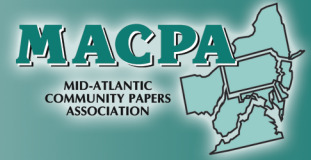


OCTOBER 2015 MESSENGER

VOLUME 7 - ISSUE 7



PIND!

If you talk to John Schaffner from Schaffner Publications of Port Clinton, OH about one of the buttons his staff wears when out selling the Beacon, you'll hear him talk about the "PIND" button. It stands for "Print is not Dead."

Recently, I received an email from the MACPA office about the demise of the Pennysaver in Southern California which was then re-energized by its employees who were encouraged by their advertisers to bring it back to life.

I can't imagine waking up one morning to go to work and the doors of the building are locked. What a life-changing experience. But what if you were the advertisers in that publication and relied on the weekly advertising to reach out to your customers? The impact of closing a publication reaches out beyond the employees. It affects the advertisers and their clients who want those services and products they might only find in your publication.

The story of the PennySaver in California is a testament to the fact that PIND. If you missed the link to the story visit <http://bit.ly/1Gw81zK>. You'll be glad you did.

We know there are success stories in our region. It might be an increase in circulation in your publications. It might be opening a new edition, publication, or Niche Publication. Maybe a new idea that triggered new revenue. Maybe you'll consolidated your areas? Maybe a new way to create a rate increase. It might be creating a new method to combine online and print.



Whatever it might be, we want to hear about your success story. Send it to the editor of The Messenger at info@macpa.net. We'll put it in the "Good News" Section of The Messenger.

Ron Burke, President
rburke@washingtoninformer.com



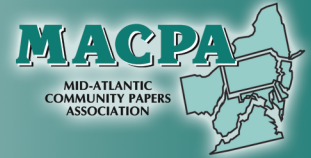
How to Sell the Network Webinar

Thursday, October 29th

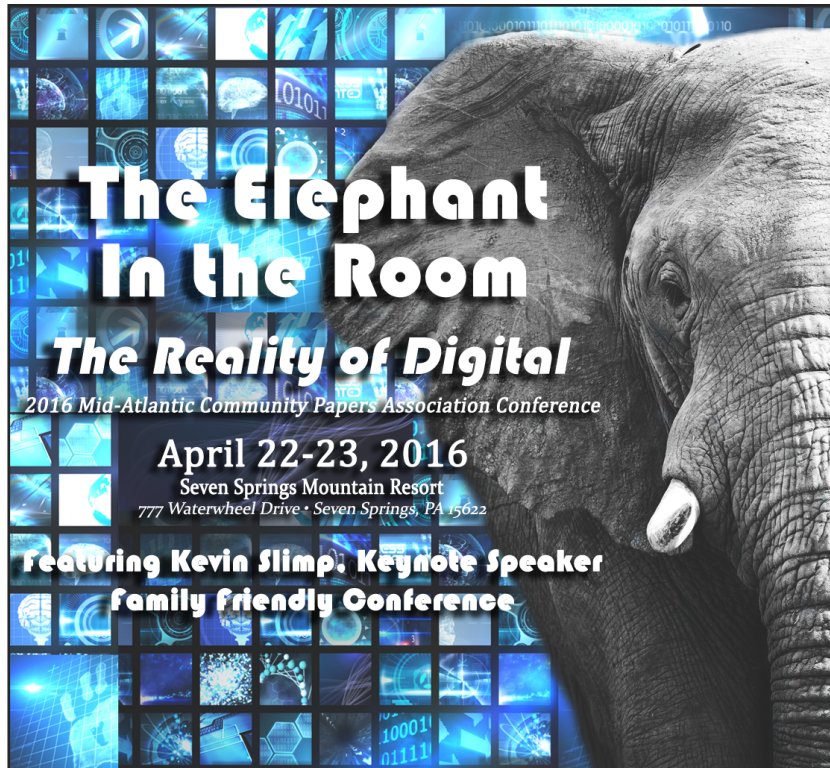
3:00 p.m.

Watch for email to register!

2016 UPCOMING CONFERENCE



MACPA Messenger



Watch for details in next month's Messenger about this family friendly Conference!



Relax!
A FREE room at the Conference can still be yours! All you need is 2!
Congratulations to Joe Pellegrino for achieving the goal for a free room! We look forward to seeing you in April!
Remember there is still time to get your room free! Learn more at <http://bit.ly/ConferenceIncentives>.

2015-2016 MACPA BOARD OF DIRECTORS

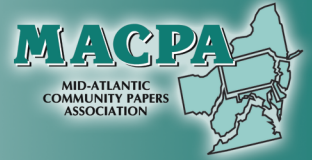
- Ron Burke, President**
(rburke@washingtoninformer.com)
(term expires 04/17)
- Ruth Isenberg, Vice President**
(journalnews@pa.metrocast.net)
(term expires 04/17)
- Mike Wilbanks, Secretary**
(m.wilbanks@comcast.net)
(term expires 04/17)
- John Hemperly, Treasurer**
(jhemperly@engleonline.com)
(term expires 04/17)
- Tracey Crissman, Director**
(tracey@shophorsetrader.com)
(term expires 04/17)
- Joy Bramble, Director**
(jbramble@btimes.com)
(term expires 04/17)
- Claudia Christian, Director**
(cchristian@pressreview.net)
(term expires 04/16)
- Jeff Hayden, Director**
(j.hayden@icdus.com)
(term expires 04/16)
- John Schaffner, Director**
(john@thebeacon.net)
(term expires 04/16)
- Alan Spoto, Director**
(alan.spoto@gmail.com)
(term expires 04/17)
- Randy Miller, Past President**
(randym@themerchandiser.com)
(term expires 04/17)

UPCOMING EVENTS

How to Sell the Network Webinar
Thursday, October 29th
3:00 p.m.

The Elephant in the Room
The Reality of Digital
2016 MACPA Conference
April 22-23, 2016
with Keynote Speaker
Kevin Slimp
Seven Springs Mountain Resort
777 Waterwheel Drive
Seven Springs, PA 15622

CRITIQUING FREE PUBLS



To the readers, it's almost all about the stories

MACPA MESSENGER

by: Kevin Slimp

In October, I traveled to Albuquerque, where I gave the Saturday keynote address at the New Mexico Press Association Convention. On Sunday morning, I caught a flight to Orlando, where I spoke at an international conference made up of publishers of free magazines and newspapers.

My assignment in Florida was a little out of the ordinary. In addition to giving the keynote, I was asked to meet with publishers individually and look over their products, offering criticism and advice. The convention planner expected maybe a dozen publishers to take advantage of the opportunity to meet with me for 30 minutes over two days. By the time I left Florida, I had met with more than 20 publishers, who represented scores of titles.

While I was packing my computer to head back to the airport, several of the attendees stopped me. Most of them said something like, "I can't wait for you to see my magazine next year" or "I plan to win all the awards next year after making the changes you suggested."

It reminded me a little of my visits to Hopkinsville, Kentucky, where I'm invited every couple of years to spend two days with the news staff there. I'm always surprised by the things we get into while I'm with the Kentucky New Era, but tend to find our page critiques the most helpful exercise. I can't take credit for the idea. It originally came from Eli Pace, editor, and we've made it a regular part of my visits.

The idea works like this: The various editors meet around a conference table for a few hours, while we look over pages from the previous year. This is done by projecting the pages onto a large screen, where we can critique the pages simultaneously.

We discuss the quality of headlines, the placement of stories, the general layout of the pages and more. Once, I noted that the newspaper flag on

the front page looked a little dirty. Eli gave me the go-ahead to "play with the flag" that afternoon and I sent a clean copy to him before heading back to the hotel.

Not knowing he was actually going to use the cleaner design, I was surprised the next morning when he told me several readers had called in to comment on the improved front page design.

All I did was clean up the drop shadow behind the words "Kentucky New Era." I didn't change the shape or size of anything. I simply inserted a thin white line between the characters in the flag and the drop shadow behind them. Little things make a big difference.

While preparing for the Florida group, I gathered a group of 23 folks in my hometown of Knoxville to look over some of the various newspapers and magazines that would be represented in Orlando. This focus group was made up of ordinary readers. None of them were professional writers, editors or designers.

I divided the focus group into smaller groups of three to four members each and asked them to critique a dozen elements of the publications. These included ads, stories, design, readability and other elements.

Most surprising to me was the lack of concern over paper quality. Most readers didn't seem to care whether they were reading something printed on coated stock, newsprint or something else.

What they cared about most were the stories. Were the topics of local interest? Were the writers local or



When critiquing publications at a recent conference, the focus group keyed on stories and writing more than anything else. What else did they like a lot? Crossword puzzles.

did they get the material from a news service? How was the quality of the writing?

When I met individually with publishers, I shared the input of the focus groups, then went through their publications page by page, sharing my own thoughts. Afterwards, more than a few of the participants told me it was the most valuable program they'd ever attended at a convention.

Why was it so valuable? Most of us, I think, get so used to seeing our products that we forget how the reader sees them. By looking at them through new eyes, I was able to share ideas that will be valuable as they continually work to improve their publications.

Here's a thought: How about gathering a focus group to look at your publications every six months? By offering to pay for lunch, I had 23 willing participants, giving us enough folks to break into groups and critique two dozen titles in four hours.

In my customer service survey last month, I learned that the chief concern of readers is the number of local stories and the quality of writing.

Consider creating your own focus group. I can't wait to hear from the publishers I met in Florida to learn about the improvements to their products in the coming months.

TRICK OR TREAT: GOVERNMENT IS HERE TO HELP?



MACPA Messenger



Today is the last day of summer, and you may have had your local Halloween Parade by the time you are reading this. Pennsylvania is three months without a budget, and the Federal Government looks to be headed towards yet another shutdown at month's end.

Dysfunction alone will not save our industry from harmful legislation -- or dangerous regulations that have the force of law. Further, State and Local Governments have no shortage of bad ideas to throw our way -- which they do with increasing regularity. Here are several matters of public policy that we are actively engaged in shaping outcomes favorable to MACPA Publishers and our industry:

State Ad Taxes -- We are still fighting hard in Pennsylvania, where the threat is critical. We're hoping the recent hard-fought victory in North Carolina will boost our chances -- while keeping on the lookout in Michigan and California, as states increasingly look to tax services. More than significant revenues are at risk -- compliance hassles, new audit risks, and tens of thousands in new software upgrades would be needed for many publishers.

Federal "Ad Tax" -- We have been actively fighting against Congressional schemes to limit the deductibility of advertising, proposed as a "pay-for" in tax reform plans in recent years. Now that bean counters put a \$169 Billion price tag on it, "closing the loophole" (which standard expensing isn't) could be looked at as a piggy bank for any funding challenge.

Fighting the Anti-Paper Lobby -- We filed industry comments to the Securities and Exchange Commission (SEC) opposing paperless-by-default reporting that would harm paper and printing industries, the USPS, and fuel the coordinated "greenwashing" efforts behind litter laws and Do-Not-Mail.

Opposing Drastic Overtime Rules -- We filed industry comments to the Department of Labor (DOL) sharing the serious concerns of

Publishers across the country -- for their own enterprises as well as their small business clients -- over the intended and unintended consequences of raising the "White Collar" Exemption from \$23,660 to 50,400/yr in one huge leap.

Preserving the Open Internet -- In the years-long fight to protect our Publishers' significant digital investments across platforms, we filed numerous industry comments to the Federal Communications Commission (FCC), along with testimony to House and Senate urging enforceable safeguards against blocking, traffic-tampering and fast-v-slow-lane last-mile treatment of digital communications. While rules we fought for are challenged in the courts, efforts are underway to undermine them in Congress.

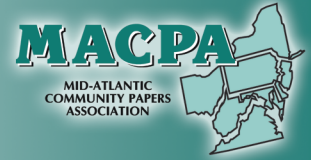
Postal Reform -- We're gearing up to engage again on passage of an elusive plan to ensure the long-term solvency of USPS, getting it the billions in historic overpayments its due, while preserving rate stability and predictability for publishers.

Significant Victories -- Over the last years, through direct advocacy and lobbying, publisher grassroots outreach, and working with disparate coalitions, we have shaped policy outcomes -- and preserved bottom lines for all publishers: blocking local cross-media monopolies before the FCC and Congress; stopping EPA rules that would have hijacked the cost of paper and newsprint; repealed the 1099 Paperwork Tsunami; made legals "Legal" -- Federal H-2A, everything in Ohio, Bid Notice in PA; stopped ad taxes at Federal level and across many states; blocked numerous litter laws and Do-Not-Mail proposals, along with other prohibitions on advertising, printing and distribution.

Cheers to keeping safe from all the Governments' ghosts and goblins -- this Halloween Season and throughout the year!

Yours Truly,
Jim Haigh, Government Relations Consultant
[linkedin.com/in/jimhaigh](https://www.linkedin.com/in/jimhaigh) | twitter.com/jmhaigh

DON'T JUMP INTO THE PAUSE



MACPA Messenger

by: John Foust

Brian has been selling advertising for his paper for many years. "One of the most important lessons I've learned was from my wife," he told me. "One evening, when she was telling me about her day at work, she said, 'Stop jumping into my pauses.' She said it with a smile and a pat on my arm, but she was right. Every time she paused, I finished her sentence.

"Like a lot of sales people," Brian explained, "I get revved up when I'm in a conversation. When there's a lull, I have a tendency to fill up the silence. She taught me the importance of allowing the other person to finish their thought on their own."

That lesson has helped Brian in his business relationships. His advertisers stay more engaged in conversations, and he learns more about what's really on their minds.

Here are some ways to deal with pauses:

1. **Bite your tongue.** When the other person pauses, the first thing to do is to resist the temptation to take over the conversation. Simply tell yourself, "This may not be easy, but stay quiet and give them a chance to collect their thoughts."

2. **Watch your facial expression.** Body language is more powerful than words. Even if you're silent, you'll communicate a negative message if you frown or show impatience. Keep a pleasant expression and maintain comfortable, low intensity eye contact.

3. **Nod slowly.** If you're listening carefully, it will be easy to nod your head. There's no need to stay in constant motion like a bobblehead doll. Simply show the other person that you're paying close

attention. Think of it as patient eagerness. You're looking forward to hearing what they're going to say next – and you're willing to give them the time they need.

It will be natural to add a subtle "Uh hum." This is a verbal nod, which means, "I'm with you. I'm paying attention. I care about your ideas."

4. **Lean forward.** The best leaders are known to instinctively lean forward in their chairs when listening. It's as if they want to cut the distance the other's person's words have to travel before reaching their ears.

Again, this will come naturally if you're in step with the other person. By leaning forward during a pause, you send another silent, non-interruptive signal that you are eager to hear what's next.

5. **Repeat the speaker's last phrase as a question.** If the other person seems to be genuinely stuck in finding the right words, you can help them verbalize their thought with a simple questioning technique.

Let's say the other person expresses doubt by saying, "I'm concerned about (pause)..." If you jump in and ask, "What exactly are you concerned about?" that may be too abrupt. But if you repeat, "You're concerned?" as a question, you can help them think it through.

So the next time someone pauses in a conversation, put your high-energy sales personality aside. It's better to ease into the pause than to jump into the pause.

(c) Copyright 2015 by John Foust. All rights reserved.



Did you know?

You can make money selling MACnet Ads!

MACnet For more information call 800-450-7227
The right road for your advertising. www.macnetonline.com

by: Donna Hanbery, Saturation Mailers' Coalition

In August, the USPS held one of its quarterly Mailers Technical Advisory Council (MTAC) meetings with the mailing industry and posted a number of reports of interest to mailers and free papers that use the Postal Service for distribution. This column is a summary of some of the news of interest, MTAC announcements, and postings in the last month.

SERVICE PERFORMANCE REPORT

One of the regulatory requirements covering the Postal Service under current law is the requirement to file periodic service performance reports. These reports show whether or not the Postal Service is meeting its service performance targets for individual classes in mail products. The filing of the quarterly service reports can be found on the Postal Service website as well as its required filing with the Postal Regulatory Commission (PRC).

For another quarter, the Postal Service has failed to meet its service performance standards in many categories of mail including first class, much of standard, and for periodicals and newspapers. This report contained, for the first time, a service performance report on the standard mail product known as EDDM Retail. Previously the EDDM Retail product was included with the aggregate figures for other types of Standard Mail. For the third quarter of the year, the EDDM Retail service performance report showed that it made its service performance standards for destination entry, two-day standard, delivering 79.02% of the time.

The Standard Mail quarterly report showed, for most postal products, a deterioration of Standard Mail performance over the same period of time last year. But for High Density/saturation flats and parcels, the USPS met its two-day performance standard of 91%.

Industry complaints, and particularly concerns coming from mailers and businesses in more rural areas, about declining service has fueled Congressional criticism of the Postal Services' performance and contributed to the current freeze on the additional closings of processing facilities. The freeze put a hold on this year's

planned reductions in facilities that were part of the 2015 network reduction plans of the USPS.

HOUSEHOLD DIARY STUDY

Once again the Postal Service published its annual household diary study showing consumer use and response to the mail. Based on a detailed survey of 5,200 households and mail use, the study is designed to examine mail volumes, types of mail used, and business and consumer response to the mail.

The USPS delivers 45% of the world's mail. In line with past trends, the volume of pieces delivered by the USPS declined in 2014 with a 1.8% reduction from 2013. The Postal Service delivered a total of 155.4 billion pieces of mail.

As it has in the past, the Postal Service and household diary study points out that the Postal Service depends on users of the mail, and postage payers, to support its network and universal service obligation. Although the number of pieces has declined each year, the Postal Service continues to expand the number of delivery points it must serve.

As in past years, the number of pieces of First Class correspondence and transactional mail declined. This is in keeping with the electronic diversion of personal communications in transaction mail. In 2004 only 25% of all consumers would pay bills electronically. That number has now increased to 63%.

Advertising mail continues to represent a growing share of the mail - 62% of all household mail was advertising.

From the standpoint of American business, the commitment to direct mail as an advertising medium has remained relatively constant. In spite of the explosion of Internet and electronic media, direct mail continues to hold its own as an important piece of any advertisers' mail mix with advertisers spending, year over year, a fairly constant share of 10% - 12% of their advertising budget on advertising mail.

Although direct mail spends on advertising grew modestly by 5.4%, Internet spending continues to be the greatest area of growth, with an

Postal Pieces continued on next page

Postal Pieces continued on next page

increase of over 15%. The Household Diaries study shows that advertising mail continues to attract the interest and response of consumers. Fifty-seven percent of responders stated that they read advertising mail. A smaller number scanned or paid some attention to the mail. Only 9% of responders stated that they did not read advertising mail. Read rates seem to decline slightly as households report greater quantities of advertising mail received.

A “BRAINY” LOOK AT THE VALUE OF THE MAIL

In recent weeks the Office of Inspector General (OIG) has released a neuromarketing study done under contract with Temple University that evaluated how consumers respond alternatively to hardcopy mail versus digital advertising. The study evaluated the participants' responses to questionnaires, but also measured and tracked eye movement, core biometrics (through sensors placed on fingertips, heart rate, perspiration, motion and breathing) with brain scans revealing how different areas of the brain responded during a specific task or experience.

The participants were exposed to, or interacted with, 40 different physical or digital advertisements. Later, the participants were tested on their memory of ad content, their stated preferences, and perceived the value of the advertised products.

The highlights of the study suggest a more positive, stronger, and lasting response, including a greater desire to respond or to “buy” advertisements delivered in a physical mail piece. Some of these responses or desires were not perceived or acknowledged on a conscious level. Study participants often gave a similar response in questionnaires to the perceived value and interest of digital and physical ad content. But when physiological and neurological response were measured with an MRI to determine areas of the brain that were engaged in responding, it appeared that physical ads generated a stronger emotional response and a longer retention time.

It is anticipated that this study, and further studies that will consider age and demographic impacts of different types of media, will be used for the Postal Service and industry to explore optimal use and combinations of digital and physical media.

2015 PROMOTION REVIEW AND 2016 PREVIEWS

Vice President of New Products and Innovation for the USPS, Gary Reblin, discussed 2015 promotions and potential 2016 promotions at the August MTAC meeting.

2016 promotions are currently under review. The Postal Service anticipates filing its proposed promotions for approval in early fall. The 2016 promotions are likely to be similar to, and build upon, promotions like those in place in 2015 and continue to support the integration of mail with technology.

It is anticipated that the 2016 promotion calendar will include promotions for First Class mail that are similar to what was offered in 2015. The Postal Service plans to offer two emerging technology proposals that would be available for Standard Mail. With an emerging technology program for augmented reality, NFC, and advances in interactive pieces, and a separate emerging technology promotion that would be available for tactical innovations in mail pieces. The Postal Service is also planning to offer standard mailers a mobile engagement/buy-it-now promotion.

Reblin also discussed a promotion concept that might consider an incentive for mail service providers that rewarded frequency and volume or bringing new business to the Postal Service. In concept, this appears similar to the previous incentives offered for growth of saturation and High Density mail programs. SMC has long advocated incentives or promotions that would help encourage mailers to expand their geographic footprint or add frequency via the Postal Service rewarding new business with a discount or incentive. Time will tell if the 2016 promotion calendar or other incentives propose any rewards for saturation program mailers that promote and bring advertisers to the mail through their shared mail programs.

FEATURED AD & EDITORIAL WINNERS



MACPA Messenger

Weber Avenue Property No Longer Slated for County Ownership

Category 25 – Original Writing – Original Story – 2nd Place
by Devin Crum - East County Times

The 53-acre “prime waterfront” property along Weber Avenue in Essex known as the old Huber property is no longer listed on Baltimore County’s registry of properties and will not be purchased as planned for a county park.

The disappointing news came from Hawthorne Civic Association President Charles Munzert, who also works with the Baltimore County Planning Board, at the March 5 meeting of the Essex-Middle River Civic Council (EMRCC).

The East County Times initially reported on June 13, 2013, that Baltimore County intended to purchase the property along both sides of Weber Avenue for a future public park using \$2 million of its own money and \$1 million contributed by the state. The money was to come from their respective Program Open Space (POS) funds.

While the owner of the property agreed to the price and terms of sale to the county and was actively working toward that end, the bank holding the loan originally used to purchase the land took issue with the price.

The bank’s loan for the property is \$6 million, and the current asking price is approximately \$4.2 million, according to Munzert. This was too much for the county to afford, so the deal fell apart.

Once the news came of the bank’s refusal, Baltimore County pulled back its POS funds allocated for the purchase and the state soon followed suit. And some at the EMRCC meeting speculated that the county’s funds had

already been repurposed elsewhere, since it recently purchased land for a park in the Sparks area.

The Weber Avenue property was initially purchased for development several years ago by the current owner. And adjacent communities see it as the last piece of pristine waterfront in the immediate area.

The land in question currently consists of 25 acres zoned DR 2 (density residential, 2 homes per acre) and 28 acres zoned DR 3.5. The owner requested all 53 acres to be rezoned DR 5.5 during the last Comprehensive Zoning Map Process (CZMP) in 2012, but the zoning was never changed.

The fear is that, since the county’s purchase fell through, another developer could be willing to take a chance and buy the property since the exact price tag and environmental restrictions on it are all now in the open. And Munzert indicated that, as of now, the property is fair game for any buyer.

Finish reading “Weber Avenue Property” today by going to <http://bit.ly/1USM2JQ!>



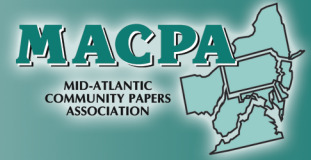
Category 21 – Original Photography – 2nd Place
The Shopping News of Lancaster County

Did you have any articles or ads lately that are award worthy?

Save time later and set it aside today for the 2015 Ad, Editorial and Website Awards!

MEIER & MOSER
America's best-selling brand
RED • WHITE & YOU
celebration

ASSOCIATE MEMBER OF THE MONTH SRDS



MACPA Messenger

Kantar Media's SRDS.com media planning tool is used by media planners and buyers every day to find and evaluate ad opportunities. For more than 95 years, we have connected these media buyers with media sellers like you. Our unique relationship with this ad buying audience provides media companies the opportunity to gain exposure and increase ad revenue.

As a trusted resource, SRDS.com is a tool used by active media planners, and it's free for any media property or publication that accepts advertising to have a media profile. One easy way for publishers to benefit from our media planning platform is to keep their profile information up-to-date. Update your profile on SRDS.com regularly to ensure that all of your contacts, rates and closing dates are current, so media planners can best understand your offering.

Publishers have shared their struggles with us, and we know they can find it difficult to connect with agencies. It's hard to know who's buying and when, because it's less common to operate on an annual schedule in today's environment. Agencies use SRDS.com year-round, and we can offer you consistent exposure and help you reach this target group of media buying professionals.

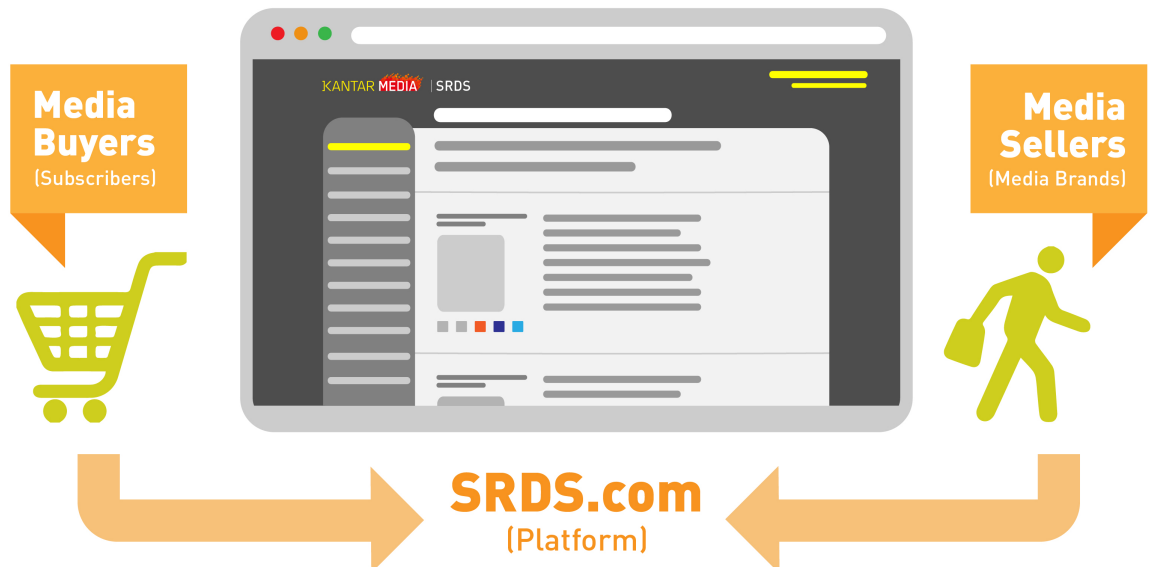
Promoting your media brand on SRDS.com is an effective way to connect with the media buying audience who is actively searching for ad opportunities in your market. Media properties with enhanced media profiles on SRDS.com receive 7.3x more views than those with a basic profile. An investment in SRDS advertising also delivers higher ranking and better visibility in search results and more compelling data in your paper's profile.

Kantar Media is committed to helping publishers connect with media planners and buyers. Download our free Publisher's Guide to Understanding Today's Media Buyers for insights on the many facets of a buyer's habits, including schedules, cost expectations, and opinions on programmatic advertising.

DOWNLOAD LINK:

<http://pages.srds.com/Understand-Todays-Buyers-2015.html>

Sell more ads. Promote in SRDS.com. Call today to learn more: 800.851.7737



OUR ASSOCIATE MEMBERS



MACPA Messenger

LEAD THE WAY

for Local Advertisers & Consumers



With Metro's Creative and Ad Development Solutions



Test-drive the new **MIAD Mobile® App** and sign up for **TWO FREE MONTHS of Metro with MIAD®!**

METRO 800.223.1600 • service@metro-email.com
www.metrocreativeconnection.com

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

Outsourcing USA

Maureen Missal/David Slavin
1200 Twin Stacks Drive • Dallas, PA 18612
570-674-5600 • www.OutsourcingUSA.net
MMissal@OutsourcingUSA.net
DavidSlavin@OutsourcingUSA.net

CIRCULATION VERIFICATION COUNCIL

AUDIT PROMOTION CHECKLIST

When your audit is complete the most important part of your audit process begins! To get the biggest return on your investment, make sure you promote your audit. It's easy, and it's free. Use this checklist to increase revenue today!

All of these audit promotions are included in the cost of your audit.

- DISPLAY THE CVC LOGO
- SIGN UP FOR FREE CONFERENCE CALL TRAINING
- LET US SEND A LOCAL AUDIT PROMOTION TO YOUR ADVERTISERS
- NATIONAL & REGIONAL AUDIT PROMOTION CD
- FREE ONLINE READERSHIP STUDIES
- CREATE IN-HOUSE AUDIT PROMOTION ADS – See samples at www.cvcaudit.com

If your audit is sponsored by IFPA, MFPC, WCP, CPII, MACPA, FCPNY, CPNE, CPM, SAPA, CPF, or PNAWAN you can have additional publications you own audited at association rates. Save thousands of dollars and call today for your no-obligation quote.

(800) 262-6392 • www.cvcaudit.com



Active media buyers use **srd.com** to compare your newspaper brand to your competitors.

next.srd.com/for-media

Contact **David Crawford** at 770 614 0588 or David.Crawford@kantarmedia.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
Direct Dial: 612.340.9350
Fax: 612.340.9446
Email: Hanbery@hnclaw.com



Get Organized!

www.MaxProPublishing.com



CoolerAds

Increase Your Revenue Not Your Expenses!

GUARANTEED!!!

call Joe Nicastro 973-809-4784 or email joe@coolerads.com

Does your day-to-day activities keep you from tackling that paperwork monster called

"THE DREADED CIRCULATION AUDIT?"



Contact
Vicki McCloskey
484-709-6564
info@macpa.net

The Bookworm Sez

Terri Schlichenmeyer
608-782-BOOK
bookwormsez@yahoo.com



- Book reviews tailored to your readership
- Up to four book reviews available each week
- Reasonable pricing for all sizes of papers
- All reviewed books are new



Relax!

**A FREE room at the
Conference can still be yours!
All you need is 2!**

The reduction of advertisers in the network has created the opportunity for the Conference Committee to become a bit creative with a win-win-win incentive!

**Receive a \$25 credit for every network ad
you sell for every week the ad runs.**

Limited in staff to sell the ads?

Send a referral to the office and receive the same \$25 credit when the ad runs!

Incentive runs from July 1, 2015 through February 29, 2016.

**For complete information and White Pages for each network go to
<http://bit.ly/ConferenceIncentives>**

Questions? Give us a call! 1-800-450-7227

* No limit on how many FREE night stays for the conference you can earn.
Must pay for your room up front, credit will be applied at check out.
No shows will not receive a credit, unless unforeseen circumstances.
Publishers still receive free registration!



1-800-450-7227

info@macpa.net • www.macpa.net