXURY ANNOUNCES NEW AUDIT PARTNER TO ENHANCE OFFERINGS FOR ADVERTISERS & MEDIA



# MACPA Messenger

## *Circulation Verification Council to Audit All Titles in 2019*

*by Lexi Georgiadis*

Modern Luxury, the largest local luxury media company in the nation, is pleased to announce that the auditing firm Circulation Verification Council will now be conducting audits for all Modern Luxury titles starting with the 2019 calendar year. Additionally, CVC will facilitate readership studies of Modern Luxury publications in key markets, which will deepen the company's understanding of its community. Media audit firms such as CVC are independent third parties that provide data-backed analysis of the digital and print audiences of media publications. Prominent media buyers and advertisers rely on this data to demonstrate the reach and impact of purchases and the auditing firm's reporting better equips ad sales teams to show the value of paid media across platforms.

"After an extensive vetting process, we have determined that the CVC uses the most thorough auditing methodology in the media industry, which enables us to be a more responsive and effective partner to our advertisers," said Modern Luxury CEO Michael Dickey.

"We are thrilled to work with Modern Luxury to provide the company's partners with unparalleled insights and increase efficiencies in reporting," Circulation Verification Council Tim Bingaman CEO said.

Modern Luxury provides advertisers wide-ranging local and regional offerings, including digital brand extensions and intimate branded events that reach America's most affluent metropolitan consumers. Circulation Verification Council offers the most efficient and comprehensive auditing process in the media industry, ensuring that Modern Luxury's partners have the best data available

on their purchases. All CVC-audited publications are included in print and online editions of the SRDS, the leading directory for media information. CVC also provides data to media buyers electronically such as publication distribution by ZIP code.

### **About Modern Luxury**

Modern Luxury is the country's largest local luxury media company with 84 titles in the top 24 markets in the United States. We live where luxury lives, with editors and marketers in all of our cities: Aspen, Atlanta, Boston, Chicago, Dallas, The Hamptons, Hawaii, Houston, Las Vegas, Los Angeles, Miami, New York, Orange County, Palm Beach, Philadelphia, San Diego, San Francisco, Scottsdale, Silicon Valley, Washington, D.C., and South Florida & the Caribbean. No one gets closer to the luxury community than Modern Luxury.

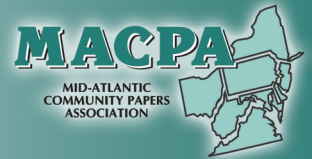
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we can tell you everything  
you want to know  
about your readers.**

Call (314) 966-7711 for more information, or look at  
the sample study at [www.research.net/r/MACPA19](http://www.research.net/r/MACPA19)

**CIRCULATION  
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# OUR ASSOCIATE MEMBERS



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**We're Not Mind Readers, but...**

If you participate in CVC online studies we can tell you everything you want to know about your readers.

Call (314) 966-7711 for more information, or look at the sample study at [www.research.net/r/MACPA19](http://www.research.net/r/MACPA19)

**CIRCULATION VERIFICATION COUNCIL** OUR DATA SPEAKS VOLUMES

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Does your day-to-day activities keep you from tackling that paperwork monster called **"THE DREADED CIRCULATION AUDIT?"**

Contact  
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cara@macpa.net  
800-450-6631

**Saturation Mailers Coalition**

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

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