

Publish

APRIL 2021

Virtual Conference Arrives

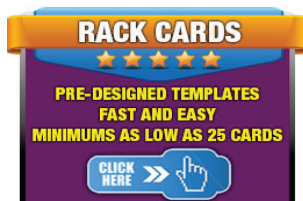


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Publish

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IN THIS APRIL ISSUE...

- 7 FROM THE TOP by John Draper
WHY VIRTUAL?
- 8 THE ONE THING by Douglas Fry
REBUILDING TRUST
- 9 PERSPECTIVE by Loren Colburn
THICK AS A BRICK!
- 11 VIRTUAL CONFERENCE UPDATE
INDUSTRY CONNECTION OPPORTUNITY RETURNS!
- 14 INDUSTRY FEATURE
SIMPLE CHECKLIST TO MAXIMIZE RESPONSE FOR PRINT ADS
- 16 **THE SURVEY SAYS...**
- 19 MEMBER PROFILE by Barbara Holmes
FLORIDA'S EAST COAST – HOMETOWN NEWS
- 22 ASSOCIATE MEMBER UPDATE
PDI PLASTICS
- 23 RISING STAR by Manuel Karam
A STEP FORWARD TOGETHER
- 24 THE LEADERSHIP INSTITUTE by Jim Busch
CONNECTIONS
- 25 AD-LIBS by John Foust
AN ALTERNATIVE TO SPEC ADS
- 26 SALES TIPS by Bob Berting
A SALES TEAM TO BE RECKONED WITH
- 27 GRAPHIC HOOKS by Ellen Hanrahan
COMMUNITY CALENDARS
- 28 **ON THE HORIZON**
- 29 **BUSINESS & SERVICE DIRECTORY**

COMING NEXT MONTH

Publish will take a look into what publications can do to hire the right salespeople, in addition to covering the people, information and issues that are influencing the community publishing industry.

5 REASONS EVERY PUBLISHER SHOULD BE SELLING WEBSITES WITH SITESWAN

1. Every Business Needs a Website

There are over 28 million small businesses in the U.S. and over 500,000 new businesses are started every month. What's the one thing they all have in common? They all NEED a website, but only about half of them have one. That leaves thousands of advertisers in your market in need of a local web designer...will it be YOU?

2. Generate Worry-Free Recurring Income

Building and selling websites provides a reliable and sustainable source of recurring revenue. Most small businesses have a "set it and forget it" mentality when it comes to their website, providing years of locked-in, worry-free income. While businesses will often pause or completely stop advertising in print during slow months, it's nearly unheard of for businesses to do that with their website. You can count on your clients to pay you month after month, year after year for their website.

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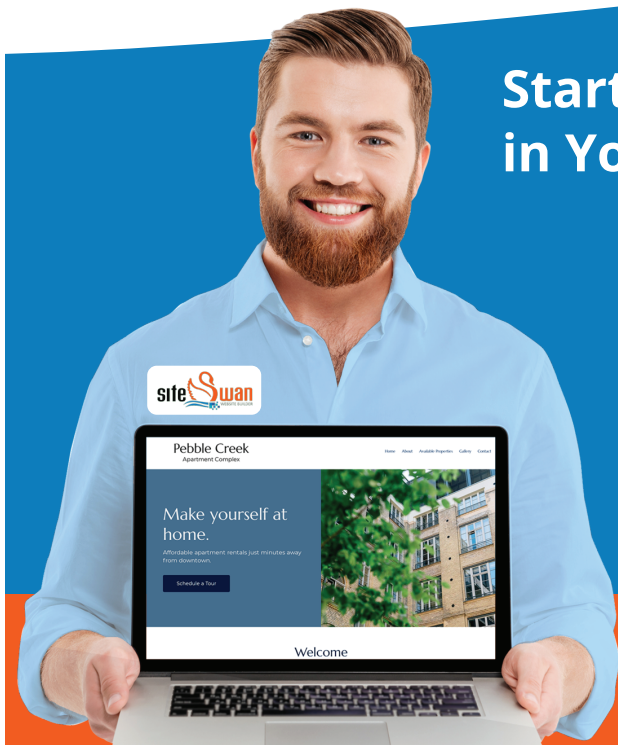
4. Websites Are a Gateway to Other Services

Websites are often referred to as the "hub" of the small business marketing wheel. The website is at the core of your client's local marketing efforts and all other services are spokes stemming from that hub. Control the hub and you can control the entire wheel. This gives web designers a huge amount of control and influence over how small businesses will spend their marketing budgets.

5. Print Ad Revenue Continues to Decline

Let's face the facts - print advertising is declining while online advertising is on the rise. Why not leverage your client relationships, market share and your brand recognition to expand your services into web design? With SiteSwan you can start generating additional revenue for years to come.

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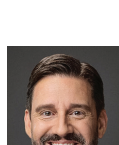
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WHY VIRTUAL?



BY JOHN DRAPER –
ACP PRESIDENT

“ The upcoming sessions, scheduled throughout the month of April, offer our member publications an opportunity to bring training to various staff members.

A virtual conference is coming your way. One definition of virtual states “almost or nearly as described.” Based on this definition one could surmise that we are “nearly” putting on a conference. This would be accurate in that we won’t all gather in one location and experience all the interactions of an in-person event. That being acknowledged, we have developed a plan very near to a real conference.

Independently the IFPA and AFCP boards of directors had been working on virtual training delivery for some time. Now as a unified team, and honestly, with the virtual push brought on by the pandemic, we have come together to make our working plans a reality.

The upcoming sessions, scheduled throughout the month of April, offer our member publications an opportunity to bring training to various staff members; not just those who might attend a traditional conference event. This means more training to a deeper staff with less investment. What a win.

Within this month’s *Publish* you will see details about our event line up. Make sure to plan your schedule to attend as many of the sessions as you can. Also, don’t ignore your staff’s needs by letting the emails you get stay in your inbox or let this magazine sit on your desk. We want your staff with us and we all know that good training – for free – is not easy to come by.

I am happy to welcome to this event members from the state and regional trade associations. Our partnership with these various associations has allowed us to broaden our reach and provide training value to even more of our industry. It’s great to see our national, state, and regional associations coming together for the good of the free publication industry.

In a recent ACP planning session (virtually done of course), the board and staff prioritized the importance of offering our membership valuable training opportunities. We began to create some action items that can serve this priority, not just with this one event, but on an ongoing basis. These plans are preliminary, but look for more opportunity to come.

ACP is, at its roots, a member service organization. This was very evident in our planning session and can be witnessed in action through active participation in programming and benefits offered. So, get active and join us. Not the virtual or “almost or nearly as described” kind of active.

Here’s to seeing you online in April. ■

REBUILDING TRUST



BY DOUGLAS FRY

Let's start off with a story from my past. It happened on a rare, warm summer day. I was bicycling along the Puget Sound when I saw a huge airplane roar toward the water as if it was going to crash into the bay. The plane was a 747, one of the largest planes for its time. If you don't remember that far back, the 747 was an airplane that could cram approximately 10,000 passengers in economy class and 7 in its ultra luxury class atop the bulbous second story cabin, complete with spiral staircase.

Anyway, the plane kept descending closer and closer to the water. I thought I was going to see a crash for sure. The 747 pilot expertly touched the landing gear to the water sending up a huge plume of spray and then launched back into the sky as if nothing was wrong.

When I arrived home I called the local newspaper, the Bremerton Sun, and found out that the 747 was doing tests to make sure the landing gear was sufficiently strong. I later toured the Boeing plant and was impressed by the sheer size of their buildings (one is so large it has indoor rain showers each afternoon) and the complexity of their safety precautions. In case you're wondering, no, I'm not making any of this up. The engineers proudly showed us a tower that contained a 747 wing that was constantly being twisted back and forth to find out how long it would take until failure. The test had been going on for months, with no signs of failure.

From a company that performed extreme tests to its aircraft to the company that now produces aircraft which routinely crash, think Boeing 737 Max, or whose engines catch on fire, think Boeing 777, or whose fuselage has major structural problem, like the 787- Boeing has fallen from its lofty position of safety leader to become a cautionary tale.

Boeing has a huge task on its hands in rebuilding trust. Would you ever fly on a Boeing 777 like the ones whose engines recently caught fire in flight? I won't either, given a choice. Even if Dennis Muilenburg, CEO of Boeing, bought national ads and air time to apologize for the errors in their safety protocols and outlined all the steps they were going to take to make sure these errors never happen again it will take many safe flights before we consider flying aboard a 737 Max, 777, or 787.

What does that have to do with our industry? The most frequent problem we have is making a mistake in an ad. Crashing planes or errors in ads? It's hardly the same thing. However, rebuilding trust, after a problem has occurred, can be corrected in much the same way.

What do you do when you lose the trust of a customer, a significant person in your life, or someone you work with? If you're not a sociopath you realize you failed them and offer a sincere apology. That's a good start. Let's agree that if your apology is less than sincere you shouldn't even bother offering it. That will do more harm than good.

But is that enough? Most of us think if we have given a heart-felt apology and the person forgives us, our work is done. But it's not. You see, an apology just opens the door to repairing the trust that is lost. Think about how you react when someone you trust lets you down. If they offer a genuine apology you may forgive them but you won't trust them again, even a little, until they do one more thing. That one thing is they make a promise and keep it. That's when real trust is rebuilt.

So, let's try an example. You made an error on an ad. Your customer feels they can't trust you with their advertising. You should apologize and then offer to make it right, perhaps double their ad size next week at no extra charge. Then get accounting to print out a statement showing that the ad is doubled but the cost stays the same. Then work like their trust demands that you continually keep your word, because it does. With each promise kept you will gain more of their trust.

Boeing can rebuild trust if they fix their problems, apologize, let people know what they are going to do to fix the problem, and then do it. People won't trust or fly with them again until many promises made are kept. Little by little, trust will be rebuilt. As so it is with your personal and professional life. The more consistent we are in following through and keeping our promises the faster trust is regained, rebuilt.

Remember, apologize then make a new commitment and keep it. That's what builds trust, that's what made them trust you in the first place. Me? I trust that Boeing is going to fix their problems but I'm going to drive to the conference in Des Moines. ■

THICK AS A BRICK!

BY LOREN COLBURN



So why the title reference to the Jethro Tull song from 1972? Guess I'm experiencing a bit of nostalgia at the moment. Back when that song came out, I was an 18-year-old freshman in college. I had just changed majors from my childhood dream of being a physical education teacher to undecided. The college repeatedly had assured us there would be no available teaching jobs when we graduated thanks to deferments and the Vietnam War! I was consumed by trying to figure out what my road in life would be and where it might take me. Fast forward to 2021!

The search for the next executive director for the Association of Community Publishers is well underway at this point. The many discussions and all the analysis have provided me the opportunity to reflect on the interesting journey that brought me to where I am today. The unending twists and turns from that naive, ambitious student all the way to this particular column! What were the guiding principles that influenced me to make the decisions I made, take the actions I took and interact with people the way I have? It's actually a great exercise for every manager to seriously reflect on periodically.

As I prepared for this column, the process prompted me to examine four of the best life lessons I have received throughout my 60 some years. Those critical pieces of advice that become "bricks" in your foundation and impact your thoughts and actions in so many of those twists and turns that present themselves throughout life. Did I realize at the time that I was acquiring a new "brick" for the foundation of my thought process? Definitely not! But in retrospect, they become easily identifiable along with the lasting impact each of the people who presented that particular "brick" have had.

My first major "brick" was presented by my dad, one of the countless "bricks" he provided me with throughout my growing up. That piece of advice was to "always treat

people the way you would want to be treated yourself" (which even while typing, I hear it in his voice)! That guiding principle has served me well over the years. It has guided me to empathize with co-workers, customers and people in general. It has made me a far more effective communicator in a broad range of circumstances and I can honestly say it has never let me down. Like I said earlier, this is one of many lessons dad gave my brother and I along the way but it just might be the most impactful.

The next "brick" goes to my mom. Now you have to picture, my mom was the type of person who would go to the laundromat, do two loads of laundry and come home with three new best friends! She was the ultimate, outgoing, communicator. Her advice to me growing up was to always believe in myself. "You can do anything you want to if you just put your mind to it" she would constantly coach. That "brick" provided the confidence to make a decision and move forward. It creates the kind of confidence that can be contagious when tempered with humility. The courage to make a decision requires the confidence that you can control the outcome. Once again, this was one of the many Irish blessings my mom provided across the years, second only to "call your mother".

The third "brick" worth mentioning came while I was an electrical apprentice at Eastman Kodak. I had the pleasure of working with a fine Irishman, "Big Jim Moriarity" from Brooklyn New York. Jim was the person on the crew who got all the worst assignments, the "low man on the totem pole" my mom would have said. He would be given what would seem like the impossible task of running electrical pipe from one end of a building to the other with a million obstacles in the way. The first day we worked together, he asked how I would run the pipe from point A to point B? I looked over what seemed like an impossible task and responded, "I don't think it can be done." Jim immediately

cautioned me in his thick Brooklyn accent, "Don't never say it can't never be done, because someone is going to come along and do it and make ya feel really stupid!" And so I quickly learned from Jim's example not to give up but to rethink things until you find a solution. Jim may have only had a 10th grade education, but he was one of the wisest people I have had the privilege to accept a "brick" from. This "brick" in later years I refer to as "recalculating".

The last "brick" I want to discuss came from the person who taught me the most about business while we worked together for over 20 years, John Badoud. John was one of those incredible managers who inspires people to always perform at their highest level. John always stressed how important it is to try things, to not be afraid to take chances along the way. His comeback was always, "What's the worst that could happen? If it doesn't work, we stop doing it and try something else. We can't grow without trying new things." This "brick" gave me the courage not to fear failure. It taught me to provide others the comfort zone to try new things without a fear of failure. This creates an atmosphere where people will work even harder than normal to avoid disappointing the person who has empowered them. John's only requirement was we maintain open, honest lines of communication and we give all tries our best effort. John's many lessons were profound and frequent, but we'll leave the others for another day.

In conclusion, those four "bricks" have provided me the foundation for the 44 years I have invested in this industry and each has provided a firm base from which to build a career on. I invite each of you to look back at the principles, people and experiences that have had a positive impact on who you are. It is important to take the time to recognize the principles, acknowledge the people and celebrate the experiences that made you who you are. Those are the things that will help you appreciate the importance of having your foundation... "be as thick as a brick."

Until next month, don't forget to tell all those media buyers, "If it's FREE, buy it!" ■

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INDUSTRY CONNECTION OPPORTUNITY RETURNS!

SPRING 2021



VIRTUAL CONFERENCE

Starting April 8th

It seems like an eternity since the industry has had an opportunity to gather together in the exchange of ideas, solutions, product opportunities and good old fashion networking! Looking back, the last time we were able to provide an in-person experience on a national scale was all the way back in April of 2019 in Las Vegas. Guess that was an eternity when you look at all the changes that have taken place since, many of which were pandemic inspired.

Let's take a look at the latest opportunity to be offered to the community publication industry by ACP to help bridge the connection gap until we can finally get together this fall in Des Moines. In order to make this a truly "All-Inclusive, Industry Wide Event", ACP is partnering with Community Papers of Michigan (CPM), Community Papers of New England (CPNE), Mid-Atlantic Community Paper Association (MACPA), Midwest Free Community Papers (MFCP), Pacific Northwest Association of Want Ad Newspapers (PNAWAN), Southeastern Advertising Publishers Association (SAPA) and Wisconsin Community Papers (WCP). These partnerships create the opportunity to build the largest industry wide gathering ever assembled!

HERE ARE JUST A FEW OF THE COMPELLING REASONS FOR INDUSTRY PROFESSIONALS TO REGISTER TO ATTEND:

- **14 Individual Sessions!**
- **Spread over 4 weeks, on Thursdays and Fridays!**
- **9 Different Topical Presentations!**
- **4 Classes from The Leadership Institute (TLI)!**
- **Traditional Idea Exchange!**
- **Something for Everyone!**
- **No Airfares or Hotel Charges Involved!**
- **Utilizing Remo...the live, interactive, virtual event platform!**
- **Completely FREE to members of participating associations!**

The next two pages will provide ample reasons to register now for this unprecedented industry event. Space at each individual session will be limited to a maximum of 500 registrants due to technological limitations. That means register now and plan on being on time for the sessions that you want to attend! To register, look for the link on the home page at www.afcp.org. ■



2021 SPRING VIRTUAL CONFERENCE THURSDAY PROGRAM SCHEDULE

THURSDAY - APRIL 8TH



11:00 AM EDT

TLI 105 - Communicating Through Listening

Put your prospects, customers and employees on a pedestal without saying a word. In this course, you'll discover the power of effective communication through a variety of listening concepts and techniques.



THURSDAY - APRIL 15TH



11:00 AM EDT

TLI 247 - Building and Delivering Effective Sales Scripts

Without an effective sales script, your sales call can end up like a poorly told story. Learn to put together scripts that will engage your listener and keep your sales call on track.



12:00 PM EDT

Circulation Session

The opening presentation will be a case study of transitioning to requestor publication status for potential postage savings. The second part of the program will be an opportunity for circulation professionals to ask questions and share ideas about issues facing their operations.

THURSDAY - APRIL 22ND



11:00 AM EDT

TLI 103 - Answering Today's Sales Objections

No good sale is ever won without a fight! Prepare yourself for sales combat by learning how to uncover, confront and overcome today's common sales objections.



THURSDAY - APRIL 29TH



11:00 AM EDT

TLI 248 - The Soul of the Team

Succeeding in life requires mastering the art of teamwork. Well working teams can accomplish more than individuals working by themselves. Learn the four simple yet highly effective principles that separate the truly great teams from the mediocre ones.



12:00 PM EDT

Affinity Suite Software Session

The solution to getting out from under Adobe subscriptions is here now using the Affinity Suite of products. Learn how Publisher can replace InDesign, Design can replace Illustrator, and Photo can replace Photoshop. It's only \$150 for the whole suite, not per month, but a lifetime. See the products demonstrated by someone who uses them every day.



2021 SPRING VIRTUAL CONFERENCE FRIDAY PROGRAM SCHEDULE

FRIDAY - APRIL 9TH



12:00 PM EDT

8 Things Every Publisher Should Track & Share.

Metrics are an excellent way to monitor the health of your business in all sort of areas. Learn some simple calculations that will help you discover strengths and weaknesses and track performance improvements. Presented by John Thomas Cribb of Cribb, Greene & Cope, the oldest newspaper and publication brokerage in the United States.



1:00 PM EDT

7 Ways to Engage Your Reader.

Competition for your reader's time and attention gets greater all the time. Learn effective, affordable ways to up your reader engagement.

FRIDAY - APRIL 16TH



12:00 PM EDT

6 Ways to Improve Your Publication's Brand.

Your brand is the sum total of your customers' perceptions, notions and experience. It is the face, personality and the values espoused by your business - and everything in between. Some simple tips to move it in the right direction.



1:00 PM EDT

5 Special Sections That Will Work In Any Market.

Special sections offer opportunities for revenue growth and advertiser excitement. Here are some that will work in any size market.

FRIDAY - APRIL 23RD



12:00 PM EDT

4 Print & Digital Package Ideas Your Reps Will Want To Sell.

Combining print advertising and digital advertising can be difficult for your sales team. Here are some tips to increase acceptance and results.



1:00 PM EDT

3 R's of Building Your Sales Team (Recruiting / Rewards / Retention).

Tips on finding and keeping sales professionals that will build your business. Presented by Elaine Buckley, TLI faculty member and seasoned sales leader.

FRIDAY - APRIL 30TH



12:00 PM EDT

2 Approaches to Virtual Events.

Learn how two companies have incorporated virtual events to support their local events during the pandemic. The virtual option can hold on to existing business when in-person options are not available.



1:00 PM EDT

1 Great Idea to Share - Idea Exchange.

The traditional "3-minute" idea exchange holds the key to a variety of business improvement opportunities. From cost savings to revenue growth, you are sure to find something to utilize right away.

SIMPLE CHECKLIST to maximize response for print ads!

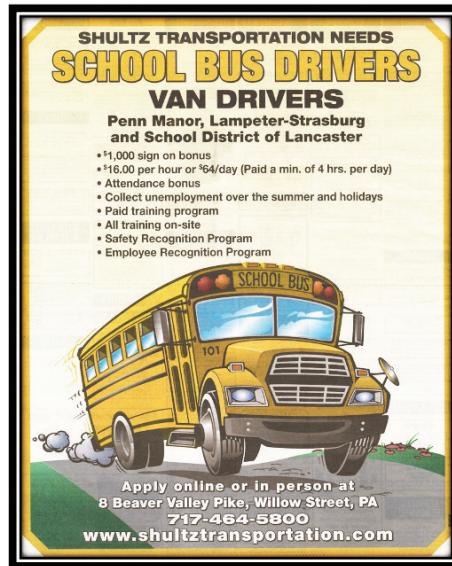
As a sales rep for a community publication, you know that your clients have the potential to triple their return on investment by advertising to attentive consumers within a targeted geography or by interest. However, there is intense competition to catch those readers' eyes, so achieving that success depends on a well-designed advert.

Whether your client is submitting a business card or purchasing a full page, coach them through this checklist of effective design components. Dynamic print ads consider these five factors that are proven to persuade customers to take action:

PINPOINT YOUR AUDIENCE

Small publication advertising allows businesses to cast a wide net for building brand awareness and engaging a new audience. Although they may be linked geographically or by hobby, readers still cover a broad spectrum of demographics. It is the advertiser's job to be intentional about attracting the interest of their targeted buyers, smartly choosing design, color and messaging elements that appeal to this specific audience.

According to one study on the importance of color in marketing, 9 in 10 buyers are motivated by attractive visuals to make purchases and 85% says color influences whether they buy an item. Advertisers need to do their customer research to design impactful creative assets. Key demographics to consider include age, gender, income and special interests. A fishing ad looks silly with frilly florals while a hip neon



“ It is the advertiser's job to be intentional about attracting the interest of their targeted buyers, smartly choosing design, color and messaging elements that appeal to this specific audience.



banner is a shocking choice for an antique store.

Think about what makes your regular customers happy – perhaps a special perk for dropping by again – as well as what might draw new customers into the door. Consider ways to interact with the readers through the advertisement. They can bring in a coupon for a store visit, scan a QR code right from their phone or connect with you directly on social media.

FEATURE A STRONG GRAPHIC ELEMENT

When you first look at an ad, there should be a focal point that immediately draws the eye. It does not have

to be in the center. In fact, it is often more effective if the main image is off-centered or slightly skewed. Consider this playful image of a bus in the Engle Printing ad that feels as if it is about to roll off the page or the stark grayscale image of this

athlete next to the white type in the Appen Media ad.

Although the image should represent your brand, there are not any set rules for choosing a graphic element. It can be computer-designed clip art, a hand-drawn sketch or a vivid photograph. While color can certainly help jazz up a text-only ad, it is best to always include at least one graphic element even if it is only a logo.

When placing the design elements, consider the overall effect as the images relate to the layout size, theme, typography and other design elements. One of the biggest mistakes is to fill the block with as much information as possible. Instead, embrace

the white space with a well-balanced design like this hair salon ad from the All Island Pennysaver.

CHOOSE EVOCATIVE COLOR ELEMENTS

While it is impossible to predict which colors will be featured on the same page as your advertisement, opt for bright colors that don't blend into the background to help it stand out from the competition. Your creativity may tempt you to choose something bold, but colors like yellow, lime green and pink are difficult to read in print. Instead, make good use of complementary and contrasting colors to help the ad pop. Choose a maximum of four colors since too many swirling shades make the ad look busy. BusinessTown reports that four-color ads receive the highest reader response rate, which decreases as fewer colors are used.

There is an entire field of science concerned about how color affects the brain and appeals to emotions, which in turn influences purchasing decisions. According to color theory, green, blue and brown are considered trustworthy colors. These earthy hues feel comforting, so they are typically used by businesses that need to exude calm confidence. However, they are not as effective as optimistic yellow, energetic orange or regal purple at grabbing the eye in a sea of print. Vivid colors like red do catch attention, but it is the color of love and emergencies, so use it sparingly to draw attention to a specific detail.

PLAY WITH APPROPRIATE FONTS

Fonts also communicate moods and evoke feelings, which leave lasting impressions about a brand. The typography, and how it is placed in the advertisement, can draw in customers or confuse a message. To present a professional vibe, specifically avoid using fonts like Comic Sans, Impact and Papyrus. In most contexts, these overused fonts are kitschy and difficult to read. Instead, rely on



hair cut & blow out \$40
complimentary blow out with a single process
GOLDWELL kerisilk control \$200
blow out package \$100 (5 blowouts)
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print-friendly serif fonts like Century Gothic, Futura, Helvetica, Baskerville and Garamond. You have more creative freedom to be playful with headlines, but the tone of the font still needs to match your message.

Legibility is the priority, so ensure that the selected font is easy to read at multiple sizes. Since the market is flooded with a variety of screen sizes and resolutions, that readable 8-point font on the desktop publisher looks like fuzz on a mobile phone. Also, be careful about overpowering important copy with useless visual flairs. Uneven spacing between letters can make the design feel awkward as well. It not only distracts from a beautiful design but also makes the copy difficult to read. Adjust the kerning, the spacing between characters, if letters look squished together or spread too far apart.

WRITE A CONCISE MESSAGE

In general, the bulk of an advertisement should not be text heavy. Since conciseness is the priority, the included content must be impactful. Add a catchy headline at the top or feature a bold, short phrase in the center. You don't want to be dry and boring but avoid using outdated clichés or piggybacking on overused trends.

Short blocks of text and bullets that highlight key points deliver content that is easy to understand at a glance. Reserve long text sections for

informative, technical explanations, and decrease the font size to separate it from the selling features. The tone you want to strike is polite but conversational. Potential customers should feel as if you are speaking directly to them, so use inclusive words like “we” and “you” and “our community.” Finally, clearly provide the contact details customers need to reach the business.

Comparative advertising is a popular technique for conveying a powerful message. While it can position a company as a trustworthy, credible partner, it can also come across as arrogant. Instead of putting down another business, highlight your benefits that others do not provide. This can include unique product features or special discounts for choosing your shop, such as a free estimate or buying bonus.

Flip through a few publications to look for which advertisements catch your eye. Put a star next to each one and quickly move on to the next. Go back and compare the ads, paying attention to the colors, images and balance between the text and white space. You will begin to notice patterns that you can apply to your next advertising campaign. This is also a great exercise to share with clients who need more guidance on designing effective print ads that maximize responses. ■

SOURCES:

The Drum, Study Reveals Advertising with Newspapers Triples Ad Campaign Effectiveness, Jessica Goodfellow, July 13, 2016 <https://www.thedrum.com/news/2016/07/13/study-reveals-advertising-newspapers-triples-ad-campaign-effectiveness>

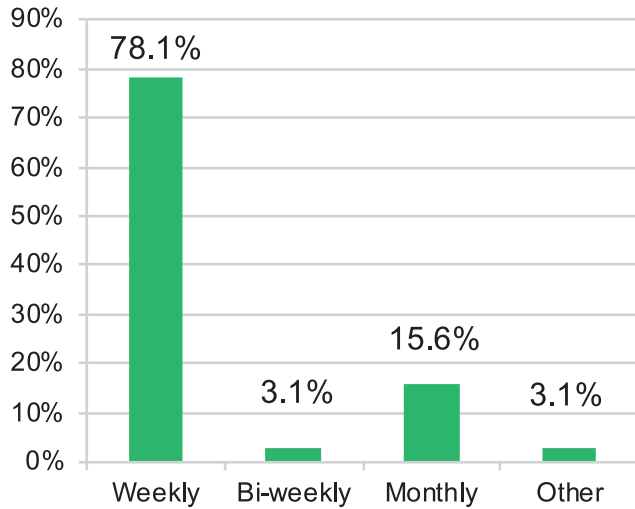
The Importance of Colour in Marketing, Ciprian Nicolae Popa et al., January 2013, https://www.researchgate.net/publication/318653465_CONSIDERATIONS_REGARDING_USE_AND_ROLE_OF_COLOUR_IN_MARKETING

BusinessTown, The Secrets to Effective Newspaper Advertising, <https://businessstown.com/articles/the-secrets-to-effective-newspaper-advertising/>

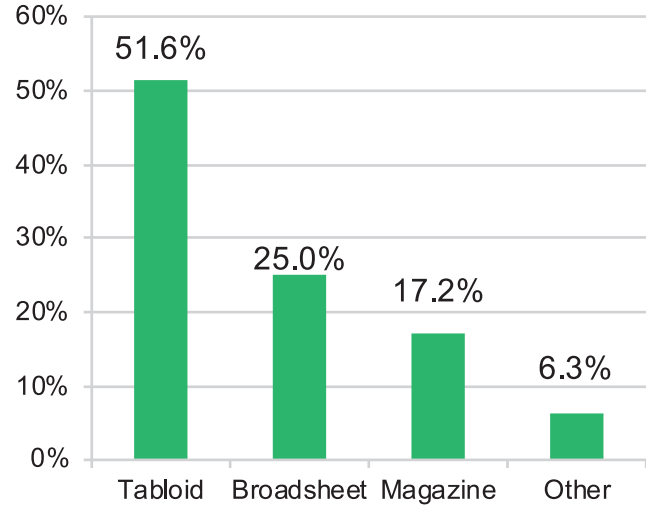
THE SURVEY SAYS...



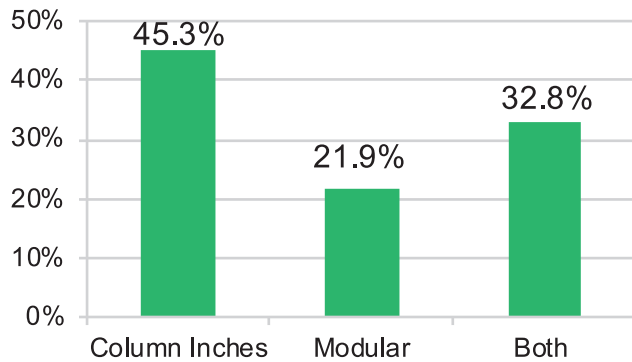
What frequency do you publish your core product?



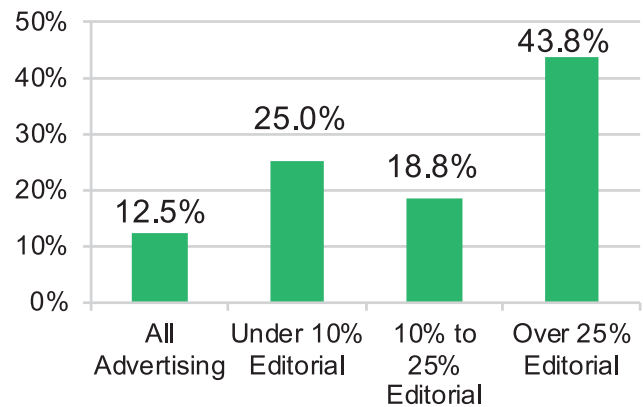
What format is your core publication?



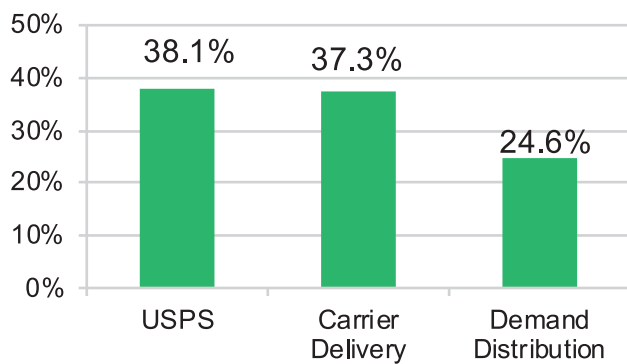
How do you sell your display advertising in your core product?



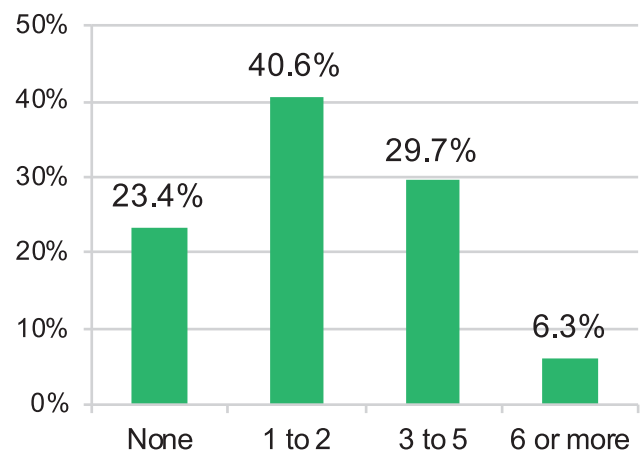
What percentage of your content is editorial?



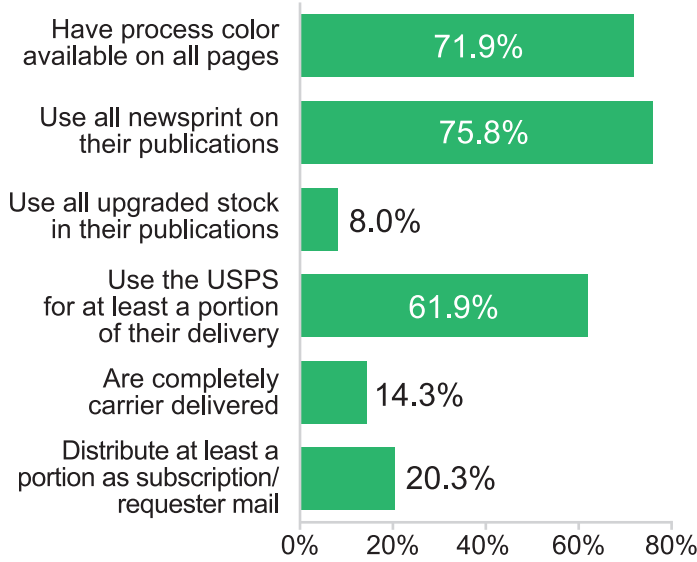
What is the predominant delivery method for your core product?



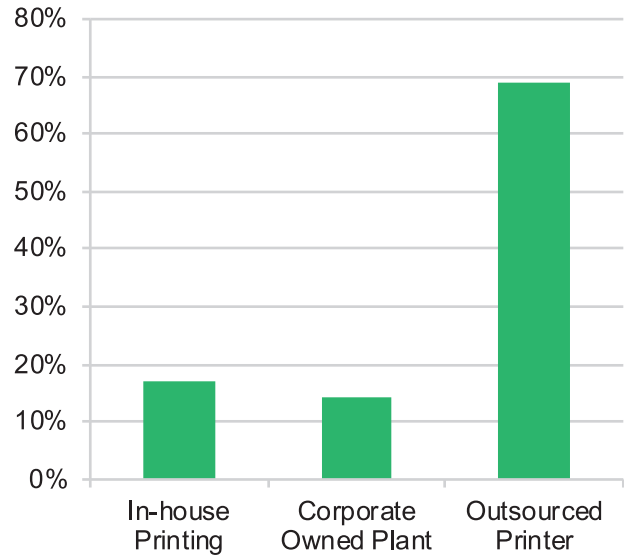
What is your typical insert quantity?



Intersting Survey Notes:

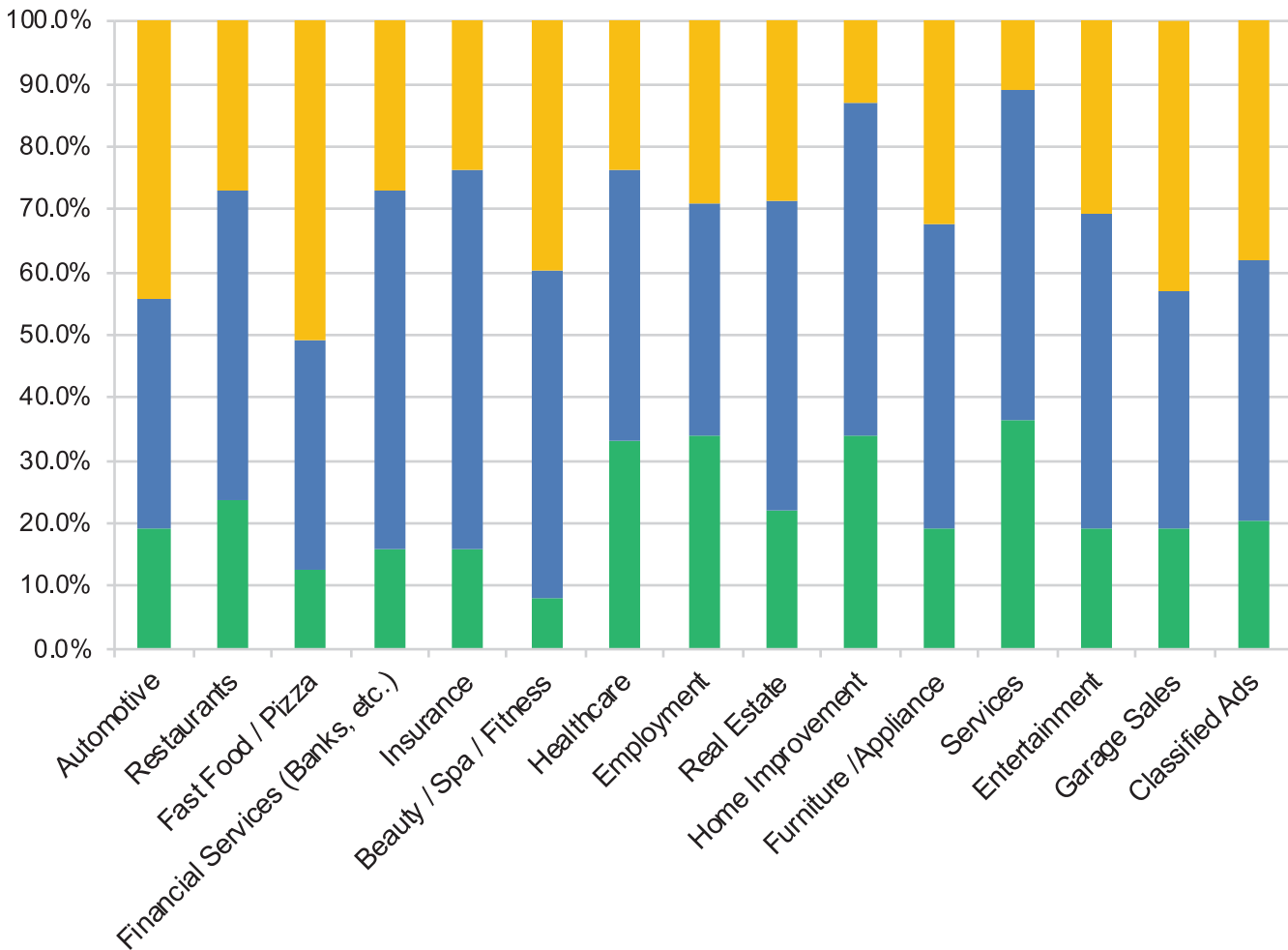


Who prints your core publication?



How strong is your core publication in attracting the following advertising categories?

Very Strong Average Not Very Strong



We're in the cloud!

- For Mac and PC users.
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*According to Carol Toomey



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Chad Swannie

Phone: 713-320-3021 • Email: chad_swannie@preferredms.com

Did You Know?

81% of community paper readers **DO NOT** subscribe to daily newspapers!

Circulation Verification Council (CVC)

INDUSTRY ASSOCIATIONS

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ACP

Association of Community Publishers
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Loren Colburn / Douglas Fry / Cassey Recore

CANADA

Blain Fowler
c/o the Camrose Booster
4925 48th Street, Camrose, AB, Canada T4V1L7
780-672-3142
cbads@cable-lynx.net

NAMPA

North American Mature Publishers Association, Inc.
P.O. Box 19510, Shreveport, LA 71149-0510
877-466-2672
maturepublishers.com

REGIONAL

CPNE

Community Papers of New England
403 U.S. Rte. 302 – Berlin, Barre, VT 05641
802-479-2582
www.communitypapersne.com

MACPA

Mid-Atlantic Community Papers Association
P.O. Box 408, Hamburg, PA 19526
507-388-6584
www.macpa.net

MFCP

Midwest Free Community Papers
P.O. Box 4098, Mankato, MN 56002
507-388-6584
www.mfcp.org

PNAWAN

Pacific Northwest Association of Want Ad Newspapers
c/o Exchange Publishing
5111 E. Trent Ave., Spokane, WA 99212
800-326-2223
www.PNAWAN.org

SAPA

Southeastern Advertising Publishers Association
P.O. Box 456, Columbia, TN 38402
931-223-5708
www.sapatoday.com

STATE

CPM

Community Papers of Michigan
5198 Windsor Highway, Pottersville, MI 48876
800-783-0267
mifreeads.com

FCPNY

Free Community Papers of New York
621 Columbia Street Ext. – Suite 100, Cohoes, NY 12047
518-250-4194
www.fcpsy.com

FMA

Florida Media Association
P.O. Box 773840, Ocala, FL 34477-3840
352-237-3409
FloridamediaAssociation.org

WCP

Wisconsin Community Papers
P.O. Box 1256, Fond du Lac, WI 54936-1256
800-727-8745
wisad.com

FLORIDA'S EAST COAST



commercials, in-house designers can create YouTube channels and any genre of digital platform a client may need. "We evolved from a traditional hyperlocal, editorial-based community newspaper to a community multimedia agency. We can do whatever an ad agency can do."

As might be expected, some employees were on board with the multimedia changes while others took some convincing. "As humans, we are not inherently comfortable with change. We are creatures of habit," said Farris. But as a child, his grandfather constantly challenged him to be uncomfortable by doing something he had never done before. Consequently, Farris now finds that he is motivated by change and has been working to embed that philosophy into the company itself.

"When my sales team in Daytona meets each week, everyone has their own seat. Occasionally I go in early and sit in one of their seats, forcing them to sit in another chair because it creates a different view and forces change. I challenge all my employees to make themselves uncomfortable because if you are uncomfortable, you are changing, evolving, doing something out of the normal. It has created a lot of idea sessions. Editorial now goes to the sales department with suggestions and vice versa. People thinking about other departments has helped us to evolve.

"We are now branding as a daily news outlet with a weekly printed product," he said. By creating this new multimedia culture selling print and digital packages, Farris has set a goal to have digital products represent at least 30% of Hometown's revenue stream by the end of the year, up from its current 10%.

To its initial office in Ft. Pierce, the company has added the Brevard County office and publications (2004) and the Volusia County office and publications (2006) along with stand-alone websites for each office location. Fifteen publications cover five counties on Florida's East Coast - Volusia, Brevard, Indian River, St. Lucie, and Martin - with free weekly, subscriber-based publications delivered by 56 independent contractor carriers to its 154,000 circulation.

Like most other businesses, Hometown News Media Group was impacted by COVID-19, gradually downsizing to its current level of 50 employees.

"Crisis is a catalyst for change, and we have and will continue to change as the world does. We figured out how to do more with less thanks to modern technology," said Farris. ■

Established as a 70,000-circulation weekly community newspaper in 2002, Hometown News in Ft. Pierce, Florida has evolved into a full-fledged media company offering a comprehensive array of digital products.

"The world we live in today has forced a change in all media outlets," said President Farris Robinson, "but changing a culture is no small feat. Bringing digital into the print world is like inviting the enemy to bed because it has been a competitor for so many years. The irony is that when the Internet started to come to life, they used newspapers to promote it. Basically, we have made a complete circle and now we are all in bed together doing the same thing. Even the largest retailer on the planet that does not manufacture anything, Amazon, is now publishing a printed catalog - a modern version of the Sears catalog when we were kids."

Now known as Hometown News Media Group, the company offers a host of digital products including building and selling websites, SEO, and retargeting. Hometown's latest venture is creating and selling digital video commercials.

"Any mom-and-pop store can now afford to have a commercial on digital TV," said Farris. "We started selling digital TV commercials about eight months ago for people who have cut cable and just do streaming." In addition to digital video

CAN A WHITE LABEL WEBSITE RESELLER PROGRAM WORK?

BY RENÉE K. GADOUA

A few years ago Cindy Seaver was studying coding in hopes that the Community Shoppers Guide in Otsego, Michigan, could create websites for its customers. Seaver soon acknowledged that her strength rests in graphic design, not the technical side of the digital world, and dropped the class.

“In coding, if you have one period out of place, nothing works,” she said. “It was very frustrating for me. I want to create and let someone else handle that stuff.”

Customers were asking for digital help, and it made sense for Community Shoppers Guide, which distributes 15,000 papers weekly, to add website creation to their services. “I really wanted to offer it,” she said. “I was doing research about how I could do this without killing myself.”

SiteSwan’s white label website reseller program seemed like “the perfect answer to what we wanted to do,” she said.

SiteSwan allows resellers to build attractive, search optimized, fully-responsive websites for customers. Resellers need no coding or technical skills, and they sell websites under their own brand. The program lets publishers create and strengthen customer relationships, expand their digital offerings, and earn passive income as advertising revenue stalls.

Seaver has created about 30 websites in three years. “It’s working out really well for us,” she said.

Selling websites was a natural progression for the publication, which boasts “Our Business Is Helping Your Business!” on its homepage.

“We deal with small businesses,” Seaver said. “We’re a business-to-business operation. We do ads for them. They know us and they trust us. It’s local people helping local people.”



Exchange Media Group in Fayetteville, Tennessee, started selling websites about 10 years ago, also in response to customer requests. “We’re in the marketing business, so they would ask us digital questions, and so we just kind of evolved,” said Will Thomas, publisher.

Most business owners know they need a website but, “a lot of people don’t want to touch it,” he said. Others are unhappy with their sites “but they won’t do it themselves. It’s just one more thing they have to do.”

Many potential website customers have limited budgets, limited skills and time, and want simple sites.

“SiteSwan gives us the ability to build those types of sites,” said Thomas, who signed on to the service about eight years ago. “It’s easy for the customer. They don’t have to worry about a lot of this. And you don’t need to do the tech stuff, either. You’re just kind of matching folks up.”

The reseller arrangement fits well with the typical sales rep’s expertise and personality.

“When you’re dealing with us, from a customer standpoint, you’re dealing with people that are social type people, you’re not dealing with programmers or designers who are innately not as social,” Thomas said. “Most of our customers are really happy with our service.”

The program also simplifies the design process, which is especially valuable for mom and pop businesses with no brand guidelines and limited knowledge of marketing and graphics. They’re far less than concerned about the mood a particular shade of green evokes or a font’s personality.

“We ask them, ‘What your main products and services? What’s your ideal client look like? Who buys the products? What colors do you like?’” Thomas said.

Small businesses can get a simple site for \$1,000 or less, plus a monthly subscription fee. A basic five-page site can be built in two weeks or less.

“Traditional website programmers will charge a lot up front and just a little bit ongoing,” Thomas noted. “The reason we charge a little bit

more ongoing so we can provide you a great customer service. And you don't get any surprise bills from us."

Monthly subscription fees include updates to software and sites. "We're licensing that software," Thomas said. "It's on them to keep all the behind-the-scenes technology updated. All we have to do is manage the relationship with the client to make sure the client's products and services are updated on their site."

Exchange Media prides itself on completing website projects quickly. "They don't know the reason we are able to do that is because of the software we're using," Thomas said. "They think it's us, and it is us, but it's the tools we're using that enable us to efficiently and quickly make edits and update their website."

Exchange Media markets the service with a simple philosophy.

"It's another storefront," Thomas said. "It's another place that people are gonna go look to know what brands and products you carry. It's part of the customer journey today to have met a business before I do business with them. They're most likely going to check your social media out and your website out."

Exchange Media publishes 13 community magazines, five weekly shoppers and a monthly agriculture magazine. Thomas has seen steady growth in website sales; the company now handles 277 sites.

Their success led the legacy print publishing company to create a separate digital agency. That agency, allySites, offers SEO, online reviews management, video production, Facebook marketing, Google Ads and YouTube marketing and email marketing. They also operate the area's leading online classified marketplace.

Delta Publications in northern Wisconsin, one of SiteSwan's first resellers in 2011, also created a separate company for digital services after successful website sales made up for eroding print revenue and ad sales. The company publishes a paid weekly newspaper, a direct-mailed regional shopping guide and a quarterly women's magazine.

In addition to SiteSwan websites, Delta Digital Strategies offers SEO, SEM and PPC, targeted display and

social media management. It also offers geofencing, which is location-based mobile advertising technology.

Revenues at the digital company far outpace print advertising declines at their shopper, and foster print ad growth in their newspaper. Digital revenue accounts for about 20% of all Delta revenue, and is delivering margins over 40%.

Delta publishers Joe and Mike Mathes cite related benefits: increased advertiser loyalty and new revenue in other digital marketing services.

Exchange Media has experienced similar success. Digital last year accounted for over 25% of the company's revenue. Of that, websites account for 20%, Thomas said.

"I think we can sell hundreds of sites a month," he said.

Community Shoppers Guide sees growth potential, too. "We're still getting calls from churches and nonprofits and new businesses," Seaver said. "There's still a lot to tap into."

Many customers came to her because they met the same frustration she experience in coding class. "They were having a hard time knowing how to make it look good," she said. "It's easy to know I want a

website presence, but what do I want to say on this space online?"

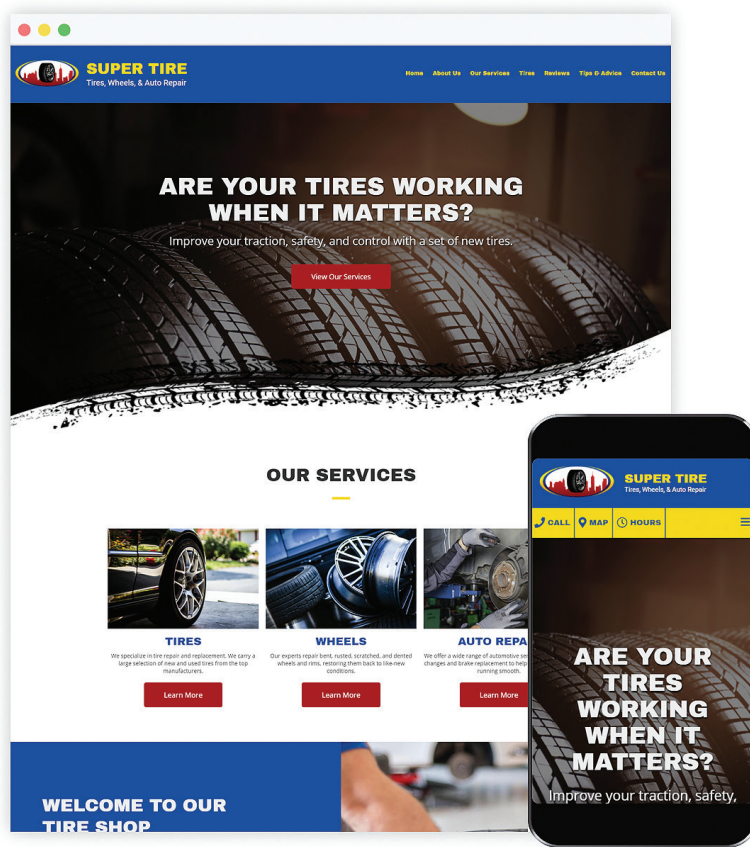
Her limited coding knowledge does help since "I know a little about how it works," she said.

While many customers know they need websites, they find their current arrangement complicated. "A lot have come to us because they don't have control over their website," Seaver said. "If they want to make a change to a menu or something, they don't know how to change it."

Simplicity is key to the program's success. "I teach them and they can go in and change it," she said. "They can redesign it. They can add pictures. They can change their menu. If they don't want to do anything, they can leave it alone."

It's simple for advertising and graphics experts, too. "We're used to using their information to create ads. We can take your whole page and make it work so people will know what you want to convey. They won't have to worry about putting a period in the wrong place. Neither do I." ■

Renée K. Gadoua is a freelance writer and editor based in Central New York and a journalism instructor at Ca-zenovia College. Follow her on Twitter @ReneeKGadoua.



PDI PLASTICS IN FIVE MINUTES

The idea of PDI Plastics came about in the early 1980's while Frank Cannon, Sr. was living and working in Columbus, Ohio. Frank had moved he and his family from Chicago to Columbus about a decade earlier and noticed an opportunity to fill a void in the Publishing Circulation Industry at the neighborhood, local, state, and national levels. Frank was prepared for the job since he was already an expert in the field of plastics and busy producing, printing, and converting thin polyethylene films into the sheets, bags, and tubes necessary to fill client requests. Frank opened the doors of PDI Plastics in 1984 with his son and go-to man, Frank Cannon Jr, along with several well-known circulation industry salesmen. PDI Plastics hit the ground running and was already producing at capacity filling orders for clients eager to try alternatives to the existing suppliers.

During the 90's PDI Plastic's growth would increase without hesitation. All areas of the network grew to support the sales generated by what was becoming the most talented sales staff in the industry. PDI Plastics made it a policy to be a present and active participant at most State and Regional Circulation Manager Association meetings. Many of the friendships that developed over the years between the Sales Team of PDI and the fine men and women of the circulation industry are strong to this day.

PDI was led by the salesman Frank Sr. whose favorite activity was visiting with clients. Frank's pleasant smile and demeanor immediately connected with clients and competitors alike. Every client was the most important client to Frank and each was treated as such. The small, single office location of the 1980's expanded with additional office, warehouse and production



space plus the personnel to staff it. A variety of product changes made possible by emerging technology highlighted the importance of competent and creative factory personnel and PDI Plastics worked with the best in the business. PDI's team of research professionals provided expert advice and results during this period. PDI Plastics contributed to creating several industry standards still popular today including heat sealed plastic headers, the PolySteel resin blend, and the development of a smaller lip above the perf to reduce waste.

“Most recently PDI Plastics has added a new operation – PDI Circulation Supplies – offering clients a wider variety of circulation.

Hard work and persistent effort moving from the 90's into the 2000's produced many new circulation clients as PDI Plastics had solidified itself as a force in the circulation industry. Frank's entire family was working at PDI now and the sales team and the inside staff were growing and business was good. Early in the 2000's Frank Sr. seamlessly handed the reigns of PDI Plastics to Frank Jr. who quickly showed his ability in skillfully guiding the company. This was a challenging period for many reasons. One challenge came in the form of the World Wide Web which we were hearing about for the first time. What was little more than a curiosity to many would become a serious challenge to everyone. Fortunately, PDI had built a solid founda-

tion and was ready for this challenge. By now PDI Plastics was producing throughout SE Asia and had regional warehouses in seven states across the US. These numbers would grow to include production locations in the US, Canada, Europe and India and warehouses in 17 US locations plus 2 in Canada. Truly a global operation.

By 2010 the impact of the internet was becoming evident for anyone associated with the publishing and circulation industries. Among the many impacts of the web was that newspapers began shrinking in size and weight which meant circulation required smaller and thinner delivery bags. The race to efficiently produce these products was in full gear now. Again, more advanced resin and production equipment was required to compete for circulation business. And again, PDI Plastics proved its commitment to circulation clients by investing in the technology and education to fill the need. By 2015 we had all witnessed consolidation in publishing facilities, circulation teams, and satellite industries such as suppliers of circulation products including polyethylene newspaper bags.

Most recently PDI Plastics has added a new operation – PDI Circulation Supplies – offering clients a wider variety of circulation tools such as bands, hot dots, signage, carrier bags and more. Please call if you have need for these products!

If you are interested in learning more about PDI Plastics' operations or capabilities please contact your PDI sales representative. He or she is more than happy to speak with interested Publishers, Circulation Managers or Purchasing personnel

Thank you for the opportunity to present this short summary of PDI Plastics and enjoy the April Issue of Publish Magazine!

PDI Plastics

A STEP FORWARD TOGETHER



MANUEL KARAM
ACP BOARD
OF DIRECTORS

“Our task won’t be easy- the digital “revolution” has only gained steam.

This will kill that. The book will kill the edifice.” These lines are taken from Victor Hugo’s masterpiece, *The Hunchback of Notre Dame* (1831). Hugo of course was referring to the power of the printing press and how it might destroy centuries of human expression via architecture. Prior to the ubiquity of the press, Europeans (especially because so few could read) transmitted ideas through what was built into stone structures. It’s what makes visiting Europe so cool- towns and cities were created with a different purpose than the functional settings we find ourselves in today. Once the printing press was introduced, more and more people learned to use and understand the written word because it was faster, cheaper, and easier to spread information. Learning on a grand scale became possible, and the world required the services of fewer stone masons.

From a thousand feet up and in our own times, it’s tempting to replace “book” and “edifice” with “internet” and “print”. Our competitors certainly have been saying that for the last decade or longer. But are there no architects or masons today? Of course there are, and print publications will last as well. But change is certainly afoot and it’s our job as an industry and as a unified national organization to help members navigate through it all.

Our task won’t be easy- the digital “revolution” has only gained steam (will we be able to find goods anywhere besides on Amazon.com soon?). Even our conference will have to be a “roll up the sleeves” digital affair until things are safe again. On the other hand, digital is not the end-all-be-all. Consumer demand for out-of-home experiences is getting ready to explode (I might rather go hungry than eat take-out at my kitchen table again).

With the Covid Winter hopefully in our rearview, our focus must be to reconnect local readers with community businesses, events, and experiences as we’ve always done. But there are things every one of us can do to evolve and compete in new sustainable ways. If we do it right, we can reposition our companies for growth and rebirth. The future is here, and our digital conference will be one step in helping us move there together. ■

***Despite the ominous tone of the quote at the beginning of this article, Hugo had good intentions. His novel is often credited with saving the Notre Dame Cathedral from revolutionaries who wanted to dismantle it and turn its stones into a bridge.*

The Leadership Institute is a structured, industry specific sales and management training program sponsored by the Association of Community Publishers.



OVER THE LAST
14 YEARS

2,344
INDUSTRY PROFESSIONALS
HAVE PARTICIPATED

15,210
CLASS CREDITS HAVE BEEN
AWARDED

132
CERTIFIED ADVERTISING
EXECUTIVE CERTIFICATIONS
AWARDED BY ACP

103
DIFFERENT CLASS
CURRICULUMS PRESENTED

CONNECTIONS

BY JIM BUSCH

“ Networking is not about just connecting people. It’s about connecting people with people, people with ideas, and people with opportunities.”

—Michele Jennae

Some of my best memories are hanging on a hook in my wife’s pantry. That’s where we store the bags we use when we go to the farmer’s market or the library. Most of them came from the industry conferences I have attended over the last fifteen years. A couple of months ago when my wife and I were trying to remember when we had gone to Denver, we consulted our bag collection for the answer. These bags came home packed with all kinds of “swag”, tiny gifts from the association and the various vendors at the trade show. I collected all sorts of useful items like thumb drives, pens, stress balls and post-it notes. The most valuable thing I brought home from all of these conferences wouldn’t fit in my bag, in fact they just about filled up my head with new ideas and sales tips and tricks. Attending conferences is a lot of fun but the main reason for attending is to get better at what we do, either as a manager, a sales person or as part of the creative staff. Every conference agenda includes a line-up of informative and engaging speakers plus a wide selection of classes. I have yet to talk to one person who attended one of these conferences who hasn’t walked away feeling that it was well worth the investment of time and energy to attend.

I and all of the TLI team are proud of the training offered by The Leadership Institute but we know we are not the most valuable source of information at the conferences. The best information comes over a meal, during a break or over drinks in the evening. This is when we network with our peers and learn how they handle problems and capitalize on opportunities. When you want to know how to do something, it is always wise to talk to the person who has done it. We may not be able to wander the trade show and fill our bags with give-away items but we can still fill our heads with terrific ideas by participating in the virtual events held by the ACP. Now, more than ever, we need to network to connect with people, ideas and opportunities to survive and thrive. ■

AN ALTERNATIVE TO SPEC ADS



BY JOHN FOUST
RALEIGH, NC

Gus is an advertiser who has dealt with ad representatives from a variety of media firms. “One thing that a lot of them have in common is that they like to present new ad ideas in the beginning,” he said. “It’s nice that they make the effort to create spec ads, but most of those ideas are way off target. When I point out the reasons why certain ads are not right for me, they seem to lose enthusiasm.

“On the other hand” he said, “one person really stood out from the crowd. Instead of focusing on a spec idea, he put a couple of my recent ads on the table and built his presenta-

tion around that. It was a good way to learn about my business and my advertising objectives. He wasn’t judgmental, and he didn’t have a know-it-all attitude. Instead of

trying to talk me into buying an idea, he simply helped me see some things that could be done differently. Needless to say, I placed a lot of advertising in his paper.”

That is an interesting alternative, isn’t it? Instead of presenting spec ads which haven’t run yet, why not focus on ads which have already appeared? It can be an effective way to gain information. And as we all know, knowledge is power.

If you try this technique, here are some open-ended questions you can ask:

1. WHO WERE YOU TRYING TO REACH IN THIS AD? This can lead to a discussion about target audiences and buying styles. Does the ad focus on a specific audience, or does it try to appeal to everyone?

2. WHAT WAS YOUR MAIN MESSAGE? This question can help you understand the advertiser’s products and services – and the relevant features and benefits. Does the objective match the message?

““ Yes, sometimes current ads can create better conversations – and more sales – than spec ads.

3. WHAT WAS THE THOUGHT PROCESS IN CHOOSING THIS PARTICULAR PICTURE? Is it a stock photograph of a generic group of people? A cutaway diagram of a new product? A photo of the founder of the company? The answer can reveal where the advertiser turns for new ideas.

4. I NOTICE THIS AD FEATURES A SALE. WHAT KIND OF RESULTS DID YOU GET? This opens the door to a discussion about expectations. Along the way, you can ask how they decided to feature that particular deal. Was it based on market research or a hunch?

5. WHAT KINDS OF SPECIAL OFFERS HAVE YOU MADE IN OTHER ADS? Sometimes the best way to develop a new strategy is to analyze old strategies. For example, have they relied on

sales? Do they use coupons? Are the offers seasonal or year round?

6. HOW LONG YOU HAVE RUN THIS PARTICULAR CAMPAIGN? This can reveal the advertiser’s willingness to explore change.

7. WHAT KIND OF HELP DID YOU HAVE WITH THIS AD? This is a good way to hear about the advertiser’s influencers. You may learn that a different decision maker should be included in future meetings.

Yes, sometimes current ads can create better conversations – and more sales – than spec ads. ■

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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



BY BOB BERTING,
BERTING
COMMUNICATIONS

In today's newspaper advertising world, change is the biggest challenge for advertising sales staffs. A major challenge is that traditional salespeople are not comfortable with the transition of selling digital products. The answer is to train salespeople to be educators and product experts so that they are comfortable asking their prospects and customers to buy their print and digital website packages--- as well as social media and video. This is not selling one time ads but taking step-by-step procedures to grow advertisers every week in print and online.

However, in spite of all the attention that is given to these print/digital packages, there is still the burning question of how advertising salespeople are perceived by their customers. The way to build a successful and prosperous sales team is to recognize the difference between being perceived as order takers or professional advertising counselors who are respected, believed and trusted.

LET'S LOOK AT THE ORDER TAKER

- They could be working long hours because most of their calls are based on selling one time ads and trying to get the customer to give them copy.
- They have to re-invent themselves on every sales call and sell the

A SALES TEAM TO BE RECKONED WITH

customer on why they should buy from them.

- They don't have goals to sell cold contracts every week for long range packages or programs.
- They keep going back to prospects until they're burnt out going back to them. Their lack of closing is the excuse they are "building relationships" with people.
- The deadliest trap is predictability, the usual trait of the order taker. The end result is lost business for the publication, because order takers may lose out to other competitive media salespeople.

“ The salesperson has to be a trusted advisor, not an interviewer who pursues progressive questioning tactics.

THE PROFESSIONAL ADVERTISING COUNSELOR SALES TEAM

This team wants to have the right relationship to openly talk to their customers about their image, how they make money, and where they would like to be in their quest to be successful. The team also recognizes that the likeability factor is important because many times customers will stop working with salespeople, simply because they don't like their personality. So in dealing with their customers, they must be cordial, upbeat, friendly, and above all, be always helpful, even in stressful situations

THE TRAITS OF THE PROFESSIONAL ADVERTISING COUNSELOR

- They have a weekly goal to sell at least one cold contract, and in

some cases, one year program contracts. They have a marketing plan which will give specific benefits for one year programs.

- They are constantly planning with their accounts. They sell ideas in chunks, bring layout ideas for extended periods, getting them approved.
- The budget is a primary tool of the professional advertising counselor. As much as possible, they have a budget for every account. Their accounts feel comfortable discussing their budget because they trust and believe in the counselor.

- They know it is extremely important to tap the customer's ego and to incorporate this ego in personalized ad campaigns.

- The professional advertising counselor truly cares about his or her customers. They know layout design, can write excellent copy, know type faces—and can convey these attributes to their customers.

BUILDING THE SALES TEAM

The team members need to be thoroughly aware of all the benefits of not only the print product but the growing benefits of the publication's online program, which can include the power of video..... and social media. However to build the sales team there are 3 requirements for the team members to be successful:

1. To be believed and trusted. In the customer's eyes, the salesperson has to get things right, time after time. The salesperson has to be a trusted advisor, not an interviewer who pursues progressive questioning tactics.

Continued on page 28

2021

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Association of Community Publishers (ACP) is partnering with Community Papers of Michigan (CPM), Community Papers of New England (CPNE), Mid-Atlantic Community Paper Association (MACPA), Midwest Free Community Papers (MFCP), Pacific Northwest Association of Want Ad Newspapers (PNAWAN), Southeastern Advertising Publishers Association (SAPA) and Wisconsin Community Papers (WCP) on this Joint Virtual Conference Program. Offering a classic mix of TLI classes, topical presentations and ideas to share delivered right to your office. Look for more details on pages 11-13.

SEPTEMBER 17-18, 2021

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For more information as it becomes available,
contact Loren Colburn email: loren@communitypublishers.com
or Lee Borkowski email: director@mfcf.org

SEPTEMBER 30 – OCTOBER 2, 2021

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Annual Convention and Trade Show
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Go to www.nnaweb.org/convention
for more details.

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North American Mature Publishers Association (NAMPA)

National Convention, Sheraton San Diego
Hotel and Marina, San Diego, CA.
For more information contact
Gary Calligas at 877-466-2672 or
email: gary@maturepublishers.com

Continued from page 26

2. Know competitive media. How can a long range program be sold to a prospect that doesn't think their publication will be a key player in their media mix? Every advertising salesperson on the team should know all the advantages and disadvantages of all competing media—and be able to show decisively why their publication should be the major player in a media mix.

3. Sell long range programs with great marketing plans. This is critical if the advertising salesperson on the team is to understand how multimedia packages can benefit advertisers and give benefits to motivate them to commit to a long range program.

THE ROLE OF THE SALES MANAGER

Sales managers who want to build a strong sales team need to follow the following guidelines:

1. Set goals for productive output.

- 2.** Make sure all company policies are recorded and memos distributed quickly.
- 3.** Give immediate feedback on job performance.
- 4.** Keep in touch with the sales team. Hold sales meetings weekly.
- 5.** Reward salespeople with sales achievement contests.
- 6.** Show that they are willing to go anywhere to see anyone with salespeople.

The bottom line slogan is “you can't push a string—you have to pull it”

FINAL WORD ABOUT CREATIVITY

In most cases, you can't rush the process of creativity. You may need several meetings to go over concepts, to thoroughly understand the advertiser's needs, and to hit the right ego buttons. Patience should be a big virtue of the successful advertising sales team—and the payoff will be greater trust and belief that the team is truly the major player in their advertising media mix. ■

Bob is the author of four best-selling e-books for the newspaper industry: “Dynamic Sales and Image Power”, “Advanced Selling Skills For The Advertising Sales Pro”, “Power Selling Tools For The Advertising Sales Consultant”, and his newest e-book, “Smart Customer Connections For Advertising Salespeople. You can order Bob's books on his website: www.bobberting.com. Read Bob's books and discover how his vast experience and know-how can help you achieve much more business for you and your publication. You'll greatly benefit from the wisdom of one of America's top advertising sales experts. Bob is a professional speaker, advertising sales trainer, publisher, marketing consultant, and leading columnist in many national and regional newspaper trade association publications. He is the president of Berting Communications and can be reached at bob@bobberting.com or 317-849-5408.

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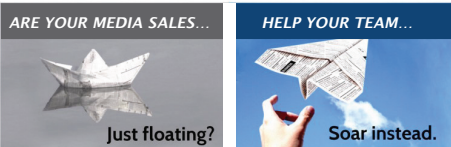
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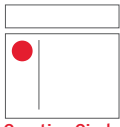
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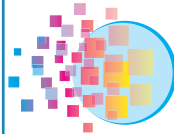


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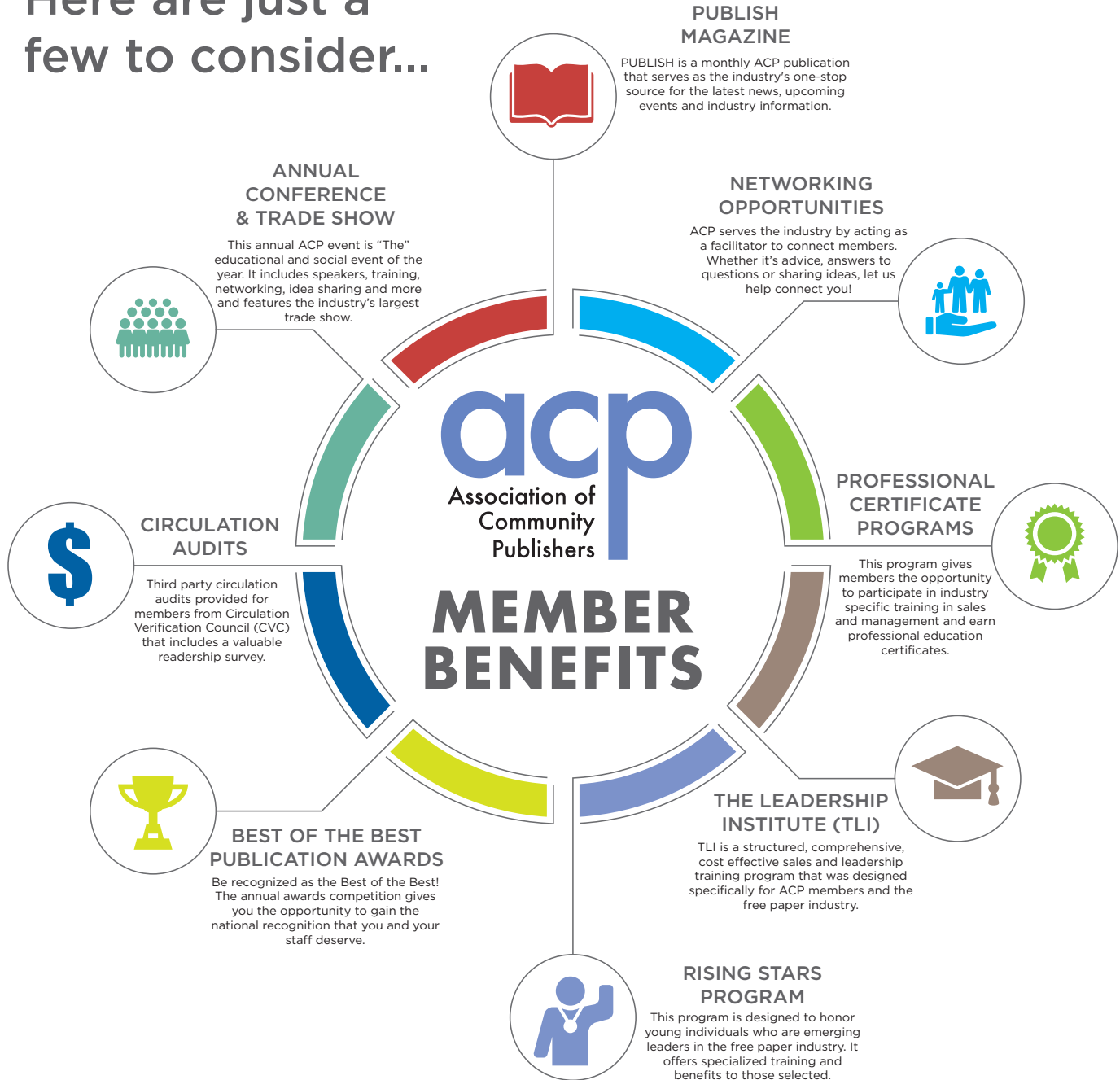
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