

## Advertising Ideas From Fellow Members

The coronavirus pandemic is without a doubt unpredictable times, and with that we need to think of new ways to encourage advertisers to run ads. We received a few ideas from fellow members that we wanted to pass along to you. If you have ways that are working for your publication, please email them to [info@macpa.net](mailto:info@macpa.net) so we can share them with our members. Together we will survive!

### Recognize the Essential Workers

The Franklin Shopper is selling ads for thanking essential healthcare professionals. They are selling these ads at 50% off their regular rates.

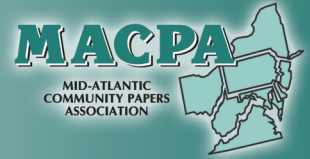
### Local Restaurants and Businesses Open

Kapp Advertising is offering guides for both restaurants and businesses with basic information including: location, phone number, and hours.

### More Great Ideas...

- Offer discount to churches for advertising their virtual church services.
- Inserts for digital editions - it would go at the end of the paper. Offer a discounted insert rate.
- Contests to engage with readers.
- Offer reduced rates on advertising to restaurants still open to promote take out or delivery services.
- Give regular customers a 50% off coupon to use at any time.

# PRESIDENT MESSAGE



# MACPA Messenger



Dear Fellow Members:

I looked over my letter from January where I observed the outlook of the Federal Reserve that was extremely optimistic for 2020! But who could ever have expected the craziness that has ensued since the beginning of March?

By mid-March, the Board realized the impossibility of hosting the much anticipated MACPA Conference in Philadelphia.

Everyone's safety had become clearly in question by travelling to this event, and there was no option at this time, but to cancel.

And so, due to the onslaught of an invisible microbe – the corona virus Covid-19 – invisible but not its results, i.e. illness, debilitating to the entire world. So many “normal” activities ceased, and fear amongst all to avoid contact with fellow human beings.

That being said, there appears to be some hope, this mid-April, that this virus may be on the wane, and we may look towards stepping out of our homes carefully, we may begin to resume some essence of a “normal” life. But what changes have occurred in just a couple of short months for better or worse?

As most businesses, schools, religious organization, libraries, restaurants, arts and entertainment, and many news publications have literally been closed down, but “virtually” revived, we can observe with some pride that we are somewhat resilient. Many in our industry have curtailed much of our print products, but have brought forth stronger digital products than we started with two months ago. We have reached out to our readers and advertisers as much as possible. We have provided critical information about protecting ourselves from the virus as much as we can. We have provided information about financial resources available to our businesses and our personal financial stability. We have still remained as an industry a “go-to essential resource” in our communities and in our culture.

Positive things have evolved for us as publishers during the last few months: we have used this period to strengthen our digital products, we have reevaluated our print products, particularly regarding distribution, we are reexamining how we are working with our staff, to make sure that each person's productivity is being maximized.

The most important aspects for me during this time have been the regular communications with other publishers and managers in the industry across the country through our community newspaper networks. We have discussed all of the issues above and many more, especially discussing available resources to stay afloat. We have developed a much stronger and generous camaraderie about methodology and evaluation of products and services available to us as a result of our regular zoom meetings. We are all working to accommodate ourselves to a slightly altered world, but relying also on our fellow newspaper publishers to walk the path together.

I also have learned to slow down a bit, to try to put my activities into perspective, both at work and at home. Finally, I definitely have learned to value what I have as a gift – my friends and my family – and to recognize that these gifts are all very fragile, that I have them today but maybe not tomorrow.

Despite the “silent streets” that we often now see, as Philadelphia's mayor, Jim Kenney, reminded us a few days ago in my hometown, “We have not been diminished in any way by this virus”. Our spirit remains resilient.

Best,

Claudia Christian, President of the MACPA Board of Directors

## 2019-2020 MACPA BOARD OF DIRECTORS

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## MACPA OFFICE

10 Zions Church Rd, St 201  
Shoemakersville, PA 19555

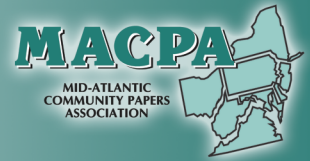
1-800-450-6631

info@macpa.net

www.macpa.net

www.macnetonline.com

# AD, EDITORIAL & WEBSITE WINNERS



# MACPA Messenger

## AD, EDITORIAL & WEBSITE WINNERS

### Category 1 Division 1 General Excellence Community Papers

1st Place

Engle Publishing  
*Mount Joy, PA*

2nd Place

Schaffner Publications, Inc.  
*Port Clinton, OH*

3rd Place

Hocking Printing Company  
*Ephrata, PA*

3rd Place

Delaware County Magazine  
*Drexel Hill, PA*

### Category 1 Division 2 General Excellence Shoppers Guide

1st Place

The Savings Guide  
*Mechanicsburg, PA*

2nd Place

Kapp Advertising Services  
*Lebanon, PA*

**Honorable Mention**

Weekly Bargain Bulletin  
*New Castle, PA*

### Category 1 Division 2 General Excellence Niche Publications

1st Place

AloNovus Corp  
*Millersburg, OH*

2nd Place

Kapp Advertising Services  
*Lebanon, PA*

### Category 2 - Division 1 Single Ads - Small Space Black Ink Only

1st Place

Hocking Printing Company  
*Ephrata, PA*

2nd Place

The Franklin Shopper  
*Chambersburg, PA*

3rd Place

AloNovus Corp  
*Millersburg, OH*

### Category 2 - Division 2 Single Ads - Small Space Color

1st Place

Kapp Advertising Services  
*Lebanon, PA*

2nd Place

The Franklin Shopper  
*Chambersburg, PA*

3rd Place

AloNovus Corp  
*Millersburg, OH*

**Honorable Mention**

Engle Publishing  
*Mount Joy, PA*

### Category 3 - Division 1 Single Ads - Large Space Black Ink Only

1st Place

Kapp Advertising Services  
*Lebanon, PA*

2nd Place

The Franklin Shopper  
*Chambersburg, PA*

3rd Place

AloNovus Corp  
*Millersburg, OH*

### Category 3 - Division 2 Single Ads - Large Space Color

1st Place

AloNovus Corp  
*Millersburg, OH*

2nd Place

Engle Publishing  
*Mount Joy, PA*

3rd Place

Delaware County Magazine  
*Drexel Hill, PA*

### Category 4 Grocery Ad

1st Place

Hocking Printing Company  
*Ephrata, PA*

2nd Place

Hocking Printing Company  
*Ephrata, PA*

3rd Place

Kapp Advertising Services  
*Lebanon, PA*

**Honorable Mention**

AloNovus Corp  
*Millersburg, OH*

### Category 5 Automotive Ad

1st Place

Kapp Advertising Services  
*Lebanon, PA*

2nd Place

AloNovus Corp  
*Millersburg, OH*

3rd Place

Kapp Advertising Services  
*Lebanon, PA*

**Honorable Mention**

Delaware County Magazine  
*Drexel Hill, PA*

### Category 6 Restaurant Ad

1st Place

Kapp Advertising Services  
*Lebanon, PA*

2nd Place

AloNovus Corp  
*Millersburg, OH*

3rd Place

Kapp Advertising Services  
*Lebanon, PA*

**Honorable Mention**

Kapp Advertising Services  
*Lebanon, PA*

### Category 7 - Division 2 Free Standing Insert Multiple Pages

1st Place

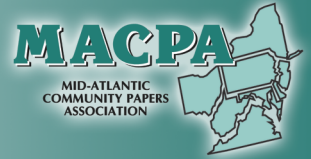
Kapp Advertising Services  
*Lebanon, PA*

2nd Place

The Savings Guide  
*Mechanicsburg, PA*

The 2019 Ad, Editorial & Website Presentation is available to watch on the Mid-Atlantic Community Papers Association Facebook page and YouTube Channel!

# AD, EDITORIAL & WEBSITE WINNERS



# MACPA Messenger

## Category 8 - Division 1 Timely and Themed Sections or Guides - Newsprint Within Publication

### 1st Place

Schaffner Publications, Inc.  
*Port Clinton, OH*

### 2nd Place

Hocking Printing Company  
*Ephrata, PA*

### 3rd Place

Kapp Advertising Services  
*Lebanon, PA*

## Category 8 - Division 2 Timely and Themed Sections or Guides - Newsprint Stand Alone

### 1st Place

Engle Publishing  
*Mount Joy, PA*

### 1st Place

Kapp Advertising Services  
*Lebanon, PA*

### 2nd Place

AloNovus Corp  
*Millersburg, OH*

### 3rd Place

AloNovus Corp  
*Millersburg, OH*

### 3rd Place

Engle Publishing  
*Mount Joy, PA*

## Category 8 - Division 3 Timely and Themed Sections or Guides - Glossy

### 1st Place

AloNovus Corp  
*Millersburg, OH*

### 2nd Place

Kapp Advertising Services  
*Lebanon, PA*

### 3rd Place

Kapp Advertising Services  
*Lebanon, PA*

### Honorable Mention

Engle Publishing  
*Mount Joy, PA*

### Honorable Mention

Engle Publishing  
*Mount Joy, PA*

## Category 9 - Division 1 Original Photography Editorial

### 1st Place

AloNovus Corp  
*Millersburg, OH*

### 2nd Place

Hocking Printing Company  
*Ephrata, PA*

### 3rd Place

Hocking Printing Company  
*Ephrata, PA*

### Honorable Mention

Hocking Printing Company  
*Ephrata, PA*

## Category 10 - Division 1 Community Service Within Publication

### 1st Place

Schaffner Publications, Inc.  
*Port Clinton, OH*

### 2nd Place

Schaffner Publications, Inc.  
*Port Clinton, OH*

### 3rd Place

Kapp Advertising Services  
*Lebanon, PA*

## Category 11 - Division 1 Original Writing Personal Column

### 1st Place

AloNovus Corp  
*Millersburg, OH*

### 2nd Place

Delaware County Magazine  
*Drexel Hill, PA*

### 2nd Place

Delaware County Magazine  
*Drexel Hill, PA*

### 3rd Place

Delaware County Magazine  
*Drexel Hill, PA*

### Honorable Mention

Delaware County Magazine  
*Drexel Hill, PA*

## Category 11 - Division 2 Original Writing - Opinion

### 1st Place

Columbus Messenger  
*Columbus, OH*

## Category 11 - Division 3 Original Writing - News

### 1st Place

AloNovus Corp  
*Millersburg, OH*

### 2nd Place

AloNovus Corp  
*Millersburg, OH*

### 3rd Place

Columbus Messenger  
*Columbus, OH*

### Honorable Mention

Engle Publishing  
*Mount Joy, PA*

## Category 11 - Division 4 Original Writing - Feature

### 1st Place

Engle Publishing  
*Mount Joy, PA*

### 2nd Place

Delaware County Magazine  
*Drexel Hill, PA*

### 3rd Place

AloNovus Corp  
*Millersburg, OH*

### Honorable Mention

Weekly Bargain Bulletin  
*New Castle, PA*

## Category 12 Website Design

### 1st Place

Schaffner Publication  
*Port Clinton, OH*

## Category 13 Social Media

### 1st Place

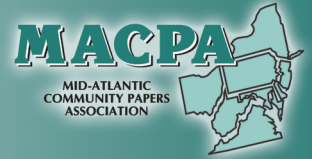
Schaffner Publication  
*Port Clinton, OH*

**Congratulations  
to all of the  
winners!**

*Plaques and certificates  
will be sent out after stay-at-home  
order is lifted for PA.*

The 2019 Ad, Editorial & Website Presentation  
is available to watch on the Mid-Atlantic Community Papers  
Association Facebook page and YouTube Channel!

# SALES CORNER: HOW TO COMMUNICATE WITH CUSTOMERS DURING TIMES OF CRISIS



## MACPA Messenger

By Heidi Robbins, salesforce.com

Whether it's a global issue like COVID-19 or a local emergency, businesses must have a crisis communication plan in place for their customers. This goes beyond minor adjustments to marketing messages. The plan must extend to customer service teams, your website, social channels, customer-facing staff, and more.

While we often can't control the societal crisis at hand, we can control our response to it.

Here are five tips to help you formulate a plan that communicates the impact of a situation and next-steps to your customers.

- 1. Show that you care.** People seek connection during times of uncertainty. Companies in our communities play a role in this. Consider a message to customers to show you're aware of the issue and offer helpful resources. Social media, email, or your online community are particularly accessible mediums for a brief and immediate message.
- 2. Be proactive in your communications.** Your customers count on you even more than usual during a crisis. Proactively announce changes or impacts to your business. Do not make customers hunt for the information they need – instead, bring it to them. Proactive communication will free up staff to focus on tasks other than answering the same customer questions over and over again.  
  
Create communication that is appropriate within a variety of channels, including email, SMS, push notifications, social, IVR systems, chatbot introductions, homepage modals, and headers, and dedicated web landing pages. Establish a parallel approach designed to inform customers and employees in equal measure as appropriate.
- 3. Offer a shoulder to lean on.** Show your humanity with an authentic, sensitive response. For example, Walgreens and CVS are waiving prescription medicine delivery fees during the novel coronavirus pandemic. Small businesses are also stepping up. I received an email from

my local deli offering free delivery for customers over the age of 70 within a five-mile radius of the business. Their message also directs recipients to share the email with “friends and family who may like having food delivered to avoid going out.”

- 4. Inspire your audience.** In times of need, those who are not affected are often in a position to assist others. You can be a catalyst by allowing corporate citizenship to shine. Do all you can to help. Share a donor portal; communicate your philanthropic position; assist with collection coordination; donate products, services, money, or time; and communicate how your brand's community can get involved.
- 5. Audit your content queue.** Review your entire messaging stream, including social media, promotional and transactional emails, push notifications, and SMS, to identify communications that need to pause or shift as a result of the situation. Otherwise, there is a risk of damaging your brand if a message comes off as insensitive, incorrect, or seeking to capitalize on a tragedy.

These communications must be a company-wide effort. Develop a cross-functional “Go Team” with experts from public relations, social, email, mobile, website, design, data/IT, philanthropy, stores/field, logistics, supply chain, and customer service to coordinate teams and efforts.

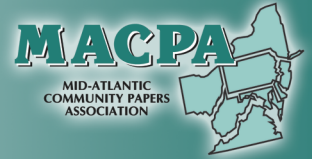
Then, create a plan that documents responsibilities throughout the organization as they relate to customer-facing communications. Establish a crisis strategy and craft templates for communications. And if there's time, do a practice run to make sure your plans and strategies are sound.

The US Department of Homeland Security shares key resources for preparedness, response, and recovery. Take these resources and extend them into your communications as well to your design. This will allow you to be agile while supporting your customers during a time of need.

Reference: <https://sforce.co/3aV3UDD>

**Want to know how to properly complete your Web & Digital Audit Forms?  
We sat down with Jim Kennedy from CVC to discuss!  
Watch the video today: <https://bit.ly/2Vfb8Ik>**

# SALES CORNER: GET PROSPECTS INVOLVED IN YOUR PRESENTATIONS



# MACPA Messenger

By John Foust

Back in my ad agency days, I remember hearing and reading about the importance of getting prospects involved in sales presentations. At that point in my young career, I had experienced the difficulty of getting – and holding – the other person’s attention in a sales conversation. So I decided to try that strategy in an upcoming sales meeting.

The prospective client was a residential real estate development company which was considering a new logo and print brand identity. They were testing the waters to see if there were any logo ideas that were better than the design they had been using for years. I had worked with them on a few other projects, so they agreed for me to develop something.

My proposed logo featured an angled line over one of the upper-case letters in their name, with the line and the letter tailored to look like the outline of a house. Sure, it seems trite and unmemorable now, but at the time I thought it was a unique concept.

On the day of the presentation, I arrived with the finished logo, a drawing pad, and black and red markers. The finished version stayed in my briefcase, while I handed the pad and the red marker to the prospect. I provided detailed instructions on how to draw the simple letter and roof outline. Then I gave him the black marker and asked him to fill in the other letters of the company’s name. We talked for a minute or two about the simplicity of the design and how it would communicate the nature of their business at a glance.

That experience was a real wake-up call for me. From the moment I handed over the pad and the markers, he was completely involved in the process. I could tell that he had never before seen a presentation like that. By the time I pulled the completed version of the logo out of my briefcase, he understood the reasoning behind the design. After all, he had drawn it himself.

I wish I could report that my presentation convinced them to buy that new logo. But as it turned out, they kept using their old brand identity and later changed it to something which was designed by a family member. Those things happen.

Even though I lost the sale, I’ve never forgotten that day’s lesson. Those things I had heard about getting prospects involved in presentations were right. The key is to get the other person involved physically and mentally. There are a lot of possibilities. You can ask him to find his spec ad on a mocked-up newspaper page. You can ask her to look up something on her computer. Or you can ask the group at the conference table to vote on which testimonial quote to feature first.

Selling and teaching have a lot in common. It’s the old Chinese proverb in action: “I hear and I forget. I see and I remember. I do and I understand.”

#### 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](mailto:john@johnfoust.com)



**Do you have an advertiser that would be a perfect match for one of our Classified Networks?**

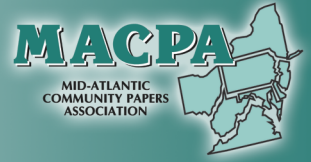
**Have them try out the network with this amazing MACPA Member Discount!**

**Contact the office today for more details!**



1-800-450-6631  
[info@macnetonline.com](mailto:info@macnetonline.com)  
[www.macnetonline.com](http://www.macnetonline.com)

# ASSOCIATE MEMBER CORNER: MESSAGE FROM TIM BINGAMAN



# MACPA Messenger

CVC Members,

We know that all of you are experiencing trying times and we want you to know that the CVC staff is here to help.

St. Louis County has shut down most offices for 30 days, but all CVC employees are working remotely and business operations will continue as normal. We are available by email, and our phone lines have been forwarded. All mail should continue to be sent to our regular address.

We know that many of you have questions so I am addressing a few of the most asked below.

- If you are suspending your print publication for a period of time, the suspended issues will not affect your 2020 average circulation. We will base the 2020 numbers on the number of issues actually published. For instance, if you normally publish 12 issues a year, but only publish nine in 2020 your averages will be based on those nine issues.
- If you continue publishing, but substantially cut your circulation, you will be able to file an exemption status for those issues, and they will not be included in your 2020 averages. We will

include a note in the explanatory section explaining what issues were exempted and the circumstances for the exemption.

- We will allow publishers to insert a statement in the explanatory section explaining any special circumstances that effected your company.
- Many of you are expanding digital offerings at this time. Please report all existing and new digital reporting quarterly along with your print reporting so we can inform media buyers of all of the advertising offerings you have.

With so much of our country under home quarantine, we have seen a significant increase in online survey responses. If you would like to participate in the FREE CVC online survey program please email [tbingaman@cvcaudit.com](mailto:tbingaman@cvcaudit.com) to request more information. Once things return to our new normal there will be new opportunities. Research done now can help your business bounce back faster.

Once again, we at CVC are here to help. Whether you require additional research, increased reporting, or someone to discuss ideas and strategies with I am personally available any time.

Tim Bingaman



### 2020 Due Dates

#### January 17, 2020

- October–December 2019 Quarterly Report
- October—December 2019 Web / Digital Report
- Current Edition
- Rate Card / Media Kit

#### April 17, 2020

- January—March 2020 Quarterly Report
- January—March 2020 Web / Digital Report
- Current Edition
- Rate Card / Media Kit

#### July 17, 2020

- April—June 2020 Quarterly Report
- April—June 2020 Web / Digital Report
- Zip Code Report
- Current Edition
- Rate Card / Media Kit

#### October 16, 2020

- July—September 2020 Quarterly Report
- July—September 2020 Web / Digital Report
- Current Edition
- Rate Card / Media Kit

JANUARY							FEBRUARY							MARCH								
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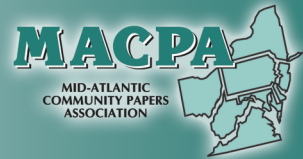
OCTOBER							NOVEMBER							DECEMBER							
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25	26	27	28	29	30	31	29	30						27	28	29	30	31			

RETURN FORMS TO:  
CVC 12166 Old Big Bend Rd, Ste 210  
St. Louis, MO 63122

314-966-7711 office  
314-822-0666 fax

REMINDER\*\* January 15, 2021 October—December 2020 reports will be due (not shown on this calendar) \*\*\*Forms can also be downloaded from our website : [www.cvcaudit.com](http://www.cvcaudit.com)

# OUR ASSOCIATE MEMBERS



# MACPA Messenger

Enhance your **PRINT PRODUCT** with a new **MOBILE SOLUTION** from Bar-Z



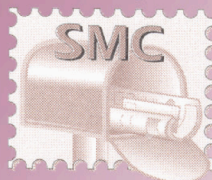
- Connect with Locals
- Broaden Audiences
- Gain New Advertisers
- Generate Additional Revenue



512.732.0135 | info@bar-z.com | bar-z.com

## 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.



**Donna Hanbery**  
33 South Sixth Street, Suite 4160  
Minneapolis, MN 55402  
Direct Dial: 612.340.9350  
Fax: 612.340.9446  
Email: Hanbery@hnclaw.com

**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)



OUR DATA SPEAKS VOLUMES

## JB Multimedia, Inc.

Justin Gerena  
P.O. Box 704 | N. Bellmore, NY 11710  
888-592-3212 x710 | 888-592-3212 (main/fax)  
[www.jbmultimedia.net](http://www.jbmultimedia.net)

## Ask-CRM

Robin Smith  
18903 Island Drive | Hagerstown, MD 21742  
301-859-4777 | 301-800-275 | [www.ask-crm.com](http://www.ask-crm.com)

**MACPA MEMBER SPECIAL**  
**BUY 1 WEEK & GET 1 WEEK OF SAME AD FREE!**

Do you have an advertiser that would be a perfect match for one of our Classified Networks? Have them try out the network with this amazing MACPA Member Discount! Contact the office today for more details!

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