

Publish

SEPTEMBER 2021



Des Moines Conference Issue

THE ASSOCIATION OF COMMUNITY PUBLISHERS





Providing print services to over 50 publications and associations across the country.

How do you combine **Direct Mail** with **Digital Ads** and **Track all Results?**



7 Technologies strategically delivered to drive maximum exposure and engagement for your client's direct mail campaign about 10 cents each



SocialMatch



Mail Tracking



Informed Delivery®



Call Tracking



Online Follow-Up



Social Media Follow up



LEADMatch Additional cost

We'll help you cut costs and maximize profits!

Digital Press

- Brochures
- NCR Forms
- Calendars
- Envelopes, Business Cards Letterhead, etc

Circulation Sales

- Bounce-back Cards
- Bill Inserts
- Posters
- Mailers

Web Press

- Flyers
- Inserts
- Wraps
- Booklets

Direct/Solo Mail

- Turnkey Pricing
- EDDM
- Targeted Direct mail
- TrackDirectMail

**Print & Deliver
Flyer Special**

\$7.50 per M*

45# Coated Flyer

-8.5 x 11 (Jumbo 10.5 x 11 size available
\$9.00 per M*)

-Glossy Paper
-Full Color Two Sides
-Low minimum of 25,000
-Fast Turn Around

*\$300.00 set up/plate charge plus \$1.00 per M freight

SOLO DIRECT MAIL SATURATION POSTCARDS

☞ **As low as .164 postage per piece**

☞ **200 piece minimum**

☞ **No mailing list required** ☞ **Fast turn around times**

Call for more information



CALL TODAY!

(909) 947-5292

www.ultimateprintsource.com

Publish

PUBLISHED BY
Association of Community
Publishers, Inc.

EXECUTIVE DIRECTOR
Douglas Fry

5701 E. Circle Dr. - #347
Cicero, NY 13039-8638
Office: 877-203-2327
Email: Loren@communitypublishers.com
Douglas@communitypublishers.com
Cassey@communitypublishers.com

MARKETING REPRESENTATIVES
Wendy MacDonald
Kristi Dale

3105 Camino Del Arco
Carlsbad, CA 92009
Office: 913-461-3721
Email: Wendy@plan4growth.com
Email: Kristi@plan4growth.com

DESIGN AND PRODUCTION
Design2Pro
www.design2pro.com

Howard Barbanel
516-860-7440
Email: howard@design2pro.com

Publish is a monthly publication dedicated to covering the people, events and companies that are the community publishing industry.

Nothing may be reprinted in whole or in part without permission of the publisher.

Publish is mailed free of charge to community publications all across North America. Other businesses may subscribe for \$20 annually.

Publish is not responsible for unsolicited manuscripts. All letters and photos received become the property of the publisher.

Cover Photo:

By Dan_Garneau@shutterstock.com



CONTENT/INDEX

IN THIS SEPTEMBER ISSUE...

- 7 FROM THE TOP by John Draper
STRENGTH AND GROWTH
- 9 THE ONE THING by Douglas Fry
ANSWER THE PHONE
- 11 PERSPECTIVE by Loren Colburn
SO MUCH MORE THAN A CONFERENCE
- 13 AT-LARGE BOARD CANDIDATES PROFILES
- 17 RISING STAR PROFILES
- 21 MEMBER PROFILE
UP & COMING WEEKLY
- 23 INDUSTRY UPDATES
- 25 THE LEADERSHIP INSTITUTE by Jim Busch
- 26 SALES TIPS by Bob Berting
UNDERSTANDING MEDIA COMPETITION
- 27 AD-LIBS by John Foust
DON'T GUILD THE LILY
- 28 GRAPHIC HOOKS by Ellen Hanrahan
JUST MY TYPE
- 29 BUSINESS & SERVICE DIRECTORY

COMING NEXT MONTH

The October *Publish* will review the events from the ACP and MFCP Joint Conference and Trade Show in Des Moines and as always, we will be 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.

3. You Already Have the Staff in Place

Even the smallest publications can start offering website design without having to hire additional staff...if you're using the right tools. With SiteSwan, you can launch your web design business overnight - no developers, no programmers, no tech gurus needed. Your existing designers will feel right at home with our platform. Your salespeople will feel confident pitching "spec sites" (like spec ads) with our included training. Whether you're a one-person shop or a media powerhouse, SiteSwan is the perfect fit.

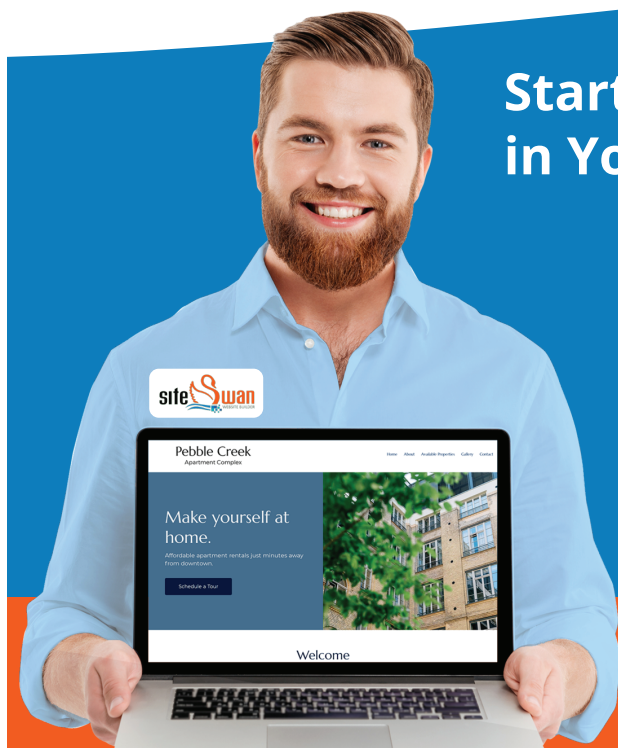
4. Websites Are a Gateway to Other Services

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.

“When you manage a business's website, it's much easier to pitch them on other marketing services like **PRINT ADVERTISING**. One of the most common questions a small business will ask their web designer after launching a new website is “How can I get more traffic to my site?” Wouldn't it be nice if you could recommend your print publication to advertise their business (and new website)?”



Start Building and Selling Websites in Your Market with SiteSwan

The SiteSwan platform has everything you need to start, run and grow your own web design business.

- Easy-to-use software
- Over 100 professionally designed templates
- 100% white label solution
- Training, how-to videos and support
- Sales and marketing material included
- Set your own prices - KEEP 100% OF THE SALES

Learn More at www.SiteSwan.com
(800) 462-9814

2021 ASSOCIATION OF COMMUNITY PUBLISHERS BOARD



PRESIDENT
John Draper
The Free Star
P. O. Box 277
Pipestone, MN 56164
jdraper@pipestonestar.com
507-825-3333



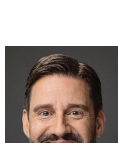
PAST PRESIDENT
Rick Wamre
Advocate Community Newspapers
6301 Gaston Avenue
Dallas, TX 75214
rwamre@advocatemag.com
214-560-4212



Barb Perry
Reminder Publishing, LLC
280 North Main Street
East Longmeadow, MA 01028
bperry@reminderpublications.com
413-525-6661



FIRST VICE PRESIDENT
Manuel Karam
Genesee Valley Publications
1471 Route 15
Avon, NY 14414
ManuelKaram@gvpennysaver.com
585-226-8111



AT-LARGE DIRECTORS
Charlie Delatorre
Tower Publications
4400 NW 36th Avenue
Gainesville, FL 32606
charlie@towerpublications.com
352-372-5468



Jane Quairol
Kapp Advertising
P.O. Box 840
Lebanon, PA 17042
janeq@themerchandiser.com
717-273-8127



SECOND VICE PRESIDENT
Joyce Frericks
Star Publications
522 Sinclair Lewis Avenue
Sauk Centre, MN 56378
joyce@saukherald.com
320-352-6577



Shane Goodman
Cityview
8101 Birchwood Court, Suite D
Johnston, IA 50131
shane@dmcityview.com
515-953-4822



EXECUTIVE DIRECTOR
Douglas Fry
ACP
104 Westland Drive
Columbia, TN 38401
Douglas@communitypublishers.com
877-203-2327



SECRETARY
Farris Robinson
Hometown News
2400 S. Ridgewood Ave. #22
South Daytona, FL 32119
frobinson@hometownnewsmedia
group.com
386-322-5900



Lisa Miller
New Century Press
P. O. Box 28
Rock Rapids, Iowa 51246
lmiller@ncppub.com
712-472-2525



Cassey Recore
ACP
5701 E. Circle Dr. - #347
Cicero, NY 13039
Cassey@communitypublishers.com
877-203-2327



TREASURER
Greg Birkett
Dubuque Advertiser
2966 JFK Road
Dubuque, IA 52002
gbirkett@dubuqueadvertiser.com
563-588-0162



Joe Nicastro
New View Media Group
5 Dancer Dr.
Budd Lake, NJ 07828
joe@mylifepublications.com
973-809-4784



Loren Colburn
ACP
5701 E. Circle Dr. - #347
Cicero, NY 13039
Loren@communitypublishers.com
877-203-2327

We're Not Mind Readers, but...

If you participate in
CVC online studies
we can tell you everything
you want to know
about your readers.





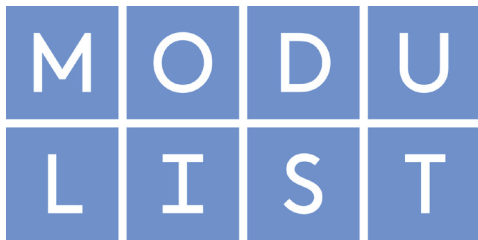
OUR DATA SPEAKS VOLUMES

Call (314) 966-7711 for more information, or look at
the sample study at www.research.net/r/publish

Increase your revenue now! Call to schedule a free 30 minute training webinar for your staff.

Successful newspapers employ many hands.

Partner with us to optimize
business announcements,
classifieds, obituaries
and more.



Publish's Life Stories



Set up a demo.
devlyn@modulist.news
701-241-5545



STRENGTH AND GROWTH



JOHN DRAPER
ACP PRESIDENT

To all our attendees who have been able to join us in Des Moines welcome to “Growing in the Heartland.” On behalf of ACP I thank you for your membership and active participation in our association.

To readers of this column who are not able to make the trek to fly-over country, don’t fret. There will be future opportunities to learn, network, and have some fun.

In honoring the long traditions of ACP & IFPA events, we have put together a program that is focused on one thing.... you, our members. We know that the strength of our membership will in turn make ACP stronger which creates a stronger free paper industry. As a strong association, we can then continue to focus our efforts back to helping our members grow. This cyclical strength and growth relationship creates great value to us all.

So, with our goal to keep the cycle tight and valuable, the ACP staff and volunteers, along with MFCP, have developed an event sure to do just that. Our programming includes TLI classes, graphic design sessions, a management certification course, idea sharing, and topical roundtables. If you leave Des Moines without a number of ideas or tactics that can help your business, then I suspect you are leaving with just a really big bar tab.

Speaking of food and drink, no conference would be complete without some time for fun and relaxation. The Thursday night “Summer Stir” Pub Crawl and Friday’s Club ACP provide

an opportunity to meet with friends and peers while putting aside (even if for just a bit) the worries of work. A special thanks to MSG Payment Systems & Cityview Magazine for sponsoring and coordinating the “Summer Stir” and to Modulist for helping to bring Club ACP to Des Moines.

“ ACP board members will be widely available throughout the conference and will openly welcome your input, thoughts, ideas or concerns.

With this being the first official in-person event for ACP, we would like to have the opportunity to hear from you. As I mentioned previously, our focus is our membership. But just like any productive sales call or design review, without knowing what our customers value and desire it becomes more difficult to deliver effective results.

ACP board members will be widely available throughout the conference and will openly welcome your input, thoughts, ideas or concerns. Track us down, grab a coffee and talk. We’ll listen. Likewise, for those of you stuck at your desk reading this column, please reach out as well. Each edition of *Publish* has a complete contact list for our board members and staff.

Thank you all for being a part of ACP and being a critical cog in our cyclical strength and growth relationship. ■



Is your one-size-fits-all paywall actually *costing* you money?

iQ Audience+ by TownNews is the smart metering solution that targets users with custom offers, converting drive-bys into paying subscribers.

- Eliminate friction with our easy one-page purchase workflow.
- Target offers to specific audience groups.
- Fully customize your paywall packages—*no coding required!*
- Streamline user registration, subscription, and login.
- Maximize both subscription and advertising revenues.

iQ Audience+
BY TOWNNEWS

Learn more at:
TownNews.com/Audience



FEATURED OFFER

Unlimited Digital Access



\$3 for 3 Months

Limited Time Offer*

Sale Ends Soon

Save 90%

Cancel anytime

Subscribe Now

What's Included?

ANSWER THE PHONE



BY DOUGLAS FRY

We've all been trapped in "Phone Hell." That's the infernal place not even Alexander Graham Bell could have imagined. You call a company expecting to speak with someone about a problem or a service you want to purchase. It really doesn't matter to many companies whether you want to buy or complain they treat you the same... with disdain.

Let me give you an example. The other day I needed to go to the storage unit to get the last plaques for the Founding Member certificates we are mailing to all current members. In the past I simply drove up to the unit, entered my code, went inside the building, unlocked the storage unit, and got what I needed. But the storage facility had decided to serve its customers better by putting an automatic gate between me and the code pad. I'm pretty savvy, I figured out I simply needed to enter my code outside the facility and the gate would open. It was like magic.

The magic stopped when I tried to get out of the facility. The gate had automatically closed as it should have. I should have been able to drive up to the gate for it to automatically open for me. I figured this

because there was no keypad to get back out. Well, the sensor was apparently taking a hiatus like the employees. I drove my car within 1/16th of an inch from the gate but nothing happened. I figured I missed the keypad inside the gate, backed up to find it, but encountered none. Fortunately someone was coming in the premises and opened the gate. I zipped out before the gate could close on me again.

This is where the "One Thing" happens. I thought about the next time I would return to the location and might not be able to get out. I imagined how I would survive by eating the floor mats in my car, lighting flares, sending morse code with my flashlight, or even calling someone on the phone to help me. Instead of suffering those indignities I decided to call the business and ask them what the secret was for exiting the gate. When I returned to the office I dialed their number.

Oh, did I mention that this all happened around 3:00 pm? I was under the assumption that places of business were open at that time. After 10 rings an automated voice told me my call was very important to them and they were going to do everything they could to make my time on hold as short as possible. That was so comforting. After waiting for another 7 minutes a person answered the phone. I explained the situation. I was beyond the reach of the hate gate but wanted to know the secret handshake for leaving once inside. She was very helpful and asked me what unit I had rented, my name, how long I had rented the unit, whether I was on auto payment or had prepaid for a year, What my favorite color was, and other important stuff. She assured me that someone would let me out shortly. I explained again that I was at my office but I

simply needed to know how to get out for future reference.

It dawned on me after another 5 minutes on the phone with this nice lady that she didn't have a clue as to how to help me. I asked her if she worked there. Her answer was "No." She was a customer service phone agent living in Texas. Texas and Tennessee start with the same letter but are not close to one another. And as for her offering "service" she was as far from that as Texas is to Tennessee. She got my phone number and name, for the third time, and told me that the manager of the facility would call me with the escape plan.

That was two days ago. Still no phone call from the manager, no help, no real customer service. I'm going to go back to the storage facility tomorrow and try their office to see if they have people that work there. Maybe they will be able to help me with the breakout scheme.

As I mentioned earlier, this is the "One Thing." It's pretty simple. Have a real person answer your phones. Don't try to make your business appear larger by incorporating a phone tree. Answer. The. Phone. Your customers will appreciate being able to talk to real humans. You will set your business apart from the competition by being there for your customers. Whether they call to complain or to buy you should treat them with equal respect by valuing their time. I also understand that there will be times when you simply can't answer the phone. Please return those missed calls quickly. It's too easy to ignore or forget to follow up.

Make your customer experience the best by answering the phone. You could also do me a favor. If you see signal flares or morse code flashing in the distance please send help. I'll be stuck in the storage lot eating the floor mats of my car. ■



Paying too much for software?

That's your sign, you need The Newspaper Manager!

**Greg Booras, National Sales Manager,
The Newspaper Manager - Mirabel Technologies**

Office: 706-750-0016 • Cell: 563-508-4081
gbooras@mirabeltechnologies.com • www.newspapermanager.com

**THE NEWSPAPER
Manager**



Phil Curtolo
Director of Sales
(610) 746-7700
newspapersystems.com

SCS

Software Consulting Services, LLC

*"Sonny we won't be in Des Moines,
but SCS will **ALWAYS**
be here for you!"*

**SCS builds trusted systems for
publishers of all shapes and sizes.**

Advertising • Production • Newsroom • Digital Asset Management

SO MUCH MORE THAN A CONFERENCE!



BY LOREN COLBURN

As I reflect back on my 44 years in the industry, I realize I have had the privilege of attending 41 national conferences over those years. That would be 34 AFCP Annual Conferences and 7 IFPA Annual Conferences. Each one conjures up a distinct image of something memorable about the city, the hotel, what I took home from the program and most importantly, the people I shared the experience with.

Each conference impacted me both professionally and personally in a number of different ways, all of them good. A closer examination of those experiences brings me to the realization that conference attendance has been one of the single most influential components of my professional development during my career. Let's take a closer look at some examples of what I'm talking about.

There was my very first conference in 1978 at the Hyatt Regency O'Hare that centered around co-op advertising. I had only been in the industry for a year and to be perfectly honest, had no intention of spending too many years in community publishing. This event changed my overall image

of the industry as I suddenly realized there was far more going on here than the small company I worked for in central New York. There were actually hundreds of these small publishing companies around the country that had banded together to promote the success of the industry and all the companies that participated in it. I came home with a new appreciation of what I was a part of along with some successful sales plans involving co-op advertising, that if I made valuable to the company – might earn me the opportunity to come to another national conference.

Then there was Daytona Beach in 2002 when I had the opportunity to partner with Doug Fabian, Mona Garwood, Dan Alexander Jr., and a few other team members to put on a presentation skit as part of a conference-long team building exercise. Our rendition of "Mash" played out with an incredible ending that had an entire drill team from the National High School Drill Team Championships march into the auditorium to close our presentation. The thrill of winning that competition was far overshadowed by the life lesson that nothing is impossible if you band together and apply 100% effort!

Or how about the amazing evening back in 2004 at Old Fort Jackson in Savannah, Georgia. The chill of the evening, the smell of pralines being cooked over an open fire and my amazement as they announced my being named Publisher of the Year and surprising me by having snuck my wife down to Georgia without me knowing! Being surrounded by the people you most admire and being honored with an award for doing something you love, memories just don't get any better than this!

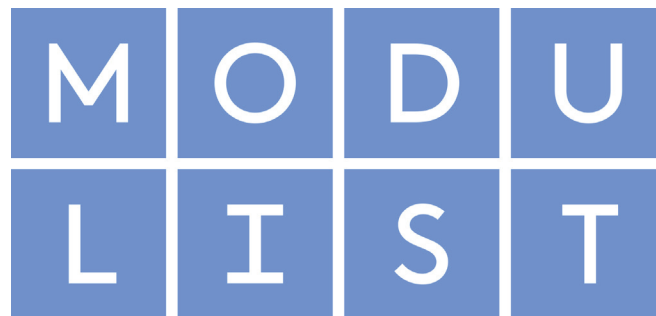
I could go on and on, but the point is more about the fact that I remember each because they were that meaningful. The people I got to meet, interact with and become friends with from all over the country are the key component to my conference experiences. What I learned from each of them over the years and having had the opportunity to pick up the phone for advice, information and guidance along the way has been incredibly valuable and rewarding. It's what makes this industry different from so many others, the type of people it attracts.

The number of down-to-earth, roll-up-your-sleeves people you find at a community paper event is actually amazing. People who are willing to share their success stories, their failed attempt details and their plans and ideas for improving their businesses are so easy to find. The only motivation they have is to help other like companies take advantage of their experiences and identify a few ideas they can implement in their own operations when they get back home. Every year we survey attendees as to the value of conference and every year the responses are dominated by the appreciation for being able to network with people who do the same thing, face the same problems, embrace the same opportunities!

Although I am not going to be in Des Moines to share this year's experience with each of you, I am positive you will carry on the standing tradition of sharing, caring and celebrating the people and the industry that we are a part of. It's what we do and each of you is the reason we do it.

Enjoy Des Moines with its charming midwestern hospitality and tell any media buyers you encounter along the way, "If it's Free, buy it!" ■

Partner to Publish Life's Stories



“Modulist will add depth to your professionalism and overall efficiency to your operation.”

— Aaron Becher, Forum Communication Co.’s vice president of newspaper operations



Set up a demo to integrate this effective service at no cost.



**devlyn@modulist.news
701-241-5545
Modulist.News**

MEET THE ACP BOARD – AT-LARGE DIRECTOR CANDIDATES

POSITION: ACP AT-LARGE DIRECTORS (6 POSITIONS AVAILABLE)

TERM: JANUARY 1, 2022 – DECEMBER 31, 2023



CHARLIE DELATORRE – At-Large Director (Incumbent)

Charlie Delatorre is the President of Tower Publications, producers of a bi-monthly community lifestyle magazine titled *Our Town*, a quarterly active retirement magazine servicing North-Central Florida titled *Senior Times*, and an annual student resource magazine for the University of Florida and Santa Fe College communities in Gainesville, Florida. In addition to these magazines, Tower also offers a national advertising placement service for lead generation in classified, display, radio and web advertising through a separate division called 4400 Media Group.

Charlie has been on the ACP Board since its inception in April of 2021 and has been active with the AFCP Board since 2009 serving in a variety of

officer positions including 2 years as President. In addition to his officer rolls, he has chaired the Education Committee which directs the activities of The Leadership Institute of which he continues to be one of the faculty members and spent 3 years in the conference chairs rotation concluding as Conference Chair of the 2014 AFCP Orlando Conference. Charlie served over 16 years on the Community Papers of Florida, now Florida Media Association Board of Directors including President from 2010-2012.

When asked what he felt was the biggest opportunity created by the unification of the national associations, Charlie said, “It allows us to work together for the betterment of our industry. With limited budgets and more importantly limited time, we now have one association that can pool its collective resources to help us as members address the ever-changing media business.”

SHANE GOODMAN – At-Large Board Member (Incumbent)

Shane Goodman is the Publisher of Big Green Umbrella Media, a diverse publishing group in Des Moines, Iowa offering over 20 publications with a total circulation of 200,000. Shane founded the company in 2003 and had a variety of experience with metro dailies, community dailies, weekly paid newspapers, free newspapers, shoppers, niche publications, city magazines, alternative newspapers, websites, and commercial printing before founding Big Green Umbrella Media. From his beginnings at the Des Moines Register as a sales representative in 1990, through an number of diverse publishing companies and all the way founding Big Green Umbrella Media, Shane has demonstrated his ability to grow a variety

of community publication types through a combination of strategic acquisition and consistent innovation.

In addition to his broad publishing experience, Shane also has extensive industry association experience having served as a board member, secretary, vice president and president of MFCP; past board member, vice president and president of AFCP; past board member of IFPA; ACP board member since its inception in April of 2021. His involvement with both in-person and virtual conferences with all three groups has allowed him to share his innovations and business experience with a broad range of thankful community publishers. When asked about the biggest opportunity for the newly unified association, Shane said, “The unification provides an opportunity for members to be exposed to more ideas that will help us all be more successful.”



LISA MILLER – At-Large Board Member (Incumbent)

Lisa Miller is General Manager at New Century Press (NCP), an independently-owned group of 21 weekly publications covering communities in Minnesota, Iowa, North Dakota and South Dakota. Lisa has experience in a variety of roles including circulation, production and management and is currently overseeing operations for 4 free-circulation community publications for NCP. As a manager, she respects working with a great team and starting new projects while continuing to grow core products.

Lisa’s 20 years of community publication experience provided an opportunity to get involved with the MFCP board culminating with her term as President which just concluded. Lisa was elected as a director to the AFCP board in 2020 and subsequently as an at-large director with the ACP board. Lisa believes her involvement with strong community paper associations has been instrumental in helping her face the challenges created by the ongoing changes taking place within the industry. When asked what the greatest opportunity created by the creation of one unified association, Lisa said, “I am a solid believer that we are stronger together. We must challenge ourselves to unite and better the industry with open minds.”



IS COMING TO **YOUR** CITY!



WHEN IT DOES, WILL IT BE **YOURS,**
OR **SOMEONE ELSE'S?**

(NOTE: It can be yours for FREE!)

Come by our booth at the Conference &
Trade Show, or call or email us:

(833) WhutsFree (833) 948-8737
publishers@whutsfree.com



**JOE NICASTRO –
At-Large Board Member (incumbent)**

Joe Nicastro is the Publisher of My Life Publications in Mt. Olive, NJ, publishers of 14 publications with a circulation over 115,000 in Northern New Jersey. In his over 34 years in the industry, Joe has started and sold companies, created the first online program (Cooler Ads) that allowed publishers to have their print display ads transport to their websites with enhanced functions that enhance their digital presence and continually published community papers.

Joe association involvement has been extensive having served as IFPA President and long-time board member and transitioned with the AFCP / IFPA merger into an at-large director position with ACP. Joe also is a established participant with

MACP, having served as President and currently serving as Vice President. His committee participation with both organizations has been wide ranging and always focused toward providing benefits to members with every opportunity.

When asked what he saw as the largest opportunity presented by the unification of the two associations into ACP, Joe replied, “By combining both associations, we have an opportunity to make our industry stronger than ever. I believe now more than ever community papers of the strongest they have been in many years. By merging we can bring both resources together and can offer members more opportunities to increase revenues, improve sales training, introduce new programs to make us all more efficient. This opportunity allows for a larger base of publishers as well as all departments within the papers to exchange ideas and learn from each other.”

**BARB PERRY –
At-Large Board Member (incumbent)**

Barb Perry is Sales Manager for Reminder Publishing, publishers of 8 weekly newspapers, a daily and two monthly magazines, serving the people and businesses in 46 local Western Massachusetts communities in the greater Springfield area. Barb oversees a team of 15 sales representatives while participating in the company's aggressive growth initiative involving both acquisitions and new startup publications. In her 27 years in newspaper sales, Barb has had the opportunity to assist in launching a media buying company, an advertising agency and the transition of the original publications to new ownership.

Barb was an active board member with IFPA for many years and assisted on several IFPA conferences during that time. She got involved with the AFCP conference committee and was soon elected to the AFCP board of directors and subsequently was named to the ACP board of directors back in April. In addition to being a recipient of IFPA's Distinguished Service Award and the Ben Hammack Award, Barb is a past president of two chamber groups, sits on the board and is a Phyncon Trustee and past president with the Ad Club of Western Mass and has done a TED Talk! When asked what she believes will be the biggest benefit created by the merged national associations, Barb said, “I believe in community newspapers and I believe a unified effort and voice is a critical component to the growth and success of this industry.”



**JANE QUAIROLI –
At-Large Board Member (incumbent)**

Jane Quairola is the Administrative Coordinator for Kapp Advertising Services in Lebanon, Pennsylvania. Kapp Advertising publishes 9 separate editions of the *Merchandiser* with 224,000 circulation and a 12,000 circulation monthly magazine, *Enjoy Local Living*. In Jane's 36 years with Kapp Advertising Services, she has progressed through a variety of sales, sales management, and administrative rolls. Jane has completed an abundance of coursework with The Leadership Institute (TLI), receiving her Associate Advertising Executive (AAE) Certification in the TLI class of 2018 in Baltimore.

Jane has been on the IFPA Board since 2018 and transitioned with the merger into an At-Large ACP Board Member position. In addition to her industry involvement, Jane has extensive community volunteer experience including being a Councilor on the Palmyra Borough Council, a Director for the Palmyra Public Library, a Commissioner for the Palmyra Area Recreation and Parks, a Director for the Lebanon County Builders Association and a Director for the Palmyra Area Heritage Association. Her answer to the biggest opportunity for ACP as a unified industry association, “ACP is in a position to help members navigate through changes (actual or perceived) in our industry. The consolidation to one organization will help streamline the sharing of revenue ideas, training, networking and so much more.”

**CAROL TOOMEY –
At-Large Board Member**

Carol Toomey is the Publisher and President of Action Unlimited, My Shopper, both in Eastern Massachusetts and the software company, Merimac Plus. Carol has worked all aspects of the organization, from composing ads, to selling ads, to delivering publications. She has hired, fired, trained, opened new territories, operated the Merimac software, written articles, been the printing liaison and just about anything else you can think of. Carol's industry experience includes terms as President of both AFCP and CPNE as well as being an active participant at all eleven of the AFCP Strategic Planning Sessions. She has chaired numerous conferences through the years and served on Membership, Conference, Publication and Ad Network committees repeatedly during her involvement.

Carol's contributions to the industry and associations have earned her the AFCP Publisher of the Year award and the Craig McMullin Distinguished Service Award. In addition to being an active participant in the industry, Carol is very involved with Rotary International having served as Club President, District Governor, Zone Coordinator is currently serving on the Council of Legislation. Her commitment and contributions to Rotary International was recognized by having been presented Rotary's highest individual award, “Service Above Self.”





Association Members Take Advantage of Free Multi Source Surveys

Publishers across the country are gaining further insights into their customers buying habits by using CVC's online, email, and social media surveys.

Publish space available ads promoting your survey.

Promote the survey on your website, social media and email newsletters.

See a sample survey at: <https://www.research.net/r/CVCPublish>

Upon Completion, Take Part in Free CVC Webinar Sales Training!

***Our Higher Standards
Give You Better Results!***

**314-966-7711
www.cvcaudit.com**



OUR DATA SPEAKS VOLUMES

RIISING STARS SINCE 2018



KELSEY GINGRICH
Benefits Specialist,
Woodward Communications, Inc.

Job Responsibilities: I currently serve as the primary Human Resources professional in regards to benefits for Woodward Communications, Inc. I also serve as the HR Manager for three of WCI's divisions in the areas of recruitment and retention, onboarding, benefits administration, internal communications, safety, and performance management.

Age: 28

How long have you worked in this industry?
6 years with Woodward Communications, Inc. in August.

What is your Favorite Memory from the Vegas Conference?
Four-square games!

If you had to delete all but 3 apps from your smartphone, which ones would you keep?
I would keep YouTube, Twitter and I hate to say it, TikTok.

ERICKA WINTERROWD
Editor-in-Chief, Tower Publications

Job Responsibilities: They include running the editorial department, creating issue themes, story ideas and cover inspiration, assigning stories and photo shoots for multiple magazines, taking photos, writing articles, fostering young talent within our editorial internship program, and running social media platforms.

Age: 34

How long have you worked in this industry?
7 years

What is one significant take-away you've gained from being a part of the Rising Stars program?

I've learned how sharing new ideas within a group of your peers can foster the growth of leadership within yourself.

If you could hang out with any Disney character who would you choose?

Ariel from The Little Mermaid. I've always wanted to be one!



RIISING STARS SINCE 2019



MANUEL KARAM
Director of Advertising Sales,
Genesee Valley Publications

Job Responsibilities: Currently oversee the sales effort of our 9 weekly editions as well as our niche labels and digital offerings.

Age: 35

How long have you worked in this industry?
I joined the company and our industry in 2017. Four years have flown by.

What is your Favorite Memory from the Vegas Conference?
The epic four square game we had.

If you were a wrestler what would be your entrance theme song?
"Can't Nobody Hold Me Down" Puff Daddy and the Family.

CORY REGNIER
Graphic Designer, Citizen Publishing Company

Job Responsibilities: Ad Design and Composition
Age: 36

How long have you worked in this industry?
I have worked in the industry for over 7 years now. Prior to working in publishing I worked for multiple theater companies including the Amery Classic Theatre, Wise Fool Shakespeare and the Duluth Playhouse.

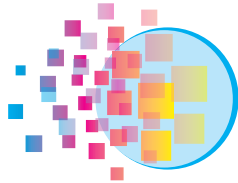
What is your Favorite Memory from the Vegas Conference?

The best memory I have has to be the spontaneous 4-square tournament that happened at the Gold Spike.

If you could hang out with any Disney character who would you choose?

Maxamillion Goof (Goofy's son) from Goofy Movie. He seems relatable and we could go to a Powerline concert in L.A.



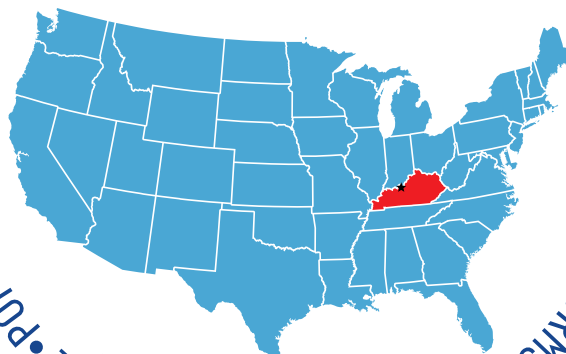


PREFERRED
Marketing Solutions
www.preferredms.com

Chad Swannie
National Sales Representative
713.320.3021
chad_swannie@preferredms.com



1 to 3 day shipping
for more than 70% of the U.S.
from our centrally located facility.



RIISING STARS SINCE 2020



NATHANIEL ABRAHAM III
Photographer and Website Administrator,
Carolina Panorama

Job Responsibilities: Website Management, Ad Sales, and Photography
Age: 27

How long have you worked in this industry?
I've always worked in the family business doing Photography. This led to an interest in

Film and Drones as well, which I use to aid the business.

If you could hang out with any Disney character who would you choose?

King T'Challa. Wakanda seems like a cool place to visit.

Have you ever been told you look like someone famous?

Some have said I look like Miles Morales (Spiderman).

CARL APPEN
Director of Content and Development,
Appen Media Group

Job Responsibilities: It's a people and product role. I manage the newsroom and the production of our newspapers, newsletters, podcasts and website. I also work on tools that the company uses internally and externally.

Age: 23

How long have you worked in this industry?

Tough question. I was tagging along on routes as a toddler! Really began cutting my teeth as a web editor, working remotely while I was in school. Then I graduated, moved back to Georgia and dove in headfirst.

If you could hang out with any Disney character, who would you choose?

Emperor Kuzco if it was only for a day. There's a humor to him that would have me laughing a lot. Any more than eight hours and I'd go Hercules. Enough challenges to keep it interesting but he's a bit more down to earth.



CARMEN CAMPBELL
Advertising Sales Consultant, Genesee Valley Publications

Job Responsibilities: Building customer relations, developing strategic marketing plans and ideas, helping customers reach goals, while maintaining my own sales goals, staying organized and meeting deadlines, learning and keeping track of current market trends, communication with customers via email, phone and in-person meetings, growing community relationships.

Age: 32

How long have you worked in this industry?
Nine years. At 16 I started waitressing and was a secretary for a local spa. I did both until college

years when I still waitressed and then transitioned into bartending. After graduating from RIT in 2012 with my Marketing degree and 2 associates in Business, I looked for a new career path. I always loved working with people and getting to know them so choosing a career in sales seemed natural. Once I started at GVP I quickly moved up the ladder and landed an outside sales position.

What would the title of your autobiography be?
Pickett Street Extension (the road I grew up on).

If you were a wrestler what would be your entrance theme song?

I think I see myself more as a boxer, song would be Limitless by Jennifer Lopez.

FROM MIDWEST FREE COMMUNITY PAPERS – MVP PROGRAM MVPS SINCE 2021

CARRIE FOWLER
Graphic Designer, NE Iowa Publications

Job Responsibilities: Design ads and special sections. Layout Independence Bulletin Journal and

the Fayette County and Buchanan County Shopper Reminders. Any other tasks that get put on my plate!

Age: 34



RIISING STAR PROFILES

How long have you worked in this industry?

I've been in the industry for 17 years now. I started working in the newspaper business during the summer while I was in college, mostly typesetting and proofing, but because I had used Adobe InDesign in college they begin training me to design ads and now I'm here.

What does the future look like for the free paper industry?

As the world gravitates further from newspapers and print, I think we have an opportunity to look to be creative and find other venues to grow the free paper industry in other formats.

What breed of dog would you be?

Corgi. Short and stubby and full of personality and just happy to be alive!

AMANDA HOEFLE

Territory Sales Manager, Star Publications/Dairy Star

Job Responsibilities: Print advertising, digital advertising, website, and job printing sales.

Age: 25

How long have you worked in this industry?

I started in the industry in May 2018 upon graduating from UW-Platteville. Studying Agri-Business and Dairy Science in college, I never saw myself working in the newspaper industry but the combination of selling and working with businesses in the dairy industry has been an excellent fit for me. I ironically found the job when reading the Dairy Star one weekend and have enjoyed the challenges it has brought me.

What does the future look like for the free paper industry?

I see the future of the free paper industry constantly evolving as it has in the past. The world we live in is always changing so the free paper industry must also change in order to continue to grow. We need to adapt our stories and advertising campaigns to capture the attention of the audiences we are trying to target to keep up with the changing world.

What is the best advice you've ever been given?

Best advice I have ever been given was to split your days into mornings and afternoons. Then if you have a bad morning, you can still have a good afternoon instead of having a bad day completely.

JORDAN HUXFORD

Graphic Designer, Big Green Umbrella Media (CITYVIEW and Iowa Living magazines)

Job Responsibilities: Design print and digital ads, prepare ads for press, assist creative director with miscellaneous tasks, create and maintain websites, safety committee and activity committee member.

Age: 28

How long have you worked in this industry?

Prior to graduating with a degree in Advertising from Iowa State University, I completed a 4 month graphic design internship with Big Green Umbrella Media. Once graduating in spring of

2016, I was hired as a full-time graphic designer and have been here since.

What does the future look like for the free paper industry?

As long as we keep publishing local stories on local people at no cost to the reader, I think there will always be a market and advertisers who believe in our products. As long as we stay engaged with readers (and advertisers) and listen to what they want, the future looks great.

If you had to eat one meal everyday for the rest of your life what would it be?

Right now I would say a BLT with kettle cooked salt and vinegar chips and a side of ranch just for fun cause you never know.



KARI JURRENS

Advertising Representative, New Century Press

Job Responsibilities: Advertising Representative for 4 local newspapers, 2 Shoppers, and 3 peaches.

Age: 34

How long have you worked in this industry?

I started as an office assistant in 2010, moved to an advertising assistant in 2011, assistant to General Manager in 2013, Advertising Representative in 2017.

What does the future look like for the free paper industry?

Free Papers are all in how you market them to your potential advertisers. If you don't believe in what you are selling to them, you will never make it work. Love what you do and it makes the work easy.

What would the title of your autobiography be?

Fearless & Feisty.



Bill Bowman

For more than 25 years, *Up & Coming Weekly* has been Fayetteville's, Fort Bragg's, and Cumberland County's leading and most trusted community weekly newspaper. This "free" N.C. Press Associated weekly publication provides an entertaining and unique format for local news, views, opinions, art, and entertainment venues that define Fayetteville, Fort Bragg, and the Cape Fear Region community. *Up & Coming Weekly* provides local area businesses and organizations a practical, dependable, professional, and cost-effective media resource for marketing, advertising, promoting, and branding their companies and organizations.

Up & Coming Weekly is much more than a weekly newspaper. Since its creation in 1996, the mission and mandates of the publication have been clear: accentuate and illuminate the quality of life experienced and enjoyed in Cumberland County. As an established and trusted community newspaper, *Up & Coming Weekly's* mission has never been to be the center of controversy or negativity, but rather to bring forth an honest, trustworthy, dependable, and aggressive media source that is free, publicly accessible, and serves as an open forum for local news, information and expressing opinions on issues and events that are relevant and vital to the success of the community. This unique newspaper concept and format keeps the content fresh, relevant, fun, and always exciting.

UP & COMING WEEKLY FAYETTEVILLE, NC

Up & Coming Weekly newspaper is one of four community publications created by Bill Bowman and his parent company F&B Publications, Inc.. The others include *Kidsville News!*, a popular nationwide children's newspaper and educational resource created in 1998, the *Up & Coming Weekly Pocketguide*, a local Business and Community directory created in 1999, and a women's lifestyle publication Fayetteville's *Women's View* magazine first published in 2010. Together, these four staple products are referred to as "publications of purpose." Meaning that if there were no need or "purpose" for them in the Fayetteville community, they would not exist. All publications were conceived and created by Bowman.

HISTORY

Bill Bowman established F&B Publications, Inc. in 1996 by purchasing the naming rights of a bankrupt magazine (called *Up & Coming*). He executed his idea and dream that was over a decade in the making. The company has since grown and developed into an icon of community pride. Dedicated and respected, Bowman's company has proven to be effective, profitable, and a highly respected media company serving all nine municipalities throughout Cumberland County. The *Up & Coming Weekly* is a well-respected award-winning publication that holds membership in the North Carolina Press Association, Association of Community Publishers (the former IFPA and AFCP). Bowman takes pride in the fact that SAPA (Southeastern Advertising Publishers Association) was both his tutor and mentor in becoming a successful newspaper publisher. He served as president of SAPA and is a past board member of each of these industry associations. Bowman was also one of the founding members and faculty of AFCP's Leadership Institute.



THE MARKET

Today, *Up & Coming Weekly* is the company's flagship publication. It serves a community of more than 310,000 residents. Fayetteville is a unique community. It has no local TV station and stays in a constant state of resident turnover due to its large population of active-duty military personnel. Fayetteville is the home of Fort Bragg and the 82nd Airborne Division, and the United States Army Special Operations Command. It is one of the largest and fastest-growing military installations in the United States, with more than 50,000 active-duty soldiers and their families. Ft. Bragg also employs 14,000 civilian workers and continues to grow. This growth is having a significant and positive impact on the local economy and community. Thirty percent of *Up & Coming Weekly* newspapers are distributed to Fort Bragg and Pope Army Airfield and serve as the local resource that soldiers and their families depend on and trust for information about the community, local services, businesses, and events in the Fayetteville/Cumberland County community.

The revitalization of Fayetteville's Historic Downtown district is creating

Supercharge your audience revenue

iQ Audience+ by TownNews gives media organizations of all sizes powerful new tools to lift subscription rolls and preserve advertising revenue, while boosting audience engagement.



Learn more at: TownNews.com/Audience




Helping innovative publishers staff in a post-Covid World.

Specialized in supplying
Graphic Designers
Accounting and Bookkeeping Professionals
Customer Service Reps.

We guarantee to cut your costs and decrease the pain of hiring.

Call or email today. 1 800-680-1636 info@staffdifferent.com

MEMBER PROFILE

ongoing interest and economic growth in downtown development. It is quickly becoming a popular destination point for shoppers, diners, art and antique lovers, and businesses/organizations that enjoy urban settings and lifestyles.

Up & Coming Weekly enjoys an audited* readership of more than 26,000 weekly. It is 100% racked and distributed every Wednesday by contract carriers to over 500 locations throughout Fayetteville, Fort Bragg, and Cumberland County. The publication is also available with a "free" subscription to the electronic online "Early Bird" edition. This VIP "Early Bird" edition is delivered directly to subscribers' computers anywhere in the world. This is very important to the military because it allows deployed active-duty soldiers to stay in touch with their family, friends, and community from anywhere in the world.

THE PUBLISHER

Bill Bowman was 47 when he became a newspaper publisher. Like a fresh southern biscuit, he created it from scratch. Unique in concept, he created a customized newspaper to serve the Fayetteville community by showcasing and accentuating its quality of life. At the age of 72, Bowman claims to be the oldest paperboy in North Carolina and shows no signs of slowing down. He claims the ever-changing media industry has him constantly redesigning, reinventing, and repositioning his company just to stay in business and keeping his staff of nine employed. However, he is always cheerful and generous to a fault. He adamantly believes in the Fourth Estate and that there can be no democracy without newspapers, media, and the free press in America. Bowman has found a job and industry he truly loves and is dedicated to, so he hasn't really worked a day since 1996.

August of 2021 will mark his eighteenth sojourn to the Sturgis Motorcycle Rally in South Dakota, keeping alive the memory of the Black Sheep. The free community newspaper industry's only sanctioned motorcycle riding fellowship. Bowman readily admits that his passion for Harley Davidson motorcycles, the competitiveness of being a nationally ranked billiard player, and his exquisite taste for red wine are all the result of his ill-spent childhood. ■




Track everything with sales:
Advertiser emails, Bills,
Marketing, Forecasts and Proofs

303-791-3301
FakeBrains.com

O'ROURKE MEDIA GROUP, MODULIST ENTER INTO STRATEGIC PARTNERSHIP

CHICAGO – O'Rourke Media Group, which operates community-focused media publications nationwide, and Modulist, a media services company that specializes in processing user-generated content, have entered into a strategic partnership that involves multiple publications in multiple states.

O'Rourke Media CEO, Jim O'Rourke and Modulist President, Devlyn Brooks jointly announced that Modulist will be handling the processing of obits and milestones for O'Rourke Media's various digital and print publications that span from the East to the West Coasts, and several states in between.

The strategic partnership means that O'Rourke Media's publications will enlist Modulist's software and customer service team to provide an online portal for consumers, funeral homes and other businesses to quickly and easily complete their customizable listings for O'Rourke Media's community digital and print publications. In addition, Modulist's experienced customer success team will provide world-class support for the online portal.

Modulist's service will include vital community content categories such as obituaries, milestones and business announcements, among others.

"We have had a great experience working with Devlyn and his Modulist team to support print and digital Obituaries and other services in number of our markets," said O'Rourke, who founded his company from scratch three years ago. "Modulist provides excellent service to funeral homes and direct to consumers. The service is efficient, and we've taken this work off of our front line folks in Editorial."

O'Rourke Media Group launched from ground zero in October 2018, and now publishes 22 newspapers in Vermont, Wisconsin, Minnesota, New Mexico and Arizona. The hyper-locally focused company is built on the foundations of original reporting, high-impact journalism, community news and engagement with readers. Additionally, O'Rourke Media has an internal, full-service digital marketing agency that provides cost-effective solutions to local businesses in the communities it serves.

"Modulist was specifically built to serve local media companies just like O'Rourke Media Group. Progressive, community-minded companies that know the value and the importance of local news," said Brooks, who founded Modulist in 2017. "We are incredibly

honored to partner with another family-owned media company committed to serving all of its local communities."

The tagline of Modulist, which also was built from ground zero by another family-owned media company, is "Publish life's stories." Modulist accomplishes that mission by matching people and businesses wanting to publish important milestones in their local media where their friends and neighbors can see them. Modulist has built a world-class, user-friendly online portal for consumers, allowing them to customize what they want their obituaries and other listings to look like. In addition, the company provides live customer support, meanwhile allowing publishers to keep and own all of their own community content on their own platforms.

Modulist succeeds by establishing long-term partnerships with progressive clients such as O'Rourke Media Group, helping to position them for the future by decreasing production costs and increasing revenue in integral community content categories.

For more information about O'Rourke Media Group, visit its website at www.orourkemediagroup.com. And for more information about Modulist, visit its website at www.modulist.news. ■

LONG-TIME SOFTWARE DEVELOPER SCS ANNOUNCES TRANSITION IN OWNERSHIP

Founded in 1975 by Martha Cichelli, Software Consulting Services, LLC (SCS) has been providing software solutions to publishers and publishing groups. Martha's husband, Richard Cichelli, joined SCS in 1983 after working for the ANPA Research Institute.

Richard and Martha have decided, after 45 years, to retire from active participation in SCS, and Kurt Jackson, SCS's Vice President and General Manager, has agreed to purchase the company.

"We are so happy to be able to turn the company over to Kurt who knows the industry so well and who will ensure that SCS continues to provide innovation and excellent service to its customers," says Martha.

SCS has an impressive portfolio of corporate customers that include 8 of the top 10 publishing groups in the United States as well as many community-oriented publishers. SCS also distributes FotoWare digital asset management products in the United States.

"I'm fortunate to have worked with Richard and Martha for many years,"

says Jackson, "and I look forward to the opportunity to continue nurturing and growing the company that Richard and Martha along with our team have built."

SCS will remain headquartered in its new office in Bethlehem, PA, and will continue to focus on innovative technology. "We are committed to remaining a premier tech company in the Lehigh Valley and are excited about new products we have in the development pipeline," states Jackson.

The deal is expected to close within the next 45 days. ■

SITESWAN WEBSITE BUILDER CELEBRATES ITS 10 YEAR ANNIVERSARY

This month SiteSwan is celebrating 10 years of success as a white label website builder and web design business-in-a-box. This is a milestone that very few software companies can brag about. SiteSwan was launched in 2011 as a way for web designers to easily create and sell websites to their small business clients without any code. Over the past decade, SiteSwan has grown rapidly, establishing one of the most successful website reseller programs in the country, powering over 15,000 small business websites and used by thousands of agencies, designers and entrepreneurs all over the globe.

SiteSwan Website Builder is recognized as one of the fastest and easiest ways to create a small business website. The easy-to-use website builder requires no coding or programming, and allows anyone with basic computer knowledge to create beautiful, professional, mobile-friendly websites in minutes. SiteSwan has over 150 professionally designed website themes and counting, which streamline the process for creating websites for just about any small business type. Each theme is 100% responsive and is fully customizable using SiteSwan's user-friendly site editor.

Justin Gerena, SiteSwan Co-Founder & CEO, reminisces about his early days as a web designer and how "building a website used to be so complex and take hours, days or even weeks to create a simple site for our clients. We knew there had to be a better way and that's why we created SiteSwan. Building a website with SiteSwan is fast

and intuitive and only takes minutes. Using SiteSwan to build our client sites allowed us to drastically reduce the time it takes to build websites which in turn increased our profits as an agency. That's when we knew we should offer SiteSwan to other agencies – and our reseller program was born."

Over the years, SiteSwan has evolved to become more than just a website builder. The SiteSwan Reseller Program differentiates itself from other website builders on the market by offering a complete "web design business-in-a-box." From on-boarding and training videos, to sample sales scripts and white label marketing materials, SiteSwan offers its partners everything they need to start, run and grow a successful web design agency. SiteSwan even created their own Local Prospecting Tool which helps their resellers generate leads and find clients by showing which businesses in their area do and don't have a website. Add to that a new Reputation Management solution, and SiteSwan Resellers can expand their services well beyond website design to create new revenue opportunities for their agency.

"I think what has really fueled the success of the SiteSwan Reseller Program is that we don't just provide you with the tools to build a website, but we actually show you how to use them and give you a blueprint for running a successful web design business," says Justin. "As a founder, one of the most gratifying things for me is to see everyday people with no prior web design experience join our reseller program

and establish a successful business for themselves – we have resellers who went from never building a website in their lives to making six figures building websites with SiteSwan. That's incredible and extremely gratifying."

The SiteSwan Website Reseller Program has seen significant growth throughout 2020 and 2021 amid the recent COVID-19 pandemic. With small businesses facing the challenges of forced lockdowns and social distancing, the need for a strong online presence has never been greater. COVID-19 has forced businesses to recognize the need to embrace technology and invest in a new website. Websites are no longer an exception; they are an expectation. Affordable website design is in high demand and SiteSwan Resellers are cashing in. This has led to greater interest in SiteSwan's reseller program, fueling unprecedented growth across the platform.

As SiteSwan marks its 10 year anniversary, it shows no signs of slowing down. In fact, the company has plans to double its reseller program over the next 24 months. "As we look back at our first 10 years and begin to map out our next 10 years," Justin said, "our focus is to continue to invest in our platform to support our current resellers while creating opportunities for new resellers who want to join our program." More features are being added, new themes are being released, and additional SiteSwan team members are being hired to keep up with the demand of its ever-growing network of resellers. ■

Fast, economical and high quality Print & Promotions – the Preferred Way



For all quote requests, please contact

Chad Swannie

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

Somebody once said...

“

Why is there never a headline that says "Government program ends as its intended goal has been achieved"?

”

Oleg Atbashian

WE CAN'T PULL A RABBIT OUT OF A HAT...

but we can make your software Headache disappear.

Call us and find out how you can convert your information to Merrimac Plus at budget pricing.



Call for more information:
207.452.2476 or 978.580.1895
100 Domino Drive, Concord MA



Proud to be the expert media financial valuation resource for the FORBES 400 List of America's Richest People 2015 - 2021

KAMEN & CO. GROUP SERVICES, LLC

Media Appraisers, Accountants, Advisors & Brokers



626 RXR Plaza
Uniondale, New York 11556
Phone: (516) 379-2797
Cell: (516) 242-2857

Kevin B. Kamen
President/CEO

E-mail: info@kamengroup.com
www.kamengroup.com



LEGAL NOTICE SERVICE

Legal Notice Service (LNS) provides complete Legal Notice and Public Notice fulfillment for newspapers. Our proprietary system automates the entire process, saving time, money, and manpower.

LNS uploads, verifies and formats notices, creates affidavits, and generates an automated billing file. LNS offers a customized and integrated system, and our meticulous team of experts, who have a thorough understanding of the state public notice statutes, ensure a reduction in errors to better serve your communities and readers.

LNS also provides:

- Electronic Tear Sheets
- Online submission for your customers
- Uploading notices to any state public notice website
- A compilation file of all notices for easy copy and paste into your publication

legalnoticeservice.com

Call 309-319-7706 or email info@legalnoticeservice.com
for more information

THE LEADERSHIP INSTITUTE

AVAILABLE RESOURCES

BY JIM BUSCH

“The person who is truly effective has the humility and reverence to recognize his own perceptual limitations and to appreciate the rich resources available through interaction with the hearts and minds of other human beings.”

—Stephen R. Covey

For anyone involved in the community paper industry in any way, there is no better way to enhance your skills than by attending the annual ACP Conference and Trade show. Attendees can learn from the keynote speakers, from the management sessions and the TLI classes. While these are all valuable resources, they may not be the best learning opportunities available at the conference. Every name on the list of conference attendees provides an opportunity to pick the brains of experienced industry professionals. I have had the great good fortune to attend many conferences over the years and have come away with many actionable ideas from the lunch breaks, dinners and cocktail receptions. I have also expanded my network, any time I faced a perplexing challenge or needed a new idea for a promotion, all I had to do was pick up the phone and I usually had the answers I needed within the hour. The trade show portion of the weekend is also an amazing source of industry information. Like us the vendors all have a stake in the success of our industry. Because plying their trade brings them in contact with publishers all over the country they have an expansive knowledge of our business. They offer products, technology and services designed to make our publications more profitable and productive.

Perhaps the best thing about attending the ACP conference is the boost it gives one's spirits. There is an image from Hindu mythology which I have always loved. As our spirits, our Atman, travels through time, each time it encounters another spirit a sparkling diamond is formed. This is how I see the conference, as an opportunity to form many new friendships, to create many sparkling diamonds. Though I only see these people every year or so, these relationships are very important to me. Despite the challenges our industry is facing, the overall mood of the conference is always positive and upbeat. I always come away from the annual conference far more hopeful than when I arrived. In the words of Dr. Covey, by attending the ACP conference you will gain an appreciation of “the rich resources available through the interaction with the hearts and minds of other human beings.” ■





BY BOB BERTING,
BERTING
COMMUNICATIONS

Although most of your customers prefer a media mix in their advertising budgets, it is critical that you be aware of media competition, and thoroughly understand the advantages and disadvantages of each of the competition mediums. Advertising salespeople tend to get into a comfortable rut and start taking their customers for granted. This situation can open the door to competing media and a reduced ad campaign in your publication.

A constant effort has to be made to understand media competition. When you realize that competing media people are just as well groomed, articulate, aggressive, creative, and considerate as you are, and they are working night and day to lure your customers away from you—you must develop strategy and execution that will enhance your relationship and build stronger bridges with your customers.

ADVERTISING IS WAR

Would a general fight a war without knowing the size, composition and disposition of the opposing forces? Victory in media warfare belongs to the creative print advertising professional who can write good campaigns, control budgets, develop more meaningful relationships, worry about the customer's image, and con-

UNDERSTANDING MEDIA COMPETITION

stantly study competing media. Add constant preoccupation with strategy and you have a good assault concept.

COUNTERACTING MEDIA COMPETITION

Positive selling, selling your own publication instead of downgrading other salespeople and criticizing your competition, has always been a good sales rule. An advertising salesperson's greatest commodity is time, the active selling hours. You can't afford to waste this time in a buyer's office attempting to degrade a competitor at the expense of failing to get a positive impression for your own publication. Also negative selling carries a greater risk of offending the advertiser and can leave you even further away from a viable program with your publication.

There is a tendency to confuse negative selling with competitive selling. In negative selling, there is an attempt to belittle the competition. In competitive selling you say "Here's what you are missing in your advertising...here's what we can do for you...here are exclusive services we can offer." In effect, you are adding to the customer's knowledge, which is the increased marketing opportunities available with your publication. This is a spin-off from benefits to be gained and losses to avoid.

ADVERTISING PROSPECTS EXPECT YOU TO SELL YOUR OWN PUBLICATION

Understandably enough, they do not want to appear foolish for buying competitive media. The bottom line is to present yourself and your publication in such a way that you successfully counteract other media. Know how your competition sell. Understand that while you may be told you

are getting the business, this is the time when your competition fights hardest to knock you off. Consider on every call that your customer has a good reason to continue giving you their business...or take it away before you get back with them. Every call must be an important selling session to protect you from competition. The bottom line here is "DON'T TAKE YOUR CUSTOMER FOR GRANTED."

HELPING ADVERTISERS TO BE OBJECTIVE

I urge objectivity in dealing with competition. We have all had the experience of being asked for opinions and recommendations regarding advertising programs. Sometimes this involves using other media. To help advertisers become objective in their views of the different media and to accept (or reject) each on its own proven merits is part of your job. But sell positively, not negatively. You can bring out your publication's strong points and the disadvantages of the competition without demolishing them or trying to prove them worthless—which they are not.

If you are busy doing your job... thinking through your client's problems, offering specific, practical programs, creative ads, and always helpful counseling, the competitive media will never see more than a minor share of your customer's dollars. ■

Bob is the author of 4 e-books for the newspaper industry, available on www.bobberting.com. Bob is a professional speaker, advertising sales trainer, publisher marketing consultant and columnist in many national and regional newspaper trade association publications. He can be reached at bob@bobberting.com or 317-849-5408.

DON'T GILD THE LILY



BY JOHN FOUST
RALEIGH, NC

The cliché “gild the lily” is a misquotation of a line from Shakespeare: “To gild refined gold, to paint the lily...is wasteful and ridiculous excess.” Correctly quoted or not, this common phrase refers to the unnecessary practice of embellishing something which doesn’t need embellishing.

Unfortunately, there’s a lot of lily gilding in the world of advertising. I remember talking to Isaac about an idea he had developed for one of his accounts, a construction company which was celebrating its 25th anniversary. His idea was a good one. It connected the company’s rich history to the growth of the community and their commitment to their customer base. It featured three sections: (1) their history, (2) their services, and (3) testimonial quotes. It was designed as a full color, two-page spread – which would represent the largest ad buy in that account’s history.

Isaac’s ad manager liked the idea so much that she wanted to join the fun. She said, “Let’s put a long horizontal photo across the bottom of both pages, showing people standing in line to give testimonial quotes. That will say the company is so popular that there isn’t room in the ad for all of the quotes.”

That was the beginning of the end of a good idea. The ad manager insisted on accompanying Isaac when he presented the ad to the construction company’s marketing director. The original elements in the ad conveyed information in an honest, straightforward style. But the standing-in-line photo came across as an irrelevant gimmick. According to Isaac, the client laughed at the idea, and his boss felt the need to defend it. As a result, the idea was rejected outright and the account decided not to run anything at all in the paper to announce their anniversary.

What went wrong? This was a classic case of gilding the lily – subtraction by addition – fueled by the ad manager’s

ego. The ad was fine until she insisted on adding something that didn’t belong. She didn’t know when enough was enough.

A graphic designer once shared a valuable lesson she learned early in her career. “I had been asked to design a logo for a new client. As I worked, I gained a lot of creative momentum, and ended up with 15 or 16 ideas. A few were obviously better than others, but I felt a need to present them all. That was a bad move. It overwhelmed him to see all those logos, and he couldn’t make a decision. After that, I limited logo presentations to three choices.”

“ Sometimes the most creative step is to know when to stop. Just like a good car has good brakes, so should a good idea.

There are plenty of other examples: The ad campaign with copy points that stray away from the main theme. The layout with too many elements, because the advertiser doesn’t understand that an ad needs breathing room (white space). The extra word that adds nothing to the message. (The word “very” comes to mind.)

Sometimes the most creative step is to know when to stop. Just like a good car has good brakes, so should a good idea. ■

(c) Copyright 2021 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

Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net ©2021

A little update on Type 1 fonts... mainly because I was wondering what was going to happen to my printed materials. Any document that uses Type 1 fonts will “break,” that is, a substitute font will be displayed. Most of the time I’ll be able to find a substitute, but there are certain typefaces that are very distinctive and really work for me. One in particular that I use is *FF Matinee Gothic* (Jim Parkinson, designer, 1996), so I went to a website that I’ve used before <http://www.identifont.com> and checked the closest “match” I could find—*Bungee* and I’m not a fan.

CAMERA CLUB CAMERA CLUB

I then checked my Adobe Cloud font selection and I did find *Bungee*, so I wouldn’t have to pay for it. But, as I said, won’t work for me, yet not sure I want to pay \$39 for a font I already have. However, there is a solution of converting a Type 1 font with a program called **TransType**. It’s simple, but, the “main hurdle to updating your font library isn’t technological, it’s legal.” Many commercial font licenses explicitly prohibit modifying the font files. **TransType** will remind you to check your license before making any conversions, and display any license info embedded in the font files in the main window.

TransType 4 is available for both Mac and Windows for \$97. Go to <https://www.fontlab.com/font-converter/transtype/> for more info. This takes you to the FontLab website.

In the meantime, I’ll continue to look into this—I still have time!

Note: Type 1 data embedded in an EPS File or PDF will be unaffected, as long as they are used as graphic elements. If they are opened for editing, well, see “break” above.

My Basic Type Choices

A lot of my early articles were done in *Helvetica* because of the number of fonts within the family. When I came across *Myriad Pro* though, I switched because it was not quite as rigid, had a large x-height, could be paired easily with Italics and more distinctive typefaces and offered 40 variations within the family (which gives me plenty of options for consistency).

My paragraph headings are from House Industries, a typeface called *Ed Gothic* and there are five other fonts in that family (listed below visually... *Ed Brush*, *Ed Interlock*, *Ed Roman*, *Ed Script* and *Ed Bengbats*) and they work with *Myriad Pro* (except for the Script, not enough contrast).

Just My Type Just My Type Just My Type
Just My Type ● ☎ \$! ♡ ♣ ✂ ✂ ✂

Ed Interlock can provide very distinctive combinations when used as all caps (I’ve included some variations in the all caps version).

Just My Type JUST MY TYPE JUST MY TYPE

It’s a good idea to use contrast between body text and headers, so go bold with the contrast. Another reason I use *Myriad Pro* is because a serif type may add a little more “clutter” to the message and impede readability, but that’s another discussion.

Legibility in Type

Readability and legibility are type attributes that are always a part of any design consideration. They become so much a part of the design process that you don’t even have to think about them!

Readability is the “comfort level” that we achieve—the ease in our ability to read the text.

Legibility refers to the clarity of the individual characters and relies on the specific and inherent characteristics of a typeface.

Last month I posed the question “So just how do you choose the most appropriate type for the message at hand?” Choosing the right typeface is difficult, but through many, years of experience in this field, I will briefly address one of the elements that I look for—legibility—in the type and the qualities I look for.

• **Type Weight:** Type families come in various weights—Light, Roman, Book, Bold, Ultra, etc. Typefaces that are very bold or very light tend to rate low on the legibility scale. Also, “trendy” typefaces or typefaces that are “decorative” need to be used with a discerning eye (see *Ed Interlock*). They become very difficult to read. If you aren’t sure of mixing type, select a typeface that offers a number of different weights (*Myriad Pro* fills that option for me).

• **Type Shape:** Each character has a unique shape and we can recognize those letter shapes. The dominant shapes can be divided into four categories—vertical, curved, a combination of vertical and curved and oblique. Condensed and expanded typefaces can make reading more difficult—try not to distort the characters any more than necessary and try to find a condensed typeface rather than condensing your own. Character integrity may be lost.

• **Serif and Sans-Serif:** Serif typefaces appear to have little “feet” or strokes as part of the main vertical or diagonal stem.

Sans, simply means type “without serifs. There has been an ongoing debate over which is easier to read, serif or sans-serif. But the best way to determine which is the most appropriate typeface to use is practical application, past experience and your audience.

Typeface use in advertising has many variables... amount of text, type of product or services and amount of space in the ad. The best way to check, is to review that ad on the printed page to determine its effectiveness and of course, the client’s satisfaction.

A Quick “Fake” Duotone

I have a little bit of space to fill, so I thought I would share a way to make a very quick, “fake” duotone.

I started with a llama from a county fair. I created a new frame the size of the photo and filled it with a solid color and placed it on top of the photo (I used C0 M100 Y100 B30, but any color will do).

I changed the frames blending mode by going to **Object> Effects> Transparency** and chose **Basic Blending Mode “Hue,”** and left Opacity at 100%.



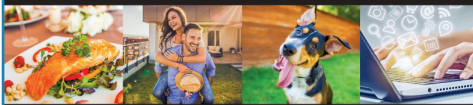
Final Thoughts

I actually used *Myriad Pro* in a number of the ads I did as well, however, that’s my personal choice. Learning more about typography is always a good thing, but there again, there is a lot to understand in its effective use.

Community Publications Business and Service Directory

ADVERTISING SERVICES & SOLUTIONS

CREATE. SELL. PROFIT.



METRO
metrocreativeconnection.com

CONTENT AND DATA MANAGEMENT

Digital Publishing Solutions For
News and Media Organizations



www.townnews365.com

800-293-9576

Online Solutions.

Bottom-line results.

DIRECT MAIL OR PRINTING

Direct Mail?

Turn-Key Saturation

Direct Mail Programs

• Easy • Fast • Profitable

jeff@ultimateprintsource.com 909-947-5292 x-320

www.UltimatePrintSource.com

APPRAISALS & BROKERING

Newspapers
Magazines - Shoppers
Book Publishing

Confidential
Customized - Comprehensive

KAMEN & CO. GROUP SERVICES

516-379-2797 WWW.KAMENGROUPE.COM

For more information - see our ad in this issue.

CREATIVE SERVICES



- PRINT DESIGN
- WEB AD DESIGN
- BILLBOARD DESIGN
- LOGO DESIGN
- PAGINATION
- CUSTOM SOLUTIONS

855-614-5440 WWW.TCSDIRECT.COM

DISTRIBUTION SERVICES FOR PRINT MEDIA



Helping reinvent American newspaper
distribution through improved delivery,
circulation and marketing support services.

248-572-6100 www.ansnewspapers.com

AUDIT & READERSHIP STUDIES

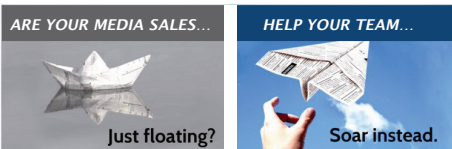


**CVC Audits and
Readership Studies**

Third Party Print & Digital Verification
Increased Exposure to Media Buyers
Learn What Your Readers Want

Call 800-262-6392 or visit www.cvcaudit.com

CRM - CUSTOMER RESOURCE MANAGEMENT



ASK-CRM ASK-CRM is a newspaper-centric CRM
tools to streamline media selling designed to maximize your sales efforts.
robin@ask-crm.com, 301.800.2275, www.ask-crm.com

E-COMMERCE CLASSIFIED SOLUTIONS

BLUEFIN PLACE AD

THE BEST SELF-SERVICE AD PLACEMENT
SOLUTION AVAILABLE TO PUBLISHERS

978-662-3323

WWW.GETBLUEFIN.COM

Bluefin Technology Partners

Advertising Solutions for Publishers

CIRCULATION SUPPLIES

"from the basic to the innovative!"



STEEL CITY CORP

800-321-0350

- Make sure you see our ad on page 4 -

DIGITAL MARKETING PLATFORM



The leader in local digital.

Unifying the sales process, marketing execution,
and reporting in a single toolkit.

303-656-1355
info@adcellerant.com

EDITORIAL RESOURCES

High-Quality,
Free Print & Digital Content

Food and Recipes
Lifestyle and Health
Home and Garden



Visit familyfeatures.com or contact Cindy Long @ 913-563-4752

CIRCULATION SUPPLIES

Your trusted source for
circulation supplies

Poly Bags - Rubber Bands

Event Bags - Bundle Rain Covers - Carrier Bags



Contact us at:
800.634.0017

sales@pdisanek.com
fax: 614-890-0467

DIGITAL REVENUE CONCEPTS

START A BUSINESS DIRECTORY WEBSITE

ideal directories

Launch your BIG idea today!

Perfect add-on to your Wedding & Home
Improvement Special Sections

www.idealdirectories.com

From the owners of Page Flip Pro & SiteSwan

ENTERTAINMENT CONTENT

Providing its partners with free entertainment
content from our stable stable of publications,
including TV Guide, TV Weekly, Channel Guide,
HOPPER, and ReMIND magazine.



888-584-6688 ntvbmedia.com/edge

- * ASK MATT
- * CHEERS & JEERS
- * MOVIE REVIEWS
- * CELEBRITY INTERVIEWS
- * BEHIND THE SCENES
- * DAILY BEST BETS
- * DID YOU KNOW?
- * ReMIND ReWIND

CLOUD SOLUTIONS

PROIMAGE
Making Complex Publishing Simple



Cloud Solutions to Help Reduce Costs

- Automated Workflow
- Color Correction
- Ink Optimization
- Press Registration

303-426-7171

www.new-proimage.com

DIGITAL SALES TRAINING



"Igniting digital media advertising sales!"

INCREASE YOUR DIGITAL MARKET SHARE
HANDS-ON DIGITAL SALES TRAINING

800-917-0820

info@sparkdigitalsalesgroup.com

LEGAL & PUBLIC NOTICE AUTOMATION

Your Legal Notice Experts



Our proprietary system automates the entire
process, saving time, money, and manpower.

866-672-1600

info@legalnoticeservice.com

Your Go-To Guide for Community Publication Business and Service Support

Community Publications Business and Service Directory

MAGAZINE DESIGN

The Flip180 difference

Flip180's magazine website designers understand online content. Through our multi-channel approach, we'll find new opportunities to enhance your brand and create value for your business. We're a magazine design agency that brings deep interactive expertise, thought leadership, and fresh ideas to the table. We don't merely design magazine layouts. From layout design to website development to paywalls and digital marketing solutions, we bring it all together to propel your business forward, onward, and upward.



Flip180
media
Vee Banionis 818-855-7603
Flip180media.com

NEWS FEATURE CONTENT PROVIDER

News to Use

Featurettes



**Feature News
Free Content**

www.mynewstouse.com

email: info@napsnet.com • 800-222-5551



PUBLISHING SOFTWARE

- ✓ FULLY INTEGRATED
- ✓ EASY TO USE
- ✓ AFFORDABLE
- ✓ FREE DEMO
- ✓ DIRECT MAIL
- ✓ COMMERCIAL BILLING
- ✓ GENERAL ACCOUNTING
- ✓ PAYROLL



603-323-5077 WWW.MERRISOFT.COM

MAILROOM CONTROL SYSTEMS



**The leader in US Newspaper
Mailroom Controls.**

888-3069-0639 (x83)
www.miracomcomputer.com

PAID CONTENT



Publish life's stories.

Low-cost, turnkey solution to publishing
paid content on all platforms.

devlyn@modulist.news
701.412.8733
modulist.news

PUBLISHING SOFTWARE

THE NEWSPAPER MANAGER

How Publishers Profit

CRM • SALES • PRODUCTION • BILLING
INTEGRATED MARKETING

Ph: 706-750-0016 | gbooras@mirbeltechnologies.com
www.newspapermanager.com

MARKETING PLATFORM



The Only Turnkey Solution
Designed Specifically for
Local Community Publishers!

**BECOME YOUR
COMMUNITY HUB**

LOCABLE
Publisher Network
916-585-8468
locablepublishernetwork.com

POLY BAGS

Production, Fulfillment, Printing and
Distribution of Quality Poly Bags, Poly
Bag Sampling and Door Hangers.



Michigan Office
Advertising Network Solutions
109 N. Washington
Oxford, MI 48371
Office (248) 572.6100
Fax (248) 572.6152

PUBLICATIONS PRINTING

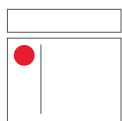
Cummings
Publication Printers Since 1914

- ✓ MAGAZINES
- ✓ JOURNALS
- ✓ CATALOGS
- ✓ GUIDEBOOKS
- ✓ HIGH QUALITY
- ✓ SHORT-RUN PUBLICATIONS

800-647-0035 CUMMINGSPRINTING.COM

MEDIA CONSULTING

**Design. Content. Ideas.
Software. Training.**



Providing the knowledge,
experience and technology to
help publishers grow and thrive!

401-455-1555

Creative Circle
MEDIA SOLUTIONS
www.creativecirclemedia.com

PRINTING AND PROMOTIONAL SUPPORT



PREFERRED
Marketing Solutions
www.preferredms.com

800-270-1769

SEARCH ENGINE PLATFORMS



SEARCH ENGINE
PLATFORMS

MARKETPLACES
AUTOMOTIVE
REAL ESTATE
RECREATIONAL
AGRICULTURAL

VERTICAL & HORIZONTAL

800-944-3276 (ext. 0)
AUTOCONX.COM

MEDIA SELLER SOLUTIONS

SRDS Solutions for Media Sellers

*Premium visibility packages deliver your
information where media decisions are made!*



847-375-5000 ♦ srds.com

PRINTING - FULL SERVICE

We specialize in the art of printing!

Newspapers • Publications • Shoppers
Catalogues • Magazines • Directories • Coupon Books



205 Spring Hill Road, Trumbull, CT 06611

203.261.2548

www.trumbullprinting.com

SOFTWARE



*Track everything
with sales:*
Advertiser emails, Bills,
Marketing, Forecasts and Proofs

303-791-3301
FakeBrains.com

MERCHANT CARD PROCESSING

Merchant Card Processing

Request a free quote:

1-888-697-8831 • msgpay.com
hello@msgpay.com

Ecommerce • POS
Mobile • Software



PRINTING FOR PUBLISHERS

WE PRINT FOR PUBLISHERS.

**DIRECT MAIL - MAGNET MAILERS
AUTO DEALER MAILERS**

Contact us today!

715.273.4601 • 800.533.1635

info@helmerprinting.com
www.helmerprinting.com



SOFTWARE SYSTEMS FOR PUBLISHERS

SCS BUILDS TRUSTED SYSTEMS

Find out why our customers call us "the best
tech support team" and say "we wish we could
contract with SCS to support all our products."



Software Consulting Services, LLC
SCS builds trusted newspaper systems

phil@newspapersystem.com

800-568-8006

Your Go-To Guide for Community Publication Business and Service Support

MONEY

IN YOUR POCKET



Cut your costs, pump-up your profits and streamline your operation by switching your graphic design, layout and production to Design2Pro. Savings of 50-75% versus in-house plus access to some of the world's most talented designers.

Editorial pages that shine and print and web ads that snap, crackle and pop for the lowest prices on the planet – savings you can take all the way to the bank.

More than 300 newspapers and magazines served each week. Our 17th year. Call Howard Barbanel at 516-860-7440 and find out how much we can save for you, because if you want to succeed in print, the more Benjamins you save the better.

Design2Pro

Making Print Publishing Way More Profitable

Howard Barbanel, Executive Vice President

Howard@Design2Pro.com • 516-860-7440 • www.design2pro.com



Publish is a monthly magazine produced by the Association of Community Publishers.

The mission of *Publish* is to cover the people, companies and events that shape the community media industry - one issue at a time.

Publish

5701 E. Circle Dr. - #347
Cicero, NY 13039-8638

PRSRT STD
U.S. Postage
Paid
Permit #22
Slayton, MN

Valuable Information To Improve Your Publishing Business!

- PRINCIPAL SPONSORS -



- PLATINUM PARTNERS -



- GOLD PARTNERS -



ACP & MFCP ANNUAL CONFERENCE & TRADE SHOW

SEPTEMBER 17-18, 2021

MARRIOTT DES MOINES DOWNTOWN
DES MOINES, IOWA

*THE PERFECT PLACE
TO FIND SOLUTIONS
TO YOUR PUBLISHING
CHALLENGES!*

- PARTNERS -

BLUEFIN TECHNOLOGY PARTNERS
CLEAN TICKET
KING FEATURES
LEGAL NOTICE SERVICE
MERRIMACPLUS
MSG PAYMENT SYSTEMS
PDI CIRCULATION SUPPLIES
PROIMAGE
SOFTWARE CONSULTING SERVICES
THE NEWSPAPER MANAGER
ULTIMATE PRINT SOURCE
AND MORE...

For more information or to register
for the conference go to
www.communitypublishers.com