

TIP

WE CAN
DO 😊 THIS

JULY
2020

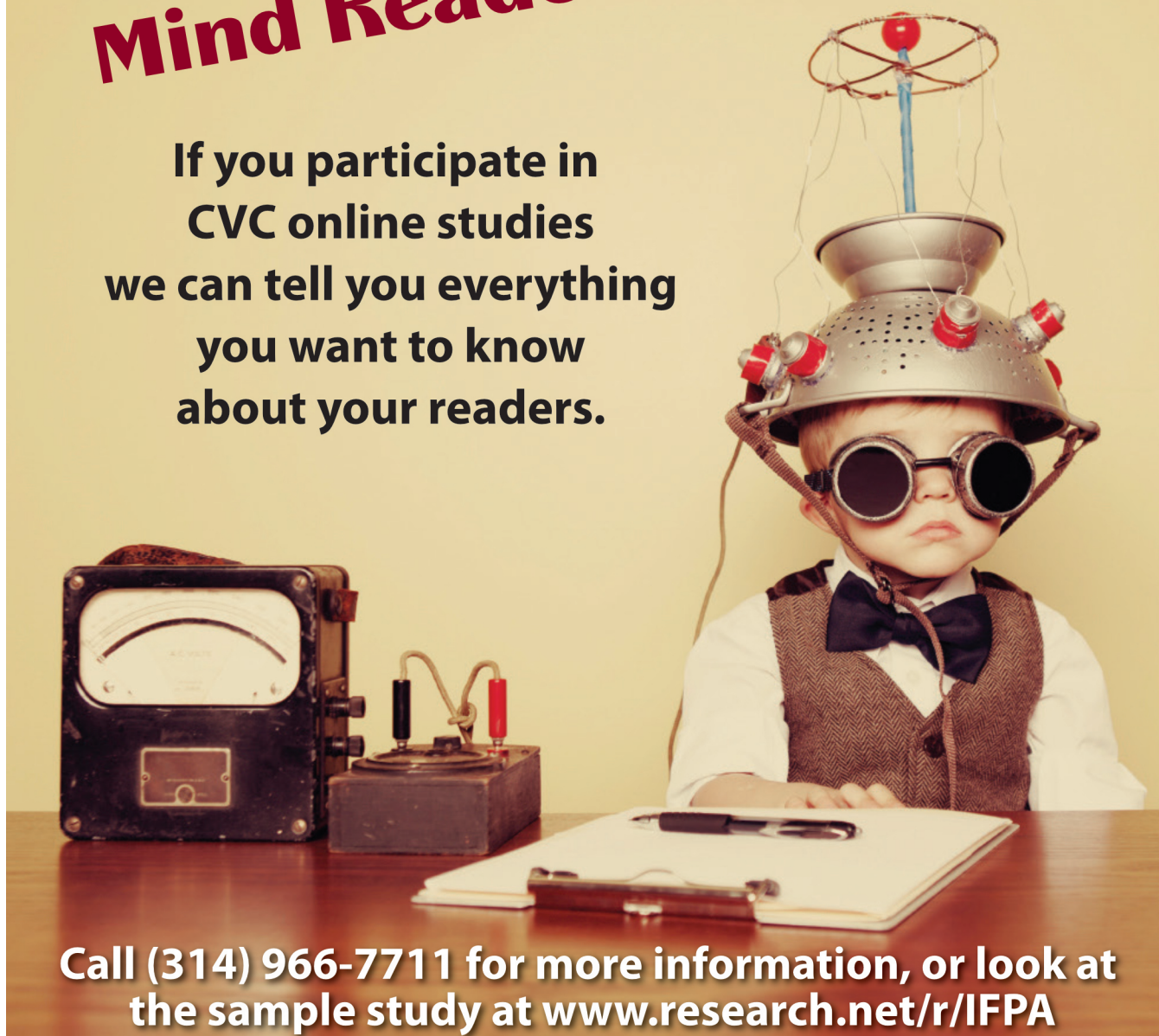
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"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

-- Victor R. Jose IFPA Founding Conference
September 20, 1980

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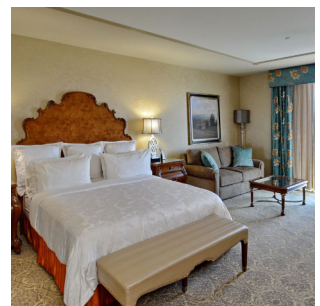
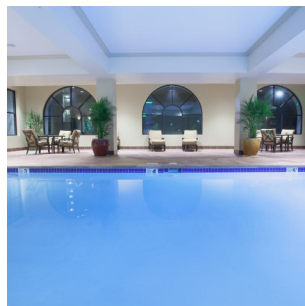




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It's All About The Benefits

by John Foust
Raleigh, NC

Rob is the marketing director for an outdoor apparel company. I remember a conversation with him about his philosophy of promoting their products. "It's all about benefits," he said. "Every time a new product is developed – or an existing product is improved – my task starts with learning the features and translating those features into marketable benefits.

"I meet with the research and development team and ask questions like, 'Where did this idea come from?' and 'Why did you decide on these specific changes?' I want them to walk me through their thought process, so I can understand how the product enhances our customers' outdoor activities.

"There's a chain of communication," he explained. "I share the relevant details with our sales team, so they can present the new product to stores that sell our products. That includes providing them with information the stores can communicate to their customers. Of course, all of that is coordinated with our international brand marketing.

"At every step along the way, the focus is on features and benefits. For example, we use wicking fabrics in many of our products. A shirt which is made of wicking material draws perspiration away from the body and to the exterior of the shirt, where it can easily evaporate. A shirt with wicking fabric is cool and comfortable – and that's important to active people. The word 'wick' doesn't mean anything to a lot of folks, so it needs a good benefits-oriented explanation."

There's a reason why advertising veterans have always preached the value of product benefits. People don't buy features, they buy benefits. If that strategy is good enough for a successful international company, it's good enough for the businesses we encounter every day.

Here are a couple of takeaways from Rob's approach:

1. Stick to the facts. "There's no need to embellish the truth," he said. "If a product is worth buying – if it is worth advertising – it should offer honest advantages to consumers. That's why we encourage all of our marketing folks to avoid superlatives in their descriptions. People are suspicious of words like 'best,' 'tremendous' and 'fantastic.'

"Think about it. If you're in the market for a shirt to wear for hiking or boating, would you be more likely to buy one that is comfortable because it 'evaporates perspiration quickly' or one that is described as 'unbelievable?' Solid facts win that contest every time."

2. Keep it simple. Rob has access to a lot of technical product details, but he knows it's important to narrow it down

At every step along the way, the focus is on features and benefits.

to simple, easy-to-communicate information. "The most effective marketers make their messages easy to understand," he said. "If they make it complicated, they'll lose people." The most memorable benefits are communicated with just a few words."

When you're working with an advertiser who needs ideas for a new campaign, keep features and benefits in mind. That will answer the question, "Why should people buy what we're selling?" And it will take a lot of sweat out of the creative process.

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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

IFPA Code of Ethics

The other day I received a call from a person that was considering joining IFPA. They wanted to know what our standards are. I was happy to send them a copy of our Code of Ethics. I think it would be good for us to look this over often to make sure we are all doing business according to these guidelines.



Code of Ethics

As a member of Independent Free Papers of America, I hereby pledge myself, and the organization which I represent, to:

Observe the highest standards of honesty in all business transactions, and to avoid the use of any and all unfair business practices.

Advertise and publish only such circulation and distribution figures as can be satisfactory substantiated.

Advertise and publish current advertising rates, and furnish rate cards to any legitimate business firm upon request. Quote no rate which cannot be, earned by any or all advertisers, and not engage in the practice known as "double billing."

Subscribe fully to the copyrights principle, and respect the copyrights of others to the same extent which we expect others to respect our own copyrights.

Not knowingly permit to the use of any false titles, confusing technical data, descriptions, misleading or inaccurate terms or claims in any advertising copy.

Maintain a spirit of friendly cooperation and assistance towards our fellow craftsmen, and extend a helping hand wherever possible.

Continually endeavor to raise and enhance the quality level of our profession. Maintain a dignity of manner in our craft and the services connected with it, and in the appearance of our places of business, and in all other forms of public contact.

Agree that all of the following actions specifically constitute unethical business practices as applied to all publishers, and all publications and editions thereof, paid or free, which are a part of the publisher's organization:

1. Deliberate setting of advertising rates below cost
2. Making false statements regarding circulation
3. Requiring advertisers to purchase space in combination only
4. Unpublished rates not available under the same terms to all advertisers
5. Double billing

Recognize and subscribe to the authority of the officers and Directors of Independent Free Papers of America in all matters of interpretation of this Code of Ethics.

Agree to cooperate fully in any investigation by the Board of Directors, or any duly appointed Ethics Committee of this Association, of any alleged instance of unethical conduct.

You'll Place Your Logo Here

Marketing Messages

5 questions, 5 answers

The world of advertising and marketing is always changing. From social media use to psychological messaging, every day there are new questions. We cover everything from the simple questions to the deep and complicated ones.

1

Surprisingly, the 2nd largest search engine behind Google is YouTube. The public mostly sees YouTube as a video streaming platform, but as a marketer, you should view it as a search engine. According to Oberlo, 2 billion people use the platform every month, and it owns 37% of all internet mobile traffic. Use SEO tactics and create content for YouTube that will boost your business.

2

A Snapchat filter is an overlay on images and videos created in the app. Users can make their faces look like dogs, look cartoonish, change the pitch of their voice, and even put on branded filters from companies. It allows users to communicate with creative looks and keeps Snapchat communication unique and interesting. Brands can create filters and pay Snapchat to include them in a location for a certain amount of time. Users in those locations can use the business's custom filter on their photos. Users then share their photos with their friends and the brand gets exposure.

3

Clicks and impressions are not the same thing. Google considers an impression to be when 50% of your ad is seen for a second or more. A click is counted when someone clicks your ad. Your marketing strategy should help you decide if you want impressions or clicks. If you want brand awareness, your campaigns would be optimized for impressions, so more people see your name. To boost sales in the near term you should run a campaign for clicks. You can drive better results with both an impression or clicks strategy by focusing on your ad's offer.

4

Sending a text message to a customer may be the fastest and most effective way to communicate with your buyers. You can get your message out quickly and send updates or reminders. Text messages are more effective than email because buyers are always on their phones, but they don't always check their email. If you're interested, look into services like TextMagic, SimpleTexting, and ClickSend for text communications.

5

If you're a local business and your market is almost exclusively in your town, you may benefit from tying your business to the town. Online, you need to claim your business on Google My Business and confirm the location of your store. When local people perform a search for a business like yours, you can easily come up as a top result.

Do you see the page to the left? I'll give you a minute...

Page 8 is just an example of what you'll receive each week beginning this month. Will Thomas and his creative staff are sharing their weekly email with IFPA members. You can personalize the content with your logo, your own marketing messages, and make it your own.

You may have a few questions about this new IFPA member benefit. I'll try to answer them here. But if you have questions or need the personal touch setting things up please email me at douglas@ifpa.com or give me a call at 931.922.4171. I will also be sending out more information via email, texts, and video explanations over the next month.

WHO?

To whom should you send this information? Anyone you want to inform, educate, and impress. That especially applies to your customers, both those that currently run in your publications and those that do not. This information will position you as the experts in marketing, publishing, and technology.

That is not to say that you'll get phone calls by the hundreds as you send out these emails but as with all advertising it is cumulative. When that advertiser thinks of who can help them with their marketing, social media, print ads, etc. they will think of you.

JUST EMAIL?

Do we have to use this information as emails only? No! In addition to emailing your 5 Questions 5 Answers via MailChimp, Constant Contact, or whatever service you use, you are free to use the information in many other ways.

For example: you could create a printed piece with several important topics to be stuffed into your bills or other physical mailings you do. You could post some of the ideas on your social media. You could run a weekly or monthly article in our own publication with this as the sole content. You might consider putting some of this information on

your website. There is even possibility of texting a topic once a week to your clients. You are free to use the content any way that will educate, benefit, and position you.

WHEN?

You should already be receiving a weekly email from Exchange Media Group with the content white labeled starting this month. Each week you'll get the 5 Questions 5 Answers information. Count on it.

email me at
douglas@ifpa.com or
give me a call at
931.922.4171

DO I HAVE TO USE ALL THE CONTENT?

No. Use whatever you feel is useful and pertinent to your company. Use a little or all of it. It's your choice.

WHAT DOES WHITE LABEL MEAN?

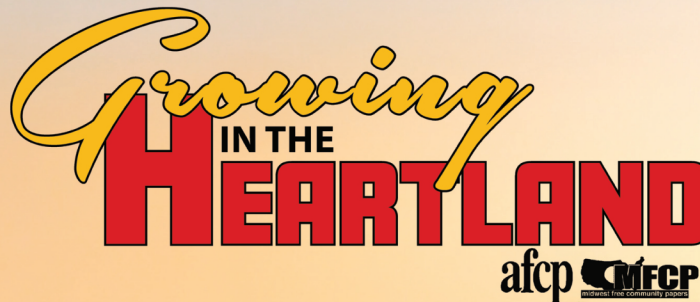
White Label means that all the branding has been removed so you don't have to worry about some other company's information showing up. You'll receive a Word document that you can simply paste into a MailChimp, Constant Contact, or other email program template. You can set up your template to look any way you wish, with your own logo, address, links to your website, links to your email address, whatever you want.

HOW LONG?

We have partnered with Exchange Media Group to supply this timely content for the next year. You will not run out of content. Think about it. How much time would it take you to come up with this much information on your own? Do you have that much extra time? Do you have the expertise to answer these questions on your own? Do you know all about the wide variety of topics discussed? If you answered "No" to these questions then you need to plan right now to use this great new benefit.

**Are you using
this benefit
to educate
your
advertisers
and position
your
publications?**

AFCP is proud to be celebrating our 70th year in support of the community publication industry!



**AFCP & MFCP Are Proud To Announce
Joint Conference & Trade Show
Des Moines**

April 22-23, 2021

Mark your calendars and prepare for a city and experience you will find absolutely amazing!

Many times, after the sale there is a let-down in the manner in which a new customer is serviced. A lot of business is lost because the intensity of caring drops off and the customer is taken for granted.

The salesperson who sold the account doesn't know why the new customer has lost interest—could it be no response—or media competition?

Many times a publication has no service/retention policy which involves the salesperson who sold the account and now is going to service the account

Important factor is trust...actions speak louder than words.

THE 4 ELEMENTS OF TRUST ARE:

Competence—they look to salesperson for answers to their problems. Salesperson has to take responsibility for their own career growth and sales expertise. Do things for customer to have faith in them.

Reliability—salesperson has to position himself to be a problem solver in correcting problems efficiently—insist on a high level of performance from everyone at the publication who comes in contact with customers

Intentions—emphasize their needs come first and you'll do whatever it takes to earn their complete trust and satisfaction.

Appearance—have a well groomed professional appearance, good posture, a broad vocabulary, a clear voice, and frequent eye contact. These factors will help the customer to view the salesperson as a representative of a reliable publication.

THE MOST IMPORTANT WORD IN ADVERTISING SALES..RETENTION

A. The ability of a publication to retain its customers over a specific period of time—a commitment to advertise through a contractual agreement. The

strategy should have a marketing plan for a long range program which will be serviced by the salesperson who sold them the program.

B. A publication's ability to attract and retain new customers is related not only to its products and services but the way it services existing customers. This service generates a reputation that creates a powerful image in the marketplace.

Customer retention is based on these factors:

- Image and reputation of the publication. How does it fit in the media mix of the customer? Strength of their readership?
- Trust and believability of the salesperson
- The plan of action for the customer will include the following promises by the salesperson who sold the account:

1. I will design a compelling advertising campaign to present your products in the most creative way possible.

2. I will work with you as your marketing partner to fine tune your ad campaign and adjust it to changing market conditions

3. I will treat your advertising dollars as if they were mine and do everything I can to control costs.

4. I will keep you up to date with market conditions by my communication with other business owners

FINAL WORD ON CUSTOMER RETENTION

Customer satisfaction is a strong predictor of both customer retention and repurchase behavior.

See Bob's website at www.bobberting.com where you can opt-in to receive his *Advanced Advertising Sales Monthly Memo*, learn about his consulting service and see how he can become a columnist for your publication. You can also pur-

What's really important... service and retention after the sale

by Bob Berting Berting Communications

chase his three e-book bundle for the newspaper industry, and learn more about all his training services including his tele-seminar and webinar programs. Bob is a professional speaker, sales trainer, and publisher consultant and has conducted over 1500 seminars for newspaper advertising salespeople, management, customers, and print media associations. Contact Bob 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?

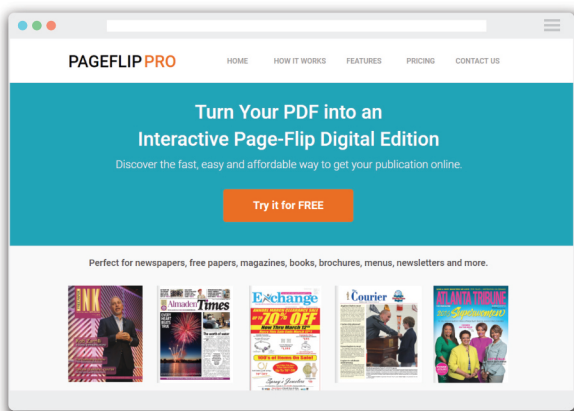
Turn-key business directory and coupon website that can be branded for your publication and market. Can easily be "bolted-on" to your existing website or run independently.

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

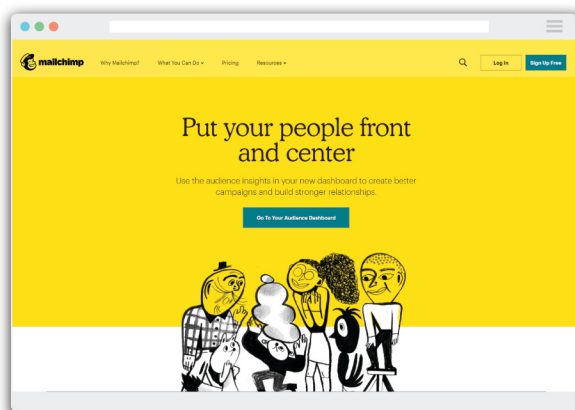
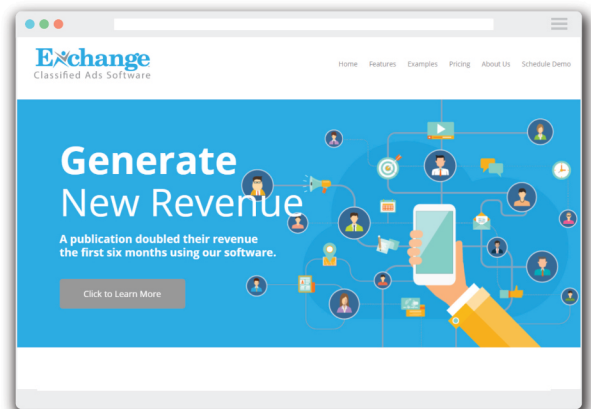
What is it?

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

Everyone knows digital media has exploded and print circulation is in decline, but marketers who buy into the mistaken notion that print is dead and buried are doing themselves a disservice and missing out on a very real and, ironically, novel way to connect with their target audience.

Print hasn't disappeared, but its role sure has changed. Newspapers, for example, are no longer the cornerstone of marketing. Heck, neither is TV! People have more news and entertainment choices than ever before and myriad ways to consume them. Advertisers have to embrace an integrated content marketing approach. What's funny is that print, once the old-fashioned content marketing staple, can now actually feel unique—a way to break through the digital advertising clutter.

Global spending on paid media is estimated to hit \$542.55 billion by year-end, according to eMarketer, and digital marketing is soaring. This year, U.S. marketers spent more on digital advertising than on TV for the first time. Meanwhile, global print advertising is expected to decline 8.7 percent to \$52.6 billion, according to estimates by Group M.

But “billions” is quite a ways from “zero.” Advertisers still believe in the value of print, just as consumers do. In fact, in the U.S., 90% of adults still read

print magazines.

Publishers are reevaluating the role print will play in their portfolios, with some choosing to print less frequently, or in cases like The Independent, which has morphed into a digital-only news company, not at all. In October, The Media Briefing, a news platform for global media professionals, took an in-depth look at the state of print. Chris Sutcliffe, its news editor, proposes that a “pop-up publication” called The New European could represent the future of print news. Print could serve “as an artifact for expounding on topics and delivering analysis that requires time to digest,” he writes. In earlier commentary, Sutcliffe notes that “a print product doesn't necessarily have to have a lengthy run in order to be successful.” There are merits in niche publications produced to serve a clear communication need.

Mediaplanet takes a cross-platform approach to raising awareness, producing niche print magazines in partnership with the world's leading newspapers along with corresponding digital content. As digital's dominance increases, a print offering becomes even more unique – a way to rise above the white noise. Here's when and why brands are opting for the power of print.

Standing out amongst the ever-growing volume of digital content can be chal-

Print Is Not Dead

by Jackie Lisk



lenging. Advertisers use print as a way to make a lasting impression with an audience. Last year, The Content Marketing Institute (CMI) predicted a surge in print magazines from brands, many of which view print as a less competitive medium. The content marketing company Contently won the Best Brand Publication award at the 2016 Digiday Content Marketing Awards for its print magazine, Contently Quarterly. Its editor-in-chief, Joe Lazauskas, calls it one of the most important things that they do.

There is something human and substantial about a print publication. Sales teams can leave printed materials with clients and prospects. Executives can use print collateral as tools at conferences and tradeshows. Mediaplanet produces many of its niche campaigns in partnership with such events, a strategy that makes it possible for clients to distribute copies in-person, in addition to reaching readers via newspaper distribution and on our digital platforms.

Lincoln Electric, a global manufacturer of welding products, launched its new print magazine last year to help fill a need for its audience and its sales team. Its marketing communication manager, Craig Coffe, tells CMI that the magazine is bolstered by its digital presence and also serves as a way to drive online traffic. This feels like a good time to mention that Mediaplanet takes an integrated approach to its content by promoting multimedia elements like bonus digital content and interactive social media features in our print pieces. Just sayin'.

You can't put a website on your coffee table. If you want to show-off design, print is your medium. There is a reason why catalogs are still popular, even for businesses that do the bulk of their sales online. Print is also absolute. It is what it is. Your work can't be altered and shared in bits and pieces or endlessly revised.

The Columbia Journalism Review calls

print "the new 'new media.'" It describes its resurgence, and notes publishers that have recently launched new print projects, including Tablet, Politico, California Sunday Magazine, Dogster, and CNET. The article explains that, in some ways, launching a print presence is simpler since digital's emergence because you can more easily find and connect with audiences and measure their response to topics, which makes it easier to create a print publication that truly meets their needs.

1 It is easier to cut through the clutter

2 Print is tangible

3 It is a component of a diverse, cross-platform strategy

4 Print is beautiful

5 Print is novel

What's old is new again, and in this case, new and old can work together in innovative and powerful ways. ■

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I am a millennial. I watch movies on my laptop, “Google” things I want to know more about and check my Instagram way too many times in a day. I use my phone to keep in touch with my family and friends who live in different parts of the world and I use Google Maps almost every day as I try to navigate the city of Dallas on my own.

Besides the many books I can’t seem to let go of to fully embrace the Kindle app on my phone, there is very little print in my life. And I don’t think I am alone in this.

Since the invention of the printing press in the 1440s, print has changed the way people communicate and has created opportunities for marketers to have a bigger reach. Then came the start of the digital revolution around the 1960s, which eventually led to where we are today – a place where digital reigns and digital marketing is the norm. While digital’s distant cousin (print) is still alive, it is obviously no longer the go-to when it comes to marketing.

PRINT HAS ITS PERKS

Yet, in a world that is saturated with digital marketing, print marketing has its perks and can play an important role in helping companies stand out.

PERK #1: PRINT IS IN.

Print that is well designed, contains relevant content as well as beautiful visuals is “in” with millennials. Coming across a print like this, even if it is an advertisement, makes me stop and study it. I think this is true for many millennials because it is not something we come across often. And if, after taking time to study it, there is no conversion, we may end up taking the print home to frame. Yes, you read that right. I know that might sound funny, but it’s true. Besides doing it myself, I’ve known a few millennials who have framed an ad or two because of its design. Also, those who later see the framed print will ask about it – which is free advertisement for you and more than likely a future Google search of your company.

PERK #2: PRINT IS MEMORABLE.

A 2009 case study by Millward Brown and a 2012 case study by USPS both show that print engages the senses in a way that digital does not. When our brain processes physical material, the parts of the brain associated with sight, emotions and spatial awareness are activated. This means that long after someone reads a printed ad, they will be able to recall (and emotionally respond to) what they read better than if they read a digital ad. And since people do not usually respond to an advertisement until later, according to USPS, making sure people remember your advertisement is pretty important.

PERK #3: PRINT INCREASES TRUST.

A survey by Marketing Sherpa shows that 82 percent of Americans trust print ads over any other medium. By the way, following tv ads, direct mail ads came in at a close 76 percent. While there doesn’t seem to be a lot of evidence as to why this is, I would say that printed ads are so few and far between (unlike the way too many intrusive digital ads we are exposed to each day), that when I see one, I am aware that someone real took the time to create it for something real. And if it is clearly and beautifully communicated, I am likely to trust it even more.

PERK #4: PRINT HELPS YOU STAND OUT.

Print helps you stand out among your competitors. According to a UK survey, the combination of email and direct mail marketing create more “brand awareness”, “increased ROI” and “customer experience”. Because print marketing is so rare nowadays, strategically combining beautiful print marketing with your digital marketing will not only set you apart, but will communicate that your brand is willing to take that extra step to be personal, practical and stunning.

So, for those of you debating whether you should nix the print for your busi-

Print Marketing: A Millennial’s Perspective

by Amanda Crowe

ness, please don’t. Instead, make it personal, practical and stunning, and then print away. Most millennials will appreciate it and so will your company. ■

Graphic Hooks

By Ellen Hanrahan

Wow, these months still seem to be going at a fast clip, even though I can't seem to remember what I've done (mainly nothing!) I do want to finish up the last of the file formats in which to save a Photoshop file, so I am going to jump right into it.

Photoshop File Formats... Part 2

The order of file formats is based on where they fall in the hierarchy of choices under my "Save as..." menu. I was able to provide information on the first fifteen and now we are almost at the end. As I said last month, some of these file formats (who am I kidding... a lot) I will never use, but I do hope this gives some clarity into the powerful attributes that are built into this program. Again, I've placed an asterisk by the most commonly used formats...

Portable Bit Map (.pbm) "*Portable Bit Map*" (also known as *Portable Bitmap Library* and *Portable Binary Map*) supports monochrome bitmaps (1 bit per pixel). It is a lossless data transfer and many applications support this format and you can edit or create these files in a simple text editor.

Scitex CT (.sct) "*Scitex Continuous Tone*" is used for high-end image processing on Scitex computers. This format supports CMYK, RGB and grayscale images (no support of alpha channels). In the 1990s, my brother and I took a 2-day workshop that walked us through the steps to create images and documents. It was a pricey process and since then, technology has offered us numerous ways to get high-end images out there.

Targa (.tga) "*Truevision Advanced Raster Graphics Adapter*" was designed by Truevision and later acquired by Avid Technology. This is a raster graphic file format that supports 8, 16, 24, or 32 bits per pixel at a maximum of 24 bits for RGB colors as well as an 8-bit alpha channel. The file is often used in video games to store textures.

***TIFF (.tif)** "*Tagged Image File Format*" is a computer file format for storing raster graphic (bitmap) images, popular among graphic artists, the publishing industry, and photographers. This format has been around as long as I have! The format was created by Aldus Corporation for use in desktop publishing—later acquired by Adobe. This file can be identified with either a ".tiff" or ".tif" file name suffix.

Let me take a bit of space to compare ".tif" and ".jpeg" files. **TIFF** files are significantly larger than their **JPEG** counterparts, and can be either uncompressed or compressed using lossless compression. Many cameras can save images as TIFF files, but these can consume excessive space compared to the same JPEG file. However, even though TIFF files are larger, they will not lose any quality or clarity when edited and saved repeatedly. JPEGs, on the other hand, will lose a small amount of quality and clarity each time they are saved.

I normally save as JPEG, but when working with post production on photos, I save my original photo in *Photoshop* so I can rework a photo if necessary.

Photoshop DCS 1.0 (.eps), Photoshop DCS 2.0 (.eps) "*Desktop Color Separations*" is a version of the standard EPS format that lets you save color separations of CMYK images. This format also requires output to a PostScript printer.



What I am Exploring—Topaz Studio 2

Since I have a little more time on my hands (thanks Covid 19!), and entries into my Camera Club member's show were due, I decided to explore a plug-in for Photoshop from Topaz Labs (www.topazlabs.com), which allows me to edit my images with powerful filters and "looks."

There are a variety of non-destructive filters that allow me to clean up my original photo or I can add pre-created looks (although these "looks" can also be adjusted as well). It can stand alone, but I tend to use it as a plug-in for Photoshop. This is definitely more of an "artistic" tool and sells for \$99.00 (although they may have it for \$79.00 at times).

The image on the left is the original, but in my opinion, the "adjusted" photo on the right offers a lot more visual interest. Be forewarned... you can spend a lot of time in "the Studio!"

What is DNG?

There is another file format to consider and I have run into this format through my camera club. For a detailed explanation go to peachpit.com and "Using Camera Raw with Adobe Photoshop CC," but here are some excerpts:

"Photographs capture unrepeatable moments, and archiving them is both a priority and a concern for photographers. Ideally, there would be one standard file format for digital photos that photographers could depend on with confidence, knowing their photos will be stable and accessible for the foreseeable future. At the present time, each camera maker uses a unique, proprietary format for their raw files. Should a maker discontinue its format, raw photos from their cameras might become unreadable by Photoshop or other image-editing applications."

DNG (.dng) "*Digital Negative*" is a format developed by Adobe, to preserve all the raw, unprocessed pixel information that is recorded by the camera. The coding for this format is nonproprietary (open standard— it is accessible to all interested companies). DNG may be the long-term solution that photographers will eventually come to rely on— provided it is adopted as the standard by a majority of camera and software manufacturers.

For photographers: This format, basically for photographers, 1) helps ensure archival confidence, since digital imaging software solutions will be able to open raw files more easily in the future. 2) A single raw processing solution enables a more efficient workflow when handling raw files from multiple camera models and manufacturers. 3) A publicly documented and readily available specification can be easily adopted by camera manufacturers and updated to accommodate technology changes.

The Camera Raw plug-in can save camera raw image data into the DNG format. For more information go to www.adobe.com and search Digital Negative for complete information and a link to a user forum.

Final Thoughts...

Just stay safe and healthy and my wish is for you all to be creating effective advertising soon!

Until next time...

Ellen Hanrahan hanrahan.in@att.net ©2020

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I have an idea about renewals. Most people think that a renewal applies to some type of subscription. You renew your subscription to a magazine, a maintenance contract or a software program. But what if renewal had a broader meaning?

What if renewal simply meant that the customer comes back—again and again? While repeat business may not be as steady as a subscription renewal, it can still be tracked in a similar way. A business with a true subscription model can predict renewals. Over time, any business can track return customers who, in a sense, are renewing their trust in the business to purchase from them again.

Let's broaden the idea of subscription. Typically, a subscription means ongoing and recurring revenue to a company from customers paying on a schedule—monthly, quarterly or yearly. It can utilize something as simple as a subscription card, or a formal legal contract that binds the customer for a certain amount of time. Either way, it is an agreement that says, "I'll pay you for ongoing products or services until the subscription runs out or I stop renewing." When you take away the formality of the subscription, you have business as usual. The customer is not under any obligation or agreement to keep doing business with you. You have to prove your value to get them to come back. When you do, they will. Customers coming back, again and again, is akin to them renewing their subscription with you.

I can't think of any business that wouldn't want their customers to come back. I have written many times about how your goal is to always focus on the next time. In other words, what are you doing today to get the customer to come back next time? Assuming what you sell is a good product that does what it's supposed to do, the way you manage the customer's experience is what will increase the likelihood of the customer returning.

This makes sense for something a customer may buy on a regular basis. They experience your service often and over time, doing business with you becomes a habit. Every time the customer comes back, it's a form of renewal. But what happens when the product is something the customer may buy every few years? Maybe it's a car. Or maybe it's a big piece of machinery that may not be replaced for another ten years. You may deliver an amazing customer experience when the customer buys, but what happens over the next few years—or ten—when there is minimal contact?

You can't wait until just before you think the customer may buy from you again. For those types of purchases, it's even

**I can't think of any
business that wouldn't
want their customers to
come back.**

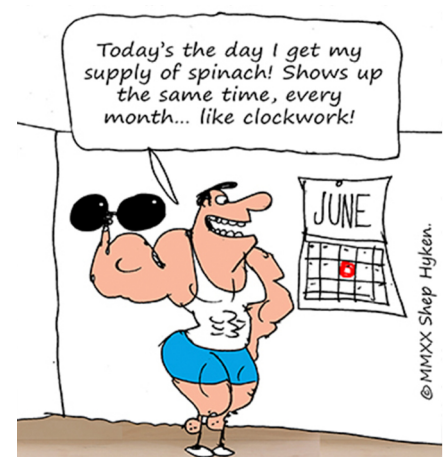
more important to have a proper "renewal" strategy. Throw minimal contact out and create a schedule of more regular contact in between purchases. This is of the utmost importance. A formal schedule of customer contact is your ultimate renewal strategy. It shows you're with them every step of the way—after the sale—and until the next time they buy.

When do you start working on getting the customer to come back next time—or renew their subscription? Here's the answer: the day they buy from you the first time.

Shep Hyken is a customer service expert, keynote speaker, and New York Times bestselling business author. For information, contact 314-692-2200 or www.hyken.com. For information on The Customer Focus™ customer service training programs, go to www.thecustomerfocus.com. Follow on Twitter: @Hyken Copyright 2020

We Are All In The Subscription Business

by Shep Hyken



A subscription business model ensures repeat customers and ongoing revenue.



IFPA BOARD MEETING, THURSDAY MAY 21, 2020

President Rick Wamre called the meeting to order at 9:05am (EST) Board members present were: Deborah Phillips, Shane Goodman, Manuel Karam, Jane Quairoli, Jimbo Marston, Joe Nicastro, Joyce Frericks, Eric McRoy and Executive Director: Douglas Fry

MINUTES:

Jimbo made a motion to accept the minutes of April 16, 2020. Seconded by Deborah. Motion passed.

TREASURER'S REPORT: DEBORAH

In April \$16,250 in stimulus money was sent to members. It was very much appreciated. Rebate money was sent as well. Things are looking good and the investments are bouncing back.

Joyce made a motion to approve the Treasurer's report. Joe seconded it. Treasurer's report approved.

SEPTEMBER EVENT IN DENVER:

The event is still on hold. The hotel is willing to hold the contract indefinitely. However, the board will need to decide whether or not to move forward. Douglas suggested a timeline of the end of June to still allow time to get everything else in place. The board members are willing to travel but something to consider is that airfare may be non refundable. Airlines are issuing credits. Can finalize the decision on the next meeting.

COVID-19 STIMULUS FUND

Douglas has received tons of emails and thank you cards. Everyone is very grateful.

SHARE GROUPS:

Groups are meeting together on Wednesdays. Had 22 attendees this week.

MARKETING 5 IN 5:

Open to suggestions to best market it to members. Begins June 1st. Members can use it as mail stuffers, on their social media, in their papers or on their websites. Douglas will work on a tutorial. Shane mentioned that it would be a good SHARE call topic. Possibly even have Will on to answer questions.

Old Business: None

NEW BUSINESS: DSA RENAME

Douglas suggested renaming the Distinguished Service Award to the Doug Fabian Distinguished Service Award for his contribution and service to the organization. Shane made a motion to approve the renaming. Seconded by all. Motion passed.

NEW BUSINESS: IFPA/ AFCP BOARDS JOINT ZOOM MEETING

Douglas met with Loren and Cassie from AFCP. They are still exploring options. He will have an outline by the next board meeting.

Joe made a motion to adjourn. Jane seconded it. All in favor. Meeting adjourned at 9:38am (EST).

IFPA Board Meeting Minutes



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In this stressful time of the virus, the newspaper industry is making a comeback with advertising sales counselors who come up with new ideas, new concepts, new discoveries and technology. We don't have employees. We don't have staff. We have team players in search of creative possibilities. An idea, a new technology is worthless until someone accepts it, runs with it and molds it into something you can sell. Implementation of that which is new, requires team effort.

THE POWER OF TEAMS

When problems are so complex, many times it takes teams to solve them. Whether it's implementing new ideas or breaking down silos and barriers, teams are how publications can achieve more business today. When it comes to teams and communicating, trust is critical. To work, teams need a shared language, the ability to learn, and above all, to be a problem solving force.

Today, many sales teams are selling media buyers and advertising prospects on dynamite marketing packages.

This selling effort is enhanced by what is called "first brain selling" reaching prospects with presentations that sell with emotion and justify with facts. The premise is: If you want to reach, persuade, or motivate people, you have to make emotional contact with them first. There are 5 skill areas that are effective in this emotional contact:

1. Eye communication
2. Posture and movement
3. Dress and appearance
4. Gestures and smile
5. Voice and vocal variety

The concept is that ideas need to be processed so that a presentation to an advertising prospect has to be directed to the first brain of the prospect before going to the new brain, which is rational, conscious, intellectual and processes logic and facts. The emotional factors in the presentation can include: Stories and examples—Humor—Analogies—

References and quotations—Layouts and visual aids—DVD discs

THESE SUCCESSFUL SALES TEAMS HAVE CHARISMA, CREDIBILITY, AND TRUST

They get ahead because they know how to connect. They have developed into master communicators who get their sales messages across effectively, powerfully, persuasively and memorably. They are trusted advisors who are experts in all advertising solutions. They ask the right questions and help the advertiser reach their business objectives with the right combination of ideas and solutions.

PUBLICATION SALESPeOPLE ARE THINKING ALL THE TIME

If they are thinking of failing, the publication might fail. If they have the feel of success the publication can succeed. As a business friend of mine says "Words inspire and ideas stun, but only deeds can get it done". Another friend says "If you eat the bread, you've got to bake the bread."

ADVERTISING SALESPeOPLE HAVE TO FEEL SATISFIED


They need to have a sense of belonging. Every human being needs a vision and are happy being part of a team... a team that has a constant challenge to give their very best. Giving their very best in the middle of a critical, stressful time of the Coronavirus is what is needed. Their very best includes marketing advice, great marketing ideas, the right amount to spend, smart advertising programming, and creative promotional ideas. These teams must have solid plans for advertisers and then faithfully execute those plans.

IT'S A NEW WORLD

If newspaper advertising teams believe in the power of their publication, it will be a major opportunity to become a trusted advisor to the advertisers in their market. This can be a challenge or an exceptional opportunity.

Team Players In The Newspaper Industry

By Bob Berting



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