

INFORMER

August 2021

Inside

Helping Advertisers

Prepare for the Buying Bump

-Ryan Dohrn

The Art of Failure When Selling

-Michael Angelo Caruso

Ad-Libs – It pays to Pay Attention

-John Foust

Preparing for Problems

-Kevin Slimp



**Community
Papers of
Michigan**



Ryan Dohrn

President/Founder,
Brain Swell Media LLC

All research points to a buying bump that is set to occur. We see citizens getting back to some level of normalcy. Many buying habits will soon come back into play. Yet, our advertisers are still throwing us the same COVID based objections. Do they not want to get back to business? Why is it so hard for them to grasp that advertising starts the process to get customers back in the door? I would suggest to you that business owners are suffering a sort of PTSD that comes from the massive shock to their business that the COVID pandemic dealt them over the last 12-months. So, how do we help them? The first step is to understand them.

As a media sales rep myself, I have the chance to speak to advertisers daily. I also have the unique opportunity to coach media sales reps around the globe. Sarah in Singapore, Peter and his team in Australia, John and his colleagues up in Toronto, and of course my teams here in the United States. They all report a distinct change over the last 12-months in their advertisers. For the last three years, each Friday I ask a group of my coaching clients to answer this multiple-choice question. What type of advertiser attitudes did you come across last week? Advertisers making ego driven advertising decisions? Advertisers making logical based ad buying decisions? Or, Advertisers making decisions based on emotion and how they feel at the moment? 5% of media sales

Helping Advertisers Prepare for the Buying Bump

10 Ideas to Update Your Media Sales Game

reps reported that they met with ego-driven individuals last week, and this did not change much between 2019, 2020, and 2021. Interestingly enough, and sorry to all of the agency media buyers out there, reps reported that many clients in this 5% were agency buyers. Now, let's look at the percentage of logical buyers. Down 9% from 2020, logical buyers represented 21% of the buyers that your fellow media sales warriors met with last week. These logical buyers typically want nothing but the facts, just the numbers. Next, and what's really interesting, is the number of emotional buyers—up 9% last week and reported at 74%! You read that right. Seventy-four percent of the media sales warriors I'm regularly coaching are telling me that the buyers they're meeting with right now are highly emotional. This doesn't mean that they don't use any logic in the process of making decisions, but they're showing us that they're very emotional in the way that they're buying. It's a lot about how they feel, regardless of the facts that are being presented to them. With this knowledge in hand, we have to change how we sell media. If we keep selling traditional media in traditional ways, we will keep getting traditional results.

Here are 10 thoughts on changing your media sales approach to increase your close rate as you sell in a post-pandemic media sales world.

1. Emotional buyers do not respond well to data and stats. You will find your best success in selling with advertiser success stories or case studies. Talk up-front about

the three advertisers that you love the most and the results they are seeing.

2. Do NOT ask the standard questions you have been asking for years. Why ask what their budget is and reinforce the fact that they have no money to spend? Instead, talk ethically about your other advertisers that are seeing results. Paint them a picture of potential. A better question to ask would be "tell me about a local business you feel does a good job of marketing?" Then, talk about what marketing success could look like.

3. Do not try to win the traditional vs digital argument. Instead talk about multi-media. Speak to five or six things that other business owners are doing to win. Traditional and digital. Digital is really kind of the bare minimum, actually. We've got to raise the bar or set the bar with our advertisers and prospects, and that's one of the things I want you to seriously consider. As ad sales pros, we've got to control the narrative. Digital only advertisers limit themselves and their total ROI.

4. Talk about minimums required for ROI success. There is a reality to marketing. There is a dollar value attached to that reality. Show the reality. It might sound something like this. "If you're going to be competitive, there's a certain minimum number of marketing initiatives that you need to do in any given 30-day period just to be competitive." These minimums should be shown in your three pricing plans/packages you show on every sales call. (Continued on page 3.)

Helping Advertisers Prepare For the Buying Bump

by Ryan Dohrn Continued from page 3

5. Come with ideas ready to roll. Most people have lost patience for just about everything. The last thing they want to do is sit through a sales discovery interrogation session. You are 70% more likely to close business when you recommend what somebody needs to do as opposed to what they want to do. Sure, ask questions, but stop being a custom solution builder. There is no proof that custom advertising solutions sell more than recommending what will work for a tested category of your clients. Custom solutions require a higher level of knowledge. They take longer to close. And, they require most customer support from your team.

6. In a time of crisis, most people want to be lead. So lead. You are a Media Sales Ad-visor. Recommend media options based on what has worked for our other advertisers. I'll reiterate: it's not about budget. It's about what the advertiser's category demands. Identify what they NEED, get them results, and you'll have customers for a lifetime.

7. Social media is not the single answer to marketing. If Coke or Tide could get away with doing only social, they would. Yet, they collectively spend millions each year on traditional media. I might ask this to my advertising clients right now, "Mr. or Mrs. Advertiser, so you love social media. Great. We do too. But, pretty much every business is on Facebook. Let's talk about what things are you doing to be different?" Because everybody's on social media right now. Social media is really, really saturated. Digital as a whole, quite honestly, is saturated. So the question is, "What are you doing to stand out from the crowd in a digitally cluttered, digitally saturated marketing landscape?" I love digital. But, it is not the single holy grail.

8. Digital and social are different. Show the difference. Social is intrusion based advertising. The digital we sell as a media company is permission based marketing. If you've watched the Netflix documentary "The Social Dilemma," we've got Apple, iOS, and Chrome about to block all cookies, and in fact some of those things have already happened. From watching this documentary and from observing numerous other sources as well, I believe we're going to see a traditional media resurgence. Now, is it ever going to be the way that it was in the '80s? No. But neither is the music ever going to be the same.

9. Traditional media is a dominating marketing play. Not everyone can afford print or radio. Every business does social. Not every business does traditional. What's interesting, for those of you who sell traditional advertising, is that we're seeing in almost all of our research that one of the best drivers of social media activity—search activity, Google, etc.—comes from traditional media sources. Look no further than the NNA, Borell, or the Association of Magazine Media for facts to back this up.

10. Sell the marketing triangle of success? Traditional, digital, and social. Because events aren't really in play right now, stick with these main three now. Yes, there are virtual events and they're working in B2B. But the trifecta right now is going to be social and digital, and then having traditional media in the mix as the differentiating factor. Because, if Advertisers wants to be dominant in their marketplace, they have to do what others either don't know how to do, or what others think they need to do but can't execute on because of budget or other circumstances. Media sales warriors, people have been putting off significant buys for quite some

time. COVID forced them into that scenario. Now with vaccinations rolling out, with restrictions being lifted, people are going to come back out and buy. The critical question is, "Mr. or Mrs. Business Owner, are you going to be ready?" It doesn't matter if you're local, national, or global. Are you going to be positioned ahead of time to take advantage of the buying bump that's going to occur? Demand for products is going up, and it's going to go up higher than it ever has before. Are you going to be positioned correctly? Think about it, friends. You're dealing with a lot of emotional people—74%, remember. So guide them. Lead them. Help them understand what they need to do to be successful.

You know what I always say, "If ad sales was easy, everybody would be doing it." And they're not. Is that because we're crazy? No. (Well, maybe we are a little bit.) The truth is that we've found careers that will feed our families for a lifetime. And there has never been a better time than now to sell media.

Ryan Dohrn is an award-winning ad sales training coach, a nationally recognized internet sales consultant, and an international motivational speaker. He is the author of the best-selling ad sales book, *Selling Backwards*. Ryan is the President and founder of Brain Swell Media and 360 Ad Sales Training, a boutique ad sales training and sales coaching firm with a detailed focus on ad sales training, internet consulting, and media revenue generation. Ryan is also the Publisher of *Sales Training World*.

Ryan R. Dohrn, President/Founder
360 Ad Sales Training and Strategy
Brain Swell Media LLC
Ryan@BrainSwellMedia.com



Michael Angelo Caruso

The Art of Failure When Selling

“Nothing in the world can take the place of persistence.

Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts.

Persistence and determination alone are omnipotent. ”

-Calvin Coolidge

Failure is a fact of life--and not just for salespeople. Author Kurt Vonnegut Jr. was an abject disappointment for the first half of his life. He bankrupted a Saab dealership and was a failed inventor, all while struggling to feed his family. Jack Ma, of Alibaba fame, was rejected by Harvard ten times. Kentucky Fried Chicken turned down his job application when he applied for counter work as a teen.

And every salesperson will tell you that they lose many more deals than they close. But the goal is not to avoid failure. As I tell every client who wants to become a better presenter, "Make mistakes and learn from them."

I've made tons of mistakes. As a keynote speaker who has been video recorded thousands of times, some of those faux pas have been quite public. [Watch me screw up big time in Dallas.](#)

More "no" than "yes"

The sales trade is definitely not for the faint of heart. Selling is about celebrating the occasional close and overlooking the nearly constant stream of rejections that play out in a myriad of ways. Prospects refuse to answer your emails, hide behind

voice mail, and decline meeting invitations. Potential customers will try to wear you down on price and waste your time in ways that haven't even been invented, yet.

And yet, there is no greater thrill than helping people obtain quality products and services.

Never give up

Never stop trying to bolster your confidence. It's super important to maintain self-acceptance and a desire for self-improvement at the same time.

Remember that avoiding failure isn't the same as achieving success. Now go make mistakes and learn from

them.

Michael Angelo Caruso teaches leaders and salespeople how to be better presenters. He's a valued communication consultant to companies and organizations all over the world. Michael has delivered over 2,000 presentations and keynote speeches on five continents and in 49 of the 50 states. He's an internationally recognized expert on the subjects of leadership, selling and improved customer service, and is available to speak with you and your team. Michael Angelo Caruso, Edison House, Inc., 3543 Tremonte Circle South, Rochester, MI 48306, (248) 224-9667





By John Foust
Raleigh, NC

Ad-Libs

It Pays to Pay Attention

Abby, who owns a retail store, told me about an appointment with a salesperson from her local newspaper. “I did plenty of research before I contacted him and decided to run a campaign in his paper. When I called him, I made it clear that I was going to buy some advertising and just needed him to drop by to confirm a few details, so I could pay in advance.

“When he arrived, I reminded him that I had a tight schedule, but he launched into a full sales presentation. In an attempt to move things along, I pulled out my checkbook and asked if I should make the check payable to the newspaper or to the publishing company – which had different names. What happened next was one of the strangest things I’ve ever seen. He completely ignored my question and started talking about the corporate owner of the paper. He had positive things to say, but it had nothing to do with my advertising. After about five minutes of listening to that, I put the checkbook away, thanked him for his time and told him I might run some ads with his paper in the future.

Even though that happened years ago, Abby still remembers the frustration she felt at the time. “That salesperson wasn’t paying attention at all. He was completely out of touch with what was going on in our meeting.”

Hearing about Abby’s experience reminded me of something that once happened to a family friend. He was buying a used car from a dealership and thought it would be a simple process. The plan was to do online research, find a car of interest, take a test drive and make a decision. The transaction didn’t involve financing or a trade-in.

“The price fit my budget exactly,” he said. “I told the salesperson there was no room to buy extras. But before he accepted my check and handed over the keys, I was introduced to a finance person and led into his office. Since I knew that was standard procedure at a lot of dealerships, I said right up front that I wasn’t interested in added features or an extended warranty. I’ve bought a number of cars over the years. Sometimes I’ve bought extended warranties and

sometimes I haven’t. This time, I didn’t want one.”

“The finance guy was new in his position and didn’t seem to know how to handle a customer who wasn’t in the market for extras. He was determined to stick to the script he had been taught, so I had to listen to a pitch on a variety of extended warranties. I repeatedly asked him to cut it short, but he kept going until the bitter end. Even though he was pleasant and friendly, he was completely out of touch with the situation. It was a total waste of time for both of us.”

Two stories, one lesson. When you’re face-to-face with a client, **it pays to pay attention.**

(c) Copyright 2020 by John Foust. All rights reserved.

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

Preparing for Problems

Limiting issues that pose threats to our deadlines



by Kevin Slimp
kevin@kevinslimp.com

Assuming COVID-19 doesn't rear its ugly head over the next few weeks in such a way that groups curtail travel and in-person meetings, I will be making my first trip to speak at a newspaper convention since March 2020. Interestingly, I will be returning to the place where I last appeared at a live conference just days before last year's lockdown began. Frankly, I'm excited.

The big question on my mind is, "What should I speak about in Des Moines?" While the pandemic effectively shut down speaking opportunities for a few months, by late fall 2020, groups were assembling online, virtual conferences. Negating the necessity to travel, I found myself speaking at sometimes four or five newspaper conventions in a week. Sometimes, I would speak at two on the same day. Having appeared virtually to so many groups, there's a danger that folks have heard my most popular topics at one of these virtual meetings.

Again, I ask myself, "What should I speak about in Des Moines." Thankfully, coming up with new topics is a skill I perfected long ago. After considerable thought, I suggested a list of topics to cover during my two days in Des Moines. My favorite is, "Help! I Don't Know What to Do About this Problem!"

I'm not sure if it's a series of coincidences or

– 30 –

In Memory of Max Heath

Most readers have heard by now of the passing of Max Heath. Max and I became quick friends when I entered the speaking world, and very few folks in the newspaper and magazine worlds are unfamiliar with his work. I got to know the humorous side of Max, whose dry wit often left me in stitches.

My favorite Max Heath quote happened five or six years ago, as we stood in the vendors' area of a convention in Denver while a famous speaker was in the next room giving a keynote. I asked Max if he was going in to hear the speaker. His response: "Kevin, I've heard the wind blow before." I cracked up because Max was so right.

Every time you mail your publication at a discounted rate, be sure to thank Max Heath.

if newspapers are just a lot busier than they've been for a while. Whatever the reason, I've fielded considerably more calls about deadline-defying problems at papers over the past few weeks. I'm not talking about your run-of-the-mill issues. It seems that almost daily, a publisher has called with an issue that was going to force their paper to miss deadline. Some have even worried about – heaven forbid – running a day late.

So, I will be speaking – at least for an hour – about fixing problems, which brings me to my bit of advice for this column. While most recent calls about problems have forced me to scratch my head before coming up with a solution, we can limit issues that pose threats to our deadlines. Here are a few:

- Take advantage of training opportunities: Whether in-person

or online, be aware of seminars, classes, and webinars offered by associations and other groups. Even the smallest papers will benefit from regular training. Before the pandemic, dozens of small community papers throughout the U.S. and Canada would invite me to work with their staff every two or three years. During the pandemic, this number increased as folks realized it was easier and less expensive to get training designed specifically for their needs.

- Keep hardware and software up to date: With the advent of Adobe's Creative Cloud software, it has become more common for newspapers and other designers to have the latest version of production software. In addition, we must make certain other software

applications not related to production haven't become outdated. I've noticed newspapers have gotten better at keeping hardware up to date. I can remember a time not too long ago when it was common to visit newspapers using computers that had been in use ten years or more. It's obvious we've learned that "time is money." Not only will updated software and hardware speed production, but I'll be receiving fewer frantic calls from papers in fear of missing deadlines.

- Stay on top of news related to technology: Who knows what new program or gadget will improve our ability to get our papers out? Hold regular conversations at staff meetings about technology. What needs updating? What isn't working? What have you heard about that could help our paper?

I received an email today from a former student who has attended dozens of my classes over the years. She wanted me to know that something she learned in my class a few years ago kept her paper from a "near-death experience" this week. Information is a powerful thing. Be aware of what is working well – and what isn't working well – at your operation and take steps now that might just save your paper in the future.

Kevin's webinar schedule is at:
newspaperacademy.com

I still do my design work in Adobe InDesign. It's been about nine months since I purchased Affinity Publisher, but I still haven't really looked into it. Other "stuff" keeps popping up, like software upgrades, type and...

Glyph Usage

Ad Talk

✦ with Ellen Hanrahan

Last month I shared some new type faces from *Sudtipos*, although I had no room to show how the type can be used. The above typeface is *Hipster Script Pro*.

I have stated before that coming up with ideas (for me) can be difficult... and sometimes not! Here's how this month's article came about. I simply opened my **InDesign** program and was met with a warning...

PostScript Type 1 Fonts End of Support

Type font formats were one of the biggest headaches we had to deal with —most Mac users had Postscript fonts. These fonts were able to print correctly from our Postscript image setters, so it made the choice real easy. The other font choice was TrueType, mostly on the PC side, and there were certain incompatibilities between the two.

In the late 1990s, OpenType, a font format was jointly developed by Adobe and Microsoft, but came into wider use only after 2000, when Adobe included support for advanced typographic features in their InDesign, PhotoShop, and Illustrator applications... and that brings us to 2021, font formats and what I found:

"Type 1 fonts (also known as PostScript, PS1, T1, Adobe Type 1, Multiple Master, or MM) are a deprecated format within the font industry, replaced by the larger glyph sets and more robust technical possibilities of OpenType format fonts. Type 1 fonts were introduced by Adobe in 1984 for use with its PostScript page description language, and became widely used with the spread of desktop publishing software and printers that could use PostScript. In 1996, Adobe products and type development began to concentrate on the use of more versatile OpenType fonts rather than Type 1."

Open Type fonts work on both Mac OS and PC, and offer a wide range of capabilities, which is a whole 'nother article. I am just going to show the Glyph Panel.

Explore the Glyphs

A *Glyph* (noun) is a hieroglyphic character or small graphic symbol. In *InDesign*, it can be found under the *Type Menu*. A glyph palette is a user-friendly, easily accessible character map of all the glyphs in a typeface. It shows you which characters are included in a font... and allows you to insert any of them into your document with a single click.

Both *Adobe InDesign* and *QuarkXPress* have glyph palettes. Display an entire font at once, or use the dropdown menu to view subsets of the character set (ligatures, alternates, small caps, etc.). The glyph palette is especially use-

ful when working with *OpenType* fonts, which can have character sets numbering in the thousands.

Need the register, trademark symbol or em-dash? Find it in the glyph palette...as well as a Euro symbol, fractions, or a particular foreign language character. Check the glyph palette.

However, it still depends on the typeface, because there are so many variations.

Some Examples

I will use my heading of "Glyph Usage" with *Hipster Script Pro*. I've typed the heading and then shown some options for the "G" and "U" — which I changed to create my final version. I also modified the lower case "e," as shown.



I also have a number of options for the ligature "ph"... which I chose not to use. Remember, just because you can, doesn't mean you should. There is a point when the options can become distracting, so be discerning, got it?



A More Practical Approach

Bickham Script Pro offers many variations on a letter... plus many of you may already have this typeface. It's been around and it's OpenType!

This is a perfect typeface for wedding-related ads or promos, because you can dress it up or dress it down. Let's just start with...



Just the "W" alone makes a different statement. The bottom "W" is simply the original but I made it 10 points larger than the rest.

The chosen "W" requires different spacing and you need to allot space accordingly. Here are a few "g" choices...



These two are slightly different in the fact that the top letter has a slight 'bump' to accommodate a stroke being attached.



Other letters also have their own set of glyphs! Can all these choices go horribly wrong? You bet, so the idea is restraint. Pick a letter, or possibly two, that would give the most impact and stay with it.

My final choice is below:



This is a typeface you might choose to give an elegant look, but you could also use it for *Thank You's* or just use one letter for contrast.

I used *Bickham Script Pro* contrasted with *Helvetica* to add a little more emphasis to the name in the sample below. This was part of an idea for a business card I did (card scaled to fit).

Some typefaces are filled with hidden gems and there still could be swash characters and dingbats that can help with visual communication. All you have to do is check the glyphs!



P·U·R·E Enerchi
Purify Unite Revive Environmental Energy

Kris Hansen | Certified Practitioner
Yang House Feng Shui
Phone 262-555-5588
Cell 262-555-9999

纯洁

Final Thoughts

So you see, coming up with ideas for monthly articles can be easy. Although now I will have to go through my typefaces and get rid of my Type 1 fonts. To tell you the truth, I have many that I have never used, so it's time to purge those as well (I have accumulated many over the years... some good, some bad and some just ugly!).

I think this is one reason I still haven't gotten to look into my **Affinity Publisher** program, since I am looking at a more affordable program for the Camera Club newsletter that I do so I can eventually pass the torch!

Until next month...

I was a student, an art teacher, a graphic designer, a writer and again a student. For info, PDFs of articles, or have ideas or comments, you can e-mail:
hanrahan.in@att.net Ellen Hanrahan ©2021



By Bob Berting
Berting Communications

Ways Publishers Mismanage Their Sales Teams

Publishers face many challenges today that didn't even exist 5 years ago. But before blaming all your revenue woes on the Pandemic, Facebook and Google, you need to ask yourself if you're really managing your salespeople properly. This means hiring well qualified people, getting them out of their comfort zone, and creating accountability. Maybe, in the final analysis, it's not the economy, the competition, or the market—maybe it's you.

Here are statements from publishers that reveal the weaknesses they need to overcome:

“We aren't currently interviewing for salespeople.”

Interviewing for salespeople is ongoing. Keep the channels open. If you are shorthanded and lose a salesperson, you

scramble and compromise on the next hire. Then the slippery slope of sales doom continues. You need to be in control with enough salespeople.

“Business is slow so we're not replacing salespeople.”

Business will continue to be off as long as you allow your sales staff to do “less sales with more salespeople”. The challenge is to do “more sales with less salespeople”. Your salespeople are not paid to be order takers—you pay them to function as expert advisor consultants and to close business.

“Salespeople are going on 5-6 new business calls a week.”

It's not surprising business revenue is off! Every salesperson should be shooting for at least 15 new business calls a week—

averaging 3 calls per day. This goal is attainable even when they have the obligation to obviously service regular account business they have already sold

“Our salespeople sell a lot of special promotions.”

Customers who have an agreement to run a long-range campaign to tell the story of their business are sometimes frustrated by the constant and excessive special promotions the publication bombard them with, just so the publication can make more revenue. This is on top of the revenue already committed for the campaign they have agreed to run. This extra pressure many times can hurt the image of the salesperson—and can change their role from counselor/consultant to an order taker pushing the customer constantly for more advertising.

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.



Federal Class Action Settlement is Groundbreaking Victory Against Paper Fees!

By **Jim Haigh**, *Keep Me Posted*

In what is being hailed as a first of its kind triumph for American consumers, a prominent service provider will refund millions of dollars and halt the practice of charging fees to receive paper bills and statements.

The monumental victory was achieved recently when a federal Judge approved a settlement in a [class action lawsuit](#) brought by New York consumers against their trash hauler. In *Heigl v. Waste Management of New York, LLC*, the plaintiffs challenged the waste management company's practice of charging customers a \$6.50 fee to receive paper bills and statements.

The consequential settlement is the first time the provisions of [Section 399-ZZZ](#), Prohibition of Certain Fee

Charges (New York General Business Law) were invoked and challenged. Under the agreement, customers who were unfairly charged over four years – just to receive paper bills – will be entitled to a portion of the \$2.7 million settlement, validating and reinforcing these important consumer protections under New York law.

This is an historic win for New York consumers, as well as a wakeup call to citizens and legislators in the 49 states without such basic protections on critical communications preferences. New York's law should serve as a model for other states. And companies should take heed of this legal decision and voluntarily comply with the simple directives regardless of the laws in states where they do business: "No person, partnership, corporation,

association or other business entity shall charge a consumer an additional rate or fee or a differential in the rate or fee associated with payment on an account when the consumer chooses to pay by United States mail or receive a paper billing statement."

As a coalition of consumer groups, charities and businesses who are committed to protecting consumer access to paper-based communications at no extra charge, Keep Me Posted applauds this tremendous victory for consumers. This historic settlement is a major boost to KMP's advocacy for the right of every consumer in North America to choose, free of charge, how they receive important information – on paper or electronically – from their service providers.



Don Rush
President
Sherman Publications
666 S. Lapeer Rd.
Oxford, MI 48371
Phone: (248)628-4801
Fax: (248)628-9750
Cell: (810)636-3798
don@shermanpublications.org



Elaine S. Myers
Director
C&G Newspapers
13650 11 Mile Road
Warren, MI 48089
Phone: (586)218-5012
Fax: (586)498-9631
Cell: (248)672-0998
emyers@candgnews.com



Marty Bennett
Vice President
Community Shoppers Guide
117 N. Farmer - P.O. Box 168
Otsego, MI 49078
Phone: (269)694-9431
Fax: (269)694-9145
Cell: (269)370-9469
shoppersguide@sbcglobal.net



George Moses
Director
The Marketeer
110 E. North St., Suite A
Brighton, MI 48116
Phone: (810)227-1575
Fax: (810)227-8189
Cell: (517)404-7807
gmoses@georgemosesco.com



Jon Jacobs
Past President
Buyers Guide
P.O. Box 128
Lowell, MI 49331
Phone: (616)897-9555
Cell: (269)208-9223
Fax: (616)897-4809
Jon@lowellbuyersguide.com



Wes Smith
Director
View Newspaper Group
1521 Imlay City Rd.
Lapeer, MI 48446
Phone: (810)664-0811
Fax: (810)667-6309
Cell: (810)338-7888
wsmith@mihomepaper.com



Fred Jacobs
Sec./Treasurer
J-Ad Graphics
1351 North M-43 Highway
Hastings, MI 49058-0188
Phone: (269)945-9554
Fax: (269)945-5522
Cell: (269)838-0881
fred@j-adgraphics.com



Kara DeChalk
Director
Salesman Publications
102 N. Main Street - P.O. Box 205
Concord, MI 49237-0205
Phone: (517)524-8540
Fax: (517)524-8570
ads@salesmanpublications.com



Jack Guza, Executive Director



5198 Windsor Hwy.
Pottersville, MI 48876
Phone/Fax: (800)783-0267
mifreads.com



Dana Risner, Business Manager