

INFORMER

CPM

Community
Papers of
Michigan

October 2019



IN
MEMORIAM



**John J. "Jack"
Ozanich**

3/2/1958-6/21/2019

John (Jack) Ozanich , age 61, died peacefully at his home surrounded by his loving family on Friday, June 21, 2019, after a lengthy battle with cancer.

He was born March 2, 1958, the son of John Sr. and Lorraine Ozanich, in Manistique, MI. He was a 1976 graduate of Manistique High School and after high school he joined the United States Navy serving four years and was honorably discharged in 1980. After the Navy he worked for his father at The Advisor and later he co-owned The Advisor with his brother Paul. Jack married Kathy Rosebush on September 22, 1984. Together they raised one son Shane (Nicole) Ozanich with three grandchildren Mykaella, Abby, and Kayden.

Jack will be remembered for his love of bowling and softball. He was also an avid Detroit Tigers and Lions Fan.

He so enjoyed his work at The Advisor and worked up until the end. He is very much missed by his family, friends, and those who knew him through his work at The Advisor.

Editor's Note: The Advisor is CPM's only member in Michigan's beautiful Upper Peninsula. Our sincere condolences to Jack's brother and business partner Paul Ozanich, family and friends.



Please join us in welcoming
CPM's newest member:



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There is still a lot to be said about color... and color theories... but thankfully, I'm going to wrap this up and give you an idea of what colors I choose and how I use them...

Color MY World 3

Ad Talk
with Ellen Hanrahan

Last month we checked out how to get color on a printed page, usually by RGB or CMYK.





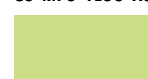
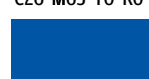
This month I want to present some CMYK combinations that I like to use. I used to use a lot of red because the customer, in most cases, wanted to use red. However, I learned how to tweak that red into something more striking. Sometimes, it's the color you pair it with that can give that "red" a little more edge!

Favorites

The following color swatches are just a few of my favorite combinations, which I've broken down into the CMYK model. I also included all the percentages of CMYK, even if the percentage was zero.

Believe it or not, the purples, oranges, and bright greens work really well on newsprint.

Avoid **Process Yellow**... unless you add another color (like magenta) because it's a very weak color and reproduces poorly on newsprint (newsprint has an "oatmeal" vibe—not bright white).

		
C95 M100 Y0 K0	C50 M0 Y100 K0	C0 M70 Y100 K0
		
C0 M37 Y48 K0	C26 M63 Y0 K0	C23 M1 Y60 K0
		
C0 M90 Y86 K0 PANTONE RED 032	C100 M73 Y0 K2 PANTONE REFLEX BLUE	C0 M0 Y100 K0 PROCESS YELLOW

Most of us print on newsprint (very absorbent, lots of dot gain, colors are not always "crisp"), which means that if you run across a favorite color combination and there isn't very much black, you could probably omit black because "black on newsprint = mud." The above colors reproduce very well on newsprint (with the exception of yellow).

That's why a lot of gray in an ad tends to lack contrast—unless you add white borders or other white relief to add that "pop."

The bottom row of color swatches above are actually Pantone Red 032, Pantone Reflex Blue, and Process Yellow (but I like to add a little Magenta to the mix and maybe screen it back also, because this combination creates a great background color without being too distracting. Because Process Yellow can be a little transparent, I've added a "boost" to the Process Yellow for a better newsprint visual...

		
C0 M0 Y100 K0	C0 M20 Y100 K0	C0 M10 Y100 K3

A Few Combinations

I found a few small headings from October of 2017 that can help show how some of these combinations might work. A word of caution, however, since these colors will appear on a whiter substrate than on newsprint. Check the final product to see how the color combinations printed in your publication turned out.

You can always make adjustments, but there are different types and grades of newsprint and there can also be varying factors in the ink applications as well.




The two samples above use the top three colors. The backgrounds on both are at 100% while the notes vary. Top "notes" in top ad are C0 M70 Y100 K0, but screened to 35%. The "notes" in bottom ad are at 100%, but I added a white stroke (3rd set has no stroke). The stroke adds a little more impact and remember, this is on newsprint, so the 3rd set will "bleed" into background green color.

Next two ads use the middle and bottom rows of my "favs"...




These two ads also have backgrounds at 100% while the "notes" vary. Top "notes" in first ad are Pantone Reflex Blue at 100%. The "notes" in bottom ad are C0 M20 Y00 K0 at 100%, and added a white stroke, (which I do not like!) so eliminated the stroke in the 2nd and 3rd set. In this case I felt the stroke diminished the impact of the color... therefore is not necessary

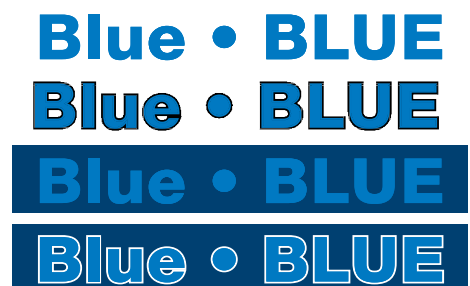
My Take... Short Version

So after a lot of reading, I have arrived at some much simpler guidelines to sort through using color effectively. Here are some takeaways we can use when we work with color:

- Light colors stand out when placed on a dark background, conversely dark colors work better when contrasted with lighter colors.
- White or light colors make all colors more noticeable.
- Place complementary colors together and they appear to intensify each other.
- Outline light colors in black and the color seems to intensify.
- Outline dark colors in a thin light color or white and the dark color seems to intensify.

With this in mind, it still comes down to whether the message is clear, concise and effective. These are general guidelines, which can be modified. For example, outlining light text colors in black may not work well if the background is already very dark.

Bottom line—it's all about the contrast! In the samples below, I have taken type and applied strokes on a light background and on a dark background to show how the contrast intensifies the color with the dark stroke and makes the color "pop" with even a .75 stroke applied. By the way, all type is 25 points...



Final Notes:

OK, that's it for color—for now! As more advertisers choose to use color, it becomes another tool to get the message across. We haven't even touched on how to use color effectively, but that's a whole other discussion.

If you have any ideas for topics, let me know. I know one of my biggest challenges is using my software programs. Since I have Adobe Cloud, it seems as if there are changes, enhances, and updates to InDesign, Photoshop, Illustrator and the rest every fifteen minutes!

I admit, I do not have to go to a job everyday, but still finding the time to "grow" is not easy to accomplish. Hopefully I can save you some of the steps in between.

It would be interesting, and helpful, to find out what programs are being used... I will put that on my "to do" list!

Until next time...

I was an art teacher and changed to a graphic design career in the '80s. I write for IFPA TIP, and the CPM INFORMER. For info, PDFs of articles, or have ideas, e-mail: hanrahan.in@att.net Ellen Hanrahan ©2019

Congratulations George Moses! Recipient of the 2019 John R. Gaedert Outstanding Community Paper Professional Award.



From Left: Cindy Gaedert-Gearhart; George Moses; 2018 John R. Gaedert recipient Wes Smith; CPM President Don Rush

To Community Papers of Michigan,

I would like to nominate George Moses, publisher and owner of The Marketeer for the John R. Gaedert Outstanding Community Paper Professional Award.

George had shown a strong commitment to his community in the greater Brighton and Livingston County area ever since he started publishing The Marketeer. His idea was to serve the local shops and mom-and-pop businesses with a grass roots outlet to get the word of their services out to the people who live in the community.

George has served in many community organizations over the years, including but not limited to: Rotary Club of Brighton, Brighton Optimist Club, Work Skills (on the board), Brighton Center for the Performing Arts (on the board), Purple Rose Theatre (on the board), Greater Brighton Area Chamber of Commerce, Brighton Rotary Raiders, Brighton Rotary Riders, League of Michigan Bicyclists, CPM Board, Supporter of the American Spirit Centre, and I'm sure I have forgotten many more over the years.

Whenever possible and space allows, he published community events, non-profits affairs, and charitable fundraisers often at no or little cost to the group. He always treats his employees with respect and concern and works right alongside his employees to get the job done.

Being self-motivated, ever the optimist and cheerful, he is well loved and thought of in the community. I can't think of a more deserving person to be presented this award in memory of John R. Gaedert.

Sincerely,

Kathleen Smolinski (and all the staff at The Marketeer)

Congratulations

Congratulations to the 2019 Ad Contest Winners!



CATEGORY 1 SINGLE AD BW:	The Marketeer
CATEGORY 1 SINGLE AD COLOR:	Marshall Advisor
CATEGORY 2 SMALL AD BW:	The Marketeer
CATEGORY 2 SMALL AD COLOR:	Marshall Advisor
CATEGORY 3 GROCERY BW:	No Entries
CATEGORY 3 GROCERY COLOR:	Lowell Buyers Guide
CATEGORY 4 AUTOMOTIVE BW:	County Journal
CATEGORY 4 AUTOMOTIVE COLOR:	Community Shopper
CATEGORY 5 SIG PAGE BW:	County Journal
CATEGORY 5 SIG PAGE COLOR:	County Journal
CATEGORY 6 RESTAURANT BW:	Marshall Advisor
CATEGORY 6 RESTAURANT COLOR:	The Marketeer
CATEGORY 7 REAL ESTATE BW:	The Reminder
CATEGORY 7 REAL ESTATE COLOR:	The Marketeer
CATEGORY 8 FURNITURE BW:	Marshall Advisor
CATEGORY 8 FURNITURE COLOR:	The Marketeer
CATEGORY 9 INSERT:	Lowell Buyers Guide
CATEGORY 10 AUCTION BW:	Marshall Advisor
CATEGORY 10 AUCTION COLOR:	The Marketeer
CATEGORY 11 THEME BW:	County Journal
CATEGORY 11 THEME COLOR:	The Marketeer
CATEGORY 12 ORIGINAL ART:	Lowell Buyers Guide
CATEGORY 13 PSA/COMMUNITY SERVICE:	The Marketeer
CATEGORY 14 SELF PROMOTION:	Community Shopper
CATEGORY 15 HEALTHCARE BW:	No Entries
CATEGORY 15 HEALTHCARE COLOR:	The Marketeer
CATEGORY 16 SOCIAL MEDIA CAMPAIGN:	No Entries
CATEGORY 17 DIGITAL ADS ON WEBSITE:	No Entries
CATEGORY 18 ANNIVERSARY/GRAND OPENING BW:	Marshall Advisor
CATEGORY 18 ANNIVERSARY/GRAND OPENING COLOR:	Marshall Advisor
CATEGORY 19 FRONT PAGE (NEWSPAPER):	Marshall Advisor
CATEGORY 19 FRONT PAGE (SHOPPER):	The Marketeer
CATEGORY 20 SPECIAL SECTION:	The County Journal
CATEGORY 21 BEST PUBLICATION NEWSPAPER:	The County Journal
CATEGORY 21 BEST PUBLICATION SHOPPER:	The Marketeer

Congratulations to the 2019 Design an Ad Contest Winners!



First Place Winner, Cathy Acker with Lowell Buyers Guide Publisher, Jon Jacobs. Cathy received a \$150.00 prize and her name on CPM's Traveling Plaque!



Second Place: Kathy Smolinski
The Marketeer, \$75.00 Prize!



Third Place: Pat Anderson
The Marketeer, \$50.00 Prize!

Special Thanks to Kathy Simon and the CM Life Advertising Staff for judging this year's contests!



By **Bob Berting**
Berting Communications

Work Family

At a publication seminar I conducted, attendees talked about internal company friction and how staff members didn't seem to have respect for each other. Enmeshed in this problem is a list of demands on staff: deadlines, dealing with other departments, dealing with other co-workers, and pleasing management.

Although most of them thought of themselves as likeable, good personality, warm smile, etc, they were still having problems in their relationships with others. What is the answer to this situation? What has to be done to create a proper atmosphere of trust, understanding, respect and just plain courtesy?

The answer is to realign your vocabulary. It's not just a smile or a simple "how are you?" that gets an office aligned. Rather it's about understanding how simple expressions can help human relations. Hers are 7 points that will change things in inter-office relations:

- "I admit I made a mistake"

How many times have you honestly made a mistake and were afraid to admit it—to a customer or co-worker? People are usually amazed to hear a comment like this and have a great deal of respect for someone who has the proper attitude and courage to say those important words. Taking responsibility for your

actions encourages others to do the same.

- "You did a good job"

Salespeople need encouragement and praise. These simple words can have a big impact on the emotions of people you deal with.

Isn't it nice to be recognized for what you do.

- "What is your opinion?"

Asking someone's opinion is the mark of a great team player who truly respects others and can be very helpful in brainstorming sessions. This action increases ownership to new ideas.

- "Would you please"

This simple phrase is very appropriate in stressful situations and can be effective also in dealing with customers. The word "please" costs nothing to use, yet it buys so much.

- "Thank you"

How many times do we forget to say those two words. We would have a better work environment as well as building better relationships with our co-workers.

- "We"

The most important word. This key word is the foundation of team effort. It is effective in giving presentations to major account prospects, including media buyers.

- "I"

The least important word. This is a word that unfortunately dominates our conversation and can cause bad vibrations if used too often. This word is good for taking responsibility but not when discussing a

positive team effort. How many sports professionals would be successful if they said "I won the ball game"?

In closing...

Think about these words and the impact they have on employee relations—and customer relations. Think about these appropriate words and use them during your workday for the situations that cause any friction between you and your co-workers.

3 best-selling e-books for the newspaper industry

Bob is the author of 3 best-selling e-books for the newspaper industry "Dynamic Sales and Image Power"—"Advanced Selling Skills For The Advertising Sales Pro"—and his latest e-book "Power Selling Tools For The Advertising Sales Consultant". Any one book is 19.95...any two books is 35.00... all three books are bundled at 49.95. You can order Bob's books on his website: www.bobberting.com.

Read Bob's books and discover how his vast experience and know-how can help you achieve much more business for you and your publication. You'll greatly benefit from the wisdom of one of America's top advertising sales experts.

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



By Peter Wagner
Founder and Publisher,
The N'West Iowa REVIEW



GET REAL
THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET!

Traditional Network Stations Don't Usually Report Their Lower Viewership

I'm amazed at how the traditional, over-the-air, television networks consistently report that "newspapers are dead." Their anchors report that story time and again, but never report their own losses in viewership.

The most recent example took place on the October 6, 2019, broadcast of CBS News Sunday Morning hosted by Jane Pauley.

I usually enjoy the Sunday morning's excellent reporting and off-the-wall feature stories. But I resent the network's obsession with condemning the future of the printed newspaper.

The specific comment on October 6 was part of a piece about a new HBO production honoring the importance of Jimmy Breslin and Pete Hamill in glory days of New York journalism. They were "deadline artists," the cross-network promotion story stated, "in a time when newspapers were still king."

But the negative comments didn't end there. In an attempt to hammer their point, the segment was introduced by Jane Pauley saying the "Newseum in Washington, DC, would be closing later

this year as so many newspapers had over the last decade."

"Over 1,800 newspapers have recently closed, merged or reduced the number of days they're printed," Pauley said.

She didn't add that Gannett Company, the national newspaper publishing chain which includes USA Today, has been known for providing much of the Newseum's funding, is entering a merger with Gatehouse Media. Gatehouse, which is reportedly assuming total management and the Gannett name, is known for running a much tighter financial operation.

But even more importantly, what Pauley didn't report, and the network never reports, is that network and cable viewership is also greatly reduced. Especially over-the-air network numbers.

An associate recently told me about a comment made by a relative who manages a network TV station in a major metro market.

"The total number of households watching the five network, over-the-air stations in his city," the station manager shared, "did not even total the equal time viewership any one of the stations

had ten years ago."

More importantly, TV Guide, which should be a positive spokesperson boosting the television industry, reported in its October 10 issue, that 2019's fall premiere week attracted a smaller audience than last year, as it has year after year for the last five years.

In 2015 the new season introduction week attracted 33.9 million viewers across America. In 2016 that number dropped to 29.9 million and in 2017 to 27.1 million.

This fall, only 22 million viewers bothered to turn on their television sets to catch the new season of over-the-air network programming. That's 13 million viewers, or over one-third less viewers, than five years ago.

The networks are suffering a huge decline in their viewership and yet they continue to point a finger at print as being the only victim of one generation's dependency on social media.

There is a difference in television and print and a major reason so many community newspapers are continuing to do so well. (Continued on page 9.)

Traditional Network Stations (Continued from page 8)

That reason is easily summed up in the word local! Locally owned and published community newspapers still have a solid connection with all that is local.

Television stations are forced by economics to plant themselves in major markets. Their broadcast news departments have to cover huge geographic areas, sometimes crossing state lines, in their attempt to be all things to all viewers. That hit-and-miss reporting fails to create the loyalty and following desired and needed by small community and even many regional businesses.

Local papers, in contrast, are able to concentrate their coverage of their hometown and nearby rural area. They are both capable and committed to reporting the latest information about the town's school district, from the city manager's office and county courthouse, regarding the downtown business district and the local churches.

They are stories alive with personality. That includes details from the weekend's football games, the most recent meeting of the local Kiwanis club, a report of some honor given a local citizen and the upcoming events at the senior center.

Time and again I have watched the Main Streets of small towns without a newspaper disappear. Community newspapers, produced by families invested in the town's future, are that community's guarantee they will continue to exist and prosper.

Large town television stations have enough problems without using their time and energy taking potshots at newspapers. According to recent national reports younger Americans are disconnecting from cable and even their rooftop antenna at an alarming pace. Instead they are circumventing traditional broadcast distribution and turning to the many streaming services now being offered. Streaming services

with no local news or consensus building local information.

Newspapers have a great future and an important story to tell about their permanence and readership. But to make sure the community knows and understands the facts, the entire staff from publisher to news staff to sales team need to get out on the street and tell it.

Peter W. Wagner is publisher of the award winning N'West Iowa REVIEW and 12 additional publications. He is often called "The Idea Man" and is a regular presenter at State Press Association and Publishing Group conventions and seminars. You can contact him regarding his programs "100 Ideas for Fun and Profit" or "Selling Print Advertising the Wagner Way" by emailing pww@iowainformation.com or calling his cell 712-348-3550 anytime.

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Our members are encouraged to contribute to this site with industry-related info, local editorial features and other information our members and readers would find interesting.




By Ryan Dohrn
President/Founder,
Brain Swell Media LLC

D.R.I.V.E. Your Sales Results to the Finish Line

To win the Daytona 500 is one stop on your quest toward auto racing greatness. To win is more than just going fast. It requires a plan. Perhaps you think that auto racing is just a lot of circles at a fast speed. Nope. Everything from tire pressure to the air temperature contributes to crossing the finish line first. Race crews test for days and days to get their settings just right. There is a very specific plan for each race and each race track. As I travel and teach ad sales training workshops I am seeing more and more salespeople that are going fast in circles and not realizing that their lack of a plan is costing them race after race. Or, more precisely deal after deal. Let's use the acronym D.R.I.V.E. to focus in on a potential plan for sales success.

1. The “**D**” in D.R.I.V.E. stands for Differentiate. You need to differentiate your product quickly from all others in the sector. Price will always become the deciding factor if two products seem similar. As a salesperson you need to work very hard to show the unique differences between your product and your competition. This is especially important if your product is more expensive than the competition. You need to do this while prospecting, hosting sales calls, closing deals and when retaining your advertiser. You need to create a clear and stark difference between you and your competition. Create an apples to salmon comparison and don't allow an apples to

apples comparison to exist in your potential advertiser's mind.

2. The “**R**” in D.R.I.V.E. stands for Run. You need to run and not walk in today's competitive sales environment. Today your advertisers are not willing to give you much time. Many ad sales training companies will tell you that you need to walk before you can run. Not me. Run. You need to run or you will lose to those that do. Ask yourself this question... Besides their family, what do most advertisers value above all else? Most of your prospective advertisers value their time above nearly all else in their life. Here is the actual issue. You are seen by most prospective advertisers as a time stealing sales person. You promise to be brief and then you show up with a 30 minute Power Point. So, cut to the chase. Promise to not waste their time. Then, don't. I am often criticized for this philosophy because so many sales professionals rely on relationship building to secure deals. Don't get me wrong, I am all about building relationships. There is just not enough time in most sales environments to create the relationships required to close a deal quickly. Very rarely do I come across a Sales Manager that says to his sales team, “I am going to give you 12 months to build relationships with your advertisers. I need no sales for the next 12 months.” Because of this you need to RUN! Consultative selling is not dead. You just need to speed up the process. Go to your next meeting prepared to present great ideas. Do not wait for the meeting to then go back to the office to come up with a good idea. Be prepared to run with great

ideas that can be tweaked on the fly.

3. The “**I**” in D.R.I.V.E. stands for Invest. Invest in your next meeting with serious and solid preparation. Consultative selling is fine, but that often means you gather information in meeting #1 and then prepare a proposal for meeting #2. Then you chase the advertiser for weeks. Be prepared to come to the meeting with great ideas. The days of walking into a meeting to gather information from a advertiser are gone. This approach is dead. Begin your research with LinkedIn, the internet or other industry resources. Create three scenarios or ideas that you feel your prospective advertiser might like. Mention to the prospective advertiser that you spent time preparing for the meeting and have some great ideas to share. Then invent and tweak your ideas/proposal on the fly. Come prepared with ideas, options and pricing variables. Get buy in on the spot. My successful advertisers will build a proposal in front of the advertiser on their iPad or a piece of paper and get the ball rolling. Or, create pricing packages in advance based on common buying scenarios from past customers. Stop thinking your product is too complex for this approach. Or, you have to many media options. Be prepared to run scenarios that show potential savings or increases in productivity. Sure, you might guess wrong, but you will gain serious respect from a prospective Advertiser for the hard work. Preparation is key to your sales success. INVEST in the time it takes to come to sales call prepared. (Continued on page 11.)



D.R.I.V.E

(Continued from page 10)

4. The “V” in D.R.I.V.E. stands for Value. Value is everything in sales. If you bring no value to the prospective Advertiser you bring nothing to the Advertiser. There are three main things that most business people want. They want to save time. They want to save money. And, they want to make money. Sure I am being generic because each product or service is unique, but you should get my point here. You need to quickly prove what value you bring to the table. Once you have identified the value you offer then you need to focus on the sales call itself. Cut to the chase and drive home value with your talk or presentation. Many ad sales training programs miss this important point. Because we know that customers do not buy when they do not understand, you need to sell the total value you have to offer them in your visuals and sales chatter. Think more like a teacher than a sales rep. Break your thoughts into simple points. Remove the fluff. Keep it simple. Prove to them the value your ideas bring to their business. Proving value also weaves nicely with ROI. Value and showing return on investment are critical. All too often sales people focus on features and not their value proposition. A great example is a

washing machine sale. If I only focused on the fact that a washing machine cleans your jeans the buyer might miss out on the fact that the new machines are super efficient, so they save you power, water and ultimately money. Plus, as an added bonus, you are doing your small part to help the environment. See... so much more than just clean jeans.

5. The “E” in D.R.I.V.E. stands for End Game. Establish a follow-up protocol so that your end game is crystal clear. This is the most important part of the D.R.I.V.E. sales process. At the point in the sales meeting when the advertiser says they need to “think about it” or “take the idea to the boss for approval” you need to establish a follow-up protocol. Sure you can try all the tricks taught in sales training workshops. Or, you can get real and understand that VERY often you will need to follow-up with a customer. You CAN NOT leave the follow-up protocol to the customer or you are dead. First, validate that the customer loves your idea/product/proposal. Then, use your phone to set your follow-up meetings and get the customer on your calendar. Invite them via your calendar to the meeting via email. Promise to not be a

“typical” sales rep that will call them 1,000 times if they set the next meeting. However, do promise to call at the given time you agree upon and DO NOT miss the call. Try three times to establish a follow-up meeting before you give up. If the customer will not set a follow-up meeting you need to ask yourself if you actually have buy in on your idea/product/proposal. It critical that you understand that your follow-up process must adhere to what I like to call the “Magic 48 Hour Sales Window™.” What do I mean by that. You have approximately 48 hours to re engage the advertiser or risk losing them. Prospects tend to lose focus in 48 hours or less. So, book your follow-up within 48 hours. A week is a common request. Nope. Don’t fall for that. 48 hours. Trust me friends. 48 hours. This is why I do not pitch new sales proposals on a Friday. Be on the lookout for my eBook called, the “Magic 48 Hour Sales Window™” coming out soon.

Ok, let’s wrap up. Any plan is better than no plan. Think about the components of my D.R.I.V.E. sales plan and figure out ways to adjust your sales plan. (Continued on page 12.)

D.R.I.V.E

(Continued from page 11)

1. The “D” in D.R.I.V.E. stands for Differentiate. You need to differentiate your product quickly from all others in the sector.
2. The “R” in D.R.I.V.E. stands for Run. You need to run and not walk in today's competitive sales environment.
3. The “I” in D.R.I.V.E. stands for Invest. Invest in your next meeting with serious and solid preparation.
4. The “V” in D.R.I.V.E. stands for Value. Value is everything in sales. If you bring no value to the prospective Advertiser you bring nothing to the Advertiser.
5. The “E” in D.R.I.V.E. stands for End Game. Establish a follow-up protocol so that your end game is crystal clear. I am here to help with sales coaching and sales training for media and tech companies large and small. I have trained over 3,000 salespeople in 7 countries. I actively sell each and every day products

and services beyond myself. My challenge to you... What will you do different this week to improve your sales?

Your ad sales training coach, Ryan.

Listen to Ryan's ad sales podcast, "https://itunes.apple.com/us/podcast/ad-sales-training-nation/id1321518923" Ad Sales Nation, on "https://itunes.apple.com/us/podcast/ad-sales-training-nation/id1321518923" iTunes or on "http://360adsales.com/ad-sales-training-podcast" Soundcloud. Keep up to date with Ryan's ad sales training advice on Facebook at: https://www.facebook.com/brainswell/

Ryan Dohrn is an award winning ad sales training coach, a nationally recognized internet sales consultant, and an international motivational speaker. He is the author of the best-selling ad sales

book, Selling Backwards. Ryan is the President and founder of Brain Swell Media and 360 Ad Sales Training, a boutique ad sales training and sales coaching firm with a detailed focus on ad sales training, internet consulting, and media revenue generation. Ryan is also the Publisher of Sales Training World.

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By John Foust
Raleigh, NC

Ad-Libs

The Stock Market for Ad Ideas

Daniel told me about an ad he created for a commercial real estate firm. “They prided themselves on the hard work they did for their customers. Their marketing manager said ‘shoe leather’ was their secret of success. When I heard that, I knew it would work in their ads.

“I found a stock photo of a shoe with a hole in the sole, then asked our creative department to enlarge the hole to make it more dramatic. The copy described the advertiser’s willingness to wear out their shoes to serve their customers. That photo was a real winner. It became the theme for everything they advertised.”

Stock photography can be an important addition to your creative toolbox. Here are some points to keep in mind:

1. Look for an image to illustrate an idea you already have. That is what Daniel did. “I knew I needed a picture of a shoe,” he said. “It was just a matter of finding the right one. A photo worked better than a drawing, because it was a picture of an actual shoe. Sure, we modified it, but the end product was still a real shoe.”

2. Browse through images to find a new idea. Sometimes you’ll have a general concept in mind. You just need a visual image to crystallize the idea.

Let’s say you’re developing a campaign for an investment company that has a long history of helping people navigate the ups

and downs of the economy. Their philosophy is, “There’s no need to worry. Your investments are safe with us.”

You look through some stock images and find several distinct categories to consider – people, objects, activities and places. They all offer opportunities to use comparisons and hyperbole.



To consider a few generic examples...could a mountain climber represent the company’s expertise in moving onward, regardless of the unpredictable twists and turns of the economy? Could a lighthouse symbolize the firm’s guiding principles in protecting their clients’ retirement accounts? Could a padlock represent their commitment to financial safety?

What about the advertising for a home builder? Could a paint brush symbolize their meticulous attention to detail in the

homes they build? Could a clock represent the fact that their houses sell quickly, because they are so popular?

3. Don’t hesitate to modify an image. Like Daniel modified the stock photo of the shoe, you can customize an image to fit your specific situation. “The change made the selling point more noticeable,” he said. “I knew the shoe would appear in small ads, as well as large ads – and I didn’t want anyone to miss the point.”

4. Be sure to check the usage agreement. Even if your publishing company has purchased a collection of stock images, do some research before you present an idea to your client. You’ll want to make sure you have the proper permission to use the image how you want – and as many times as you want.

Without a doubt, the “stock market” for photographs is a great place to find ideas.

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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



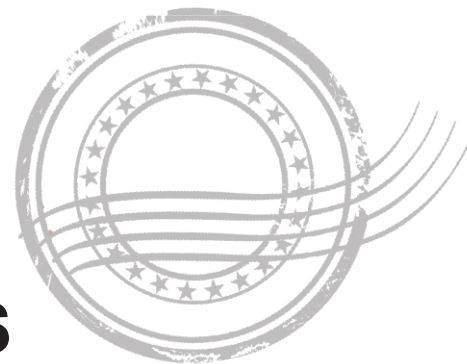
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2020 POSTAL RATE CHANGES

On October 9, 2019, the Postal Service filed its proposed price adjustments for Market Dominant and Competitive products. The cumulative CPI that limits the price changes the Postal Service can make, when considered on an aggregate, class basis, was 1.9%. For publishers that use the mail for distributing free papers, to all homes, or do total market coverage (TMC) programs combined with private carrier circulation, the proposed rates for saturation mail brought directly to the local Postal station (the DDU) or entered at the SCF, are increases below the CPI rate cap. For mail entered at the SCF, there was no change in the current rates. The current rates for those products will continue in 2020.

For mail brought to the DDU, the rate change was an adjustment of approximately 1%. (The rate for saturation flats brought to the DDU with an address increase from 16.1 to 16.3 cents. EDDM flats (the simplified address format) at the DDU increase from 16.2 to 16.4 cents. In a call with association executives that took place in advance of the filing, the Acting Vice President for Postal Service Pricing, Steven Phelps, explained that the decision to not increase the SCF rate was based on the much higher than CPI increase last year, and in

recognition of the hardship that this surprise increase had on mailers. SMC and our members have been talking to the Postal Service about last year, and the adverse impact of “surprise” rates on mailers’ papers and programs throughout the last year. The decision to NOT change rates was welcome and appreciated.

Regardless of entry point, there was no change in the rates for mailings that exceed 4 ounces, that are priced at the pound rate. The pound rate formula for pieces over 4 ounces remains the same as current rates.

The more disappointing announcement and decision, although not a surprise, was the decision to increase the price of a detached address label (DAL), currently at 4 cents, to 5 cents for any detached address label if the card has any advertising or marketing content on it. Cards with any advertising are being called Detached Marketing Labels (DML) and the USPS justifies the big price jump based on the value of the card to mailers as a premium product. For DALs with no marketing content other than an address, the increase in rate goes from 4 to 4.5 cents.

The decision to separate the pricing of cards used with nothing more than an address, and cards containing

advertising or marketing copy, was first announced six years ago when the Postal Service wanted to raise the rate for a DAL from 1.7 to 5 cents. This USPS proposal was met with widespread industry opposition, and case stories, showing how the revenue from a card often helped keep a mailer or paper in business or sustained marginal zones.

The pricing for the DAL/DML and concerns that mailers market it like a solo piece that competes with other postal service products, like EDDM Retail, has been a sore spot with the Postal Service for years. As an industry advocate for shared mail programs and free paper publishers that mail, I have consistently tried to argue that mailers don’t “get a DAL” unless they are paying for a full saturation shared mailing, that shared mail programs, like free papers, are frequent and predictable mailings that help support local postal stations. Current regulations and pricing do not give the frequent mailer any better pricing than the occasional mailer. This change in DAL/DML pricing, and the Postal Service’s narrow-minded focus on how a card can bring value and a more premium price for mailers, will need to be a topic for discussions with the USPS SMC members and free paper publishers in months and years to come. (Continued on page 15.)

Postal Updates (Continued from page 14.)

One highlight of the filing was the news that the Postal Service will continue to offer promotions that are very similar in scope and timing to the promotions offered last year for 2020. Mailers that can send a qualifying, promotion eligible, mail piece, may be able to qualify for an up front, 2% discount, by participating in different promotion programs running from February 2020 until the end of the year. Throughout 2019, AFPP and Paper Chain worked with free papers to provide instructions, and an example of an approve ad copy, that publishers could use in their pieces to earn an up-front, 2%, postage discount. Promotions that saturation shared mailers can do in 2019 include the Tactile and Interactive Mail piece and Engagement Promotion, running six months from February through July 2020, the Emerging and Advanced Technology Promotion, beginning

March and ending August 2020 and the Mobile Shopping Promotion beginning August 2020 and ending in December.

Other highlights of the filing include the following:

- The first-class stamp will remain at 55 cents. A private individual had successfully challenged the big jump from 50 to 55 cents and that pricing proposal was sent back to the PRC for further justification and consideration. No doubt that decision had some impact on holding the line on the first-class retail rate.
- The prices for priority mail and express mail, used by businesses and consumers, increased by over 4% with retail prices increasing 4.9% on average.

• The rates for periodicals increased in line with the 1.9% increase, within county periodicals getting a smaller increase of approximately 1.5%.

• The Postal Service continues to press the PRC, as part of its to be resumed 10-year rate review, to allow it to increase prices over CPI and to seek greater pricing flexibility.

• Overall, with the exception of the 25% increase in DMLs the price change was not a setback for shared mailers and publishers that use the mail. But there remains much the Postal Service and industry could do to improve how pricing is done for shared mail programs, and to create more incentives and opportunities for the Postal Service to work with the industry to grow and maintain mail volumes.



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