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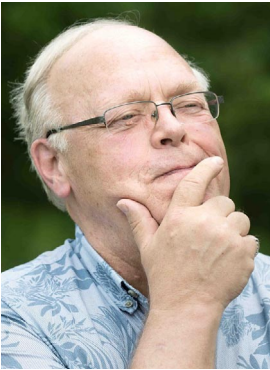
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**Community
Papers of
Michigan**



By
Mark W.
Rummel
Fenton, MI

Everybody knows the familiar “traditional media” which regularly challenge newspapers, shopping guides and community papers for those always-precious advertising dollars. These well-known varieties include local television, cable TV, local and satellite radio, billboards, other papers and plenty more.

BUT DO you realize there are actually THREE DOZEN methods, styles and types of ads which are available to customers everywhere, every day? Really.

These can include (but are not limited to) these forms of ads, which are offered in no particular order:

- Wall paintings
- Billboards
- Street furniture
(painted on buildings, etc.)
- Printed flyers
- Rack cards
- Radio ads
- Cinema ads
- Television ads
- Web banners
- Mobile telephone screens
- Cereal boxes, shopping bags
- Web pop-ups
- Skywriting
- Bus stop benches
- Human billboards
(including forehead advertising & tattoos)
- Magazines
- Newspapers
- Town criers
- Sides of buses
- Banners behind airplanes
- Signs on sides of airplanes
(called “logojets”)

YOU'D BETTER SHOP AROUND:

At least 36 competitors fighting papers for all those ad dollars

2022 – FIRST \$300 BILLION AD YEAR EVER IN THE U.S. !

For 2022, Magna Global projects U.S. ad spending will increase 13% over 2021, and will surpass \$300 billion for the first time ever.

- “Pure play” digital media should grow by 17% to total \$190 billion, as forecast by Magna in Forbes Magazine;
- National TV / video ad dollars will be flat, with short-form video spending growing. Meanwhile, traditional broadcast / cable spending will be down 5%, even in this election year, the forecast says;
- Audio ad dollars are projected to grow by 6%, mostly in podcasts and on-demand formats, and
- Digital print ad dollars should grow by 10% in 2022, but total print spending will drop by 1% this year. Total newspaper and magazine ad expenditures are expected to reach \$16 billion, or 5% of the anticipated \$320 billion U.S. ad spending total, experts predict.

In-flight ads on seat tray tables
(or overhead storage bins, etc.)

Taxicab doors
(or roof mounts and passenger screens)

Musical stage shows
(and other performance programs)

Subway platform signs

Train billboards
**Elastic bands on
disposable diapers**

Doors of bathroom stalls

Stand-up bathroom urinals

Stickers on bananas & apples
(in supermarkets)

Store shopping cart signs
(called “grabertising”)

**Opening sections of
streaming audio and video**

Movie posters

Backs of event tickets

Supermarket receipts
Signs on an elephant
Writing in sand at the beach
...and maybe a million more

So, we all can draw some comfort realizing how much competition for ads really exists, everywhere and every day. It's a busy globe out there. As the above chart shows, print media still takes a multi-billion-dollar share of all the U.S. ad spending each year.

There are at least three dozen reasons our jobs are a challenge each day. We should appreciate every victory we earn, as we then turn around and try to sell even more tomorrow and next year.

Mark worked at papers in Saginaw, Port Huron and the Thumb Area, plus served on the CPM Board. He and wife Sally even worked for The Walt Disney Company. He also opened and ran a successful restaurant for 17 years. He still does social media work from Fenton, Mich. MarkWRummel@gmail.com

Updating Your Paper

Tips to make your pages attract more readers



by Kevin Slimp
kevin@kevinslimp.com

Redesigns. They've been on my mind a lot lately.

When Ed Henninger, the undisputed guru of newspaper and magazine design, decided to retire three years ago (I never really thought he was serious), we had several conversations about his decision. I'll never forget when he told me he was "done."

"I'm closing down my website. I'm getting rid of my Adobe software subscription. I'm going to give my large page printer to you. When I retire, I'm not looking back."

I asked who would take his place. "They're all yours," he said.

Like a lot of you, I stay busy. Most of my workdays begin around 9:00 a.m. and end between 2:00 and 4:00 a.m. During those hours, I'm overseeing my businesses, leading webinars several days most weeks, and trying - when I can - to help longtime newspaper clients. It's 10:30 p.m. right now, and I have several hours of work ahead of me.

I guess I shouldn't be surprised that redesigns are on the minds of many publishers. I'm hearing from a lot of my community newspaper friends that business is good. They know that a redesign has the potential to make business better.

My phone has been ringing...a lot. I just finished a redesign of The Standard Banner, Jefferson City, Tennessee, and I've agreed to do a couple of redesigns at newspapers on the northern and southern borders of the U.S. over the next few months. I guess, like

Ed predicted, I've become his heir apparent, whether I have the time or not. With that in mind, let me make some suggestions on ways you can improve your newspaper's design right now, without waiting to do a total redesign.

- Hold a meeting of the full newspaper staff and brainstorm ways to improve your paper. What parts of the paper do readers like? Which regular features could be removed without anyone noticing? What needs to be added?

- Look at your current design. Unless you've recently done a redesign, there's a good chance that the pages look outdated. Readers don't have to be design experts to know when something is outdated. The subconscious does a great job of reminding them. What needs to be changed right away? What outdated design elements are causing potential readers to put down your paper before reading a word?

- Hold a focus group made up of readers and non-readers of your paper to learn what changes people in your community think should be made to improve the design and content of the paper.

- Make incremental changes to the paper. Yes, newspapers should redesign their pages every five years, at a minimum.

In the meantime, gradual changes can be made to update and improve the design along the way. Look for design elements that are outdated and fonts that were outdated ten years ago. What colors are you using? Are they outdated (yes, colors go in and out of style)? Are you keeping your ad design up to date, or do your ads look the same as they did ten years ago?



While redesigning The Standard Banner (Jefferson City, Tennessee), we used modern fonts and designs to attract readers to the page.

These are just the tip of the iceberg, but doing just these things will go a long way toward improving the way people perceive your newspapers and when they perceive it positively, readership will increase, along with ad revenue.

I've come to learn that one thing is almost certain: When a newspaper does a major redesign, increased readership and ad revenue will follow. I regularly hear from clients who tell me their readership and revenue have increased significantly since their redesigns. It happens enough that I've learned it's not a coincidence.

My Late-Night Phone Call

Just now, while writing this column, my phone rang. It was Hank, a longtime publisher in Kentucky. I like Hank, so I was happy to take his call.

He didn't take any time to get on topic. "I am so tired of reading (a newspaper industry) Magazine and reading that newspapers are dead. It's just not true, and I'm so tired of reading that print is dead."

I told Hank I understood and that we've been hearing that for more than 20 years. "Don't let it get to you" was my best advice.

Then he added, "My revenue was up \$40,000 in 2021. It's just not true that printed newspapers are dying."

I assured Hank that I regularly get similar calls and messages from publishers, and it's true that newspapers are not dying. I also assured him that most publishers I've visited with lately about the subject have told me their papers are doing quite well.

We visited about Hank's health and our crazy late-night work schedules. I ended the conversation by saying, "I might mention our conversation in my column."

He answered, "That's fine." Believe what you want. From where I'm sitting, most community newspapers are doing just fine.

Let's see. That's 800 words in 35 minutes. My work, for the moment, is done.

Contact Kevin at:
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By Bob Berting
Berting Communications



Proposing An Advertising Business Marriage

For the advertising salesperson, their customer is thinking a buying decision usually means a decision to enter into a long-term relationship with them and their publication. It is much like an “advertising business marriage”.

Before the customer decides to buy, he can take you or leave you. He or she doesn't need your publication. But when your customer does finally make a decision to buy from you, and gives you money for your advertising service they can become dependent on you. And since they probably have had bad buying experiences in the past, they can become very uneasy and uncertain about getting into this kind of dependency relationship again.

Your promises must be fulfilled

What if you let the customer down? What if your advertising doesn't work as

promised? What if you don't service the account as you promised? You can't sell a long range program and then get complacent. The ad sales professional



never loses their attention to detail and accuracy just because a new account is sold. These are real dilemmas that go through the mind of every customer when it comes time to make that critical buying decision.

Concentrate on the relationship

Because of the mixture of print, digital, and social media today, the relationship can sometimes be more than the product. The customer doesn't know how your publication will function or how he or she will be treated after they have given you their money. So in reality, the customer's decision is based on how they can trust and believe you.

Building a solid trust

Here is the important bottom line to this article and worthy of a lot of thought. In many cases the quality of your relationship with the customer is the competitive advantage that enables you to edge out your competition. The quality of the trust bond that exists between you and the customer can be so strong that no other competitor can get between you and that customer.

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.

At times, topics for this page come easy, other times, not. I have articles going back to 1995. Granted some are no longer relevant, however, I may be able to update or better explain the material, so consider this an...

Ad Throwback

Ad Talk with Ellen Hanrahan

Ugh! Wisconsin weather... but I don't have to tell you about it...you'll get it the next day! So I don't mind being stuck indoors, it's a good time to learn some of the features in my software programs (hopefully)!

Valentine Revisit

This article ran in February of 2016 in the **CPM INFORMER**, but I did not explain my thought process on color placement. If the ad is effective in black and white, chances are more impact can be added with color...but it must be used judiciously.

Anyway, these two ads show that a border can really help add a lot more "punch" to the information within the ad's borders.

This ad ran as a quarter page but is reduced to 49% of the original size. I think you still get the idea. I just wanted to show that attention to details and working with contrast can make a big difference in grabbing the reader's attention and creating emphasis.

Artwork is mostly the same and placement of the elements also remains similar. But this is a case where showing the difference can help a non-designer understand that a few minor alterations can change the power of an ad. It looks as if the open hearts in the first ad were placed to fill a void and not planned.

The most noticeable difference is the black border behind the hearts. Drop shadows also add dimension and pull the eye into the ad.

The type for "Treat yourself..." in the left ad has not been handled properly. Large "gaps" between capital and lowercase letters impede readability. Plus, the coupon is good for fragrance or lace, so I gave that info more emphasis as well (larger and bolder typeface).

I used the word "One" instead of the number "1" because it "reads" better and it works better at the beginning of the sentence. I also was working with an awkward combination of "and/or" and wanted to keep the quantity consistent. This use of a word instead of a number will vary depending on content, usage and typeface. If it is text I'm working with, I'll spell out the number (with the exception of money, because that's what readers are used to).

Plan the Artwork

It's OK to leave breathing room (white space) around the logo to make it stand out more. The hearts that are placed near the logo in the left ad compete with the logo. You view the logo and then your eye goes to the two hearts—the last thing you should see is the client's logo. Plus art placement in the ad on the right allows me to make the logo larger.

Contrast is a powerful element and since newsprint is not a bright white, use the black/white contrast to your advantage. Ads look different in print—if the ad looks weak on the screen, it's not going to look better in print.



Color Use

I wanted the most impact, so made use of color in the border and the coupon. Adding color inside the border could impact readability because newsprint is porous and the text is fairly small (although with online ads, the substrate of newsprint is moot—but get the most contrast anyway!).

Back in the day, color was an added expense for the advertiser but the internet changed all that. Still, too much color can still overwhelm the content and impede readability.

Final Thoughts: A Love Combination

Last month I presented a few typefaces from the Adobe Library. *Atocha* (Sudtipos) was listed and I chose to use that as my title for this article.

I also presented *Looking Flowers Deco* from Adobe as well. As you can see from a small sampling of glyphs (below), I was able to use both the type selections to create a Valentine heading suitable for personal ads or even used as a grouping for advertisers.

The open type format has expanded my use of the term "artwork." I will also add this to a "Library" because I know I will certainly use this graphic again.



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, e-mail: hanrahan.ln@att.net Ellen Hanrahan ©2022





By **John Foust**
Raleigh, NC

Ad-Libs

Catch More Customers for Your Advertisers

My friends Mark and Sandy invited me to spend a couple of days in a vacation beach condo they had rented, about a month before their first child was born. Mark and I decided to do some fishing, so we bought some shrimp to use as bait and waded into the ocean, which was unusually calm and flat that day.

We stood there for several hours in waist-high water. Mark knew a lot more about fishing than I did, but neither of us caught a fish. He may have had a nibble or two, but I ended up with nothing but a bad case of sunburn. When we slogged our way back to the shore, I still had my original shrimp on my hook. Mark told me that even though the fish weren't biting that day, my odds would have improved if I had kept fresh bait on the hook.

It was a little embarrassing, because I should have known better. If I were a fish, I certainly wouldn't be interested in a shrimp that had been hanging around that long.

That lesson applies to advertising, as well as fishing. It pays to make a fresh offer to your target audience.

Imagine how your newspaper might deal with the problem of long-time advertisers who run the same ads in every issue. They are loyal to the paper, but it doesn't

help them at all to let their ads get stale. It's the advertising version of Groundhog Day, without the classic Sonny and Cher alarm clock song.

Let's say that one of those advertisers is a hardware store which has been running the same small ad for several years. The headline simply reads, "Big discounts on

fit. And along the way, there is a possibility of co-op money from individual manufacturers. That would increase the hardware store's budget, which would allow them to run larger ads.

Or how about the vacuum cleaner store which runs the same small ad with a generic headline in issue after issue? You could use the technique here, too. Just create a series featuring an offer on one type of vacuum in each ad. The cumulative message would be what the advertiser intends – "we're your local source for vacuum cleaners" – but the delivery would be more effective.

Everybody wins. Advertisers get more business. Readers learn about good deals. Manufacturers benefit from the publicity. And your paper creates happier advertisers and better looking pages.

It all adds up to quite a catch, doesn't it?

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

Big Discounts on Hardware

Kent Hardware & Appliance

1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com



"To remedy the staleness suggest a series of product ads"

You Know You Want It.



Cut down on yard work with the latest lawn care tools.

SAVE UP TO
\$200 OFF
New Mowers through 4.30.13

Kent Hardware & Appliance

1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com



hardware." There is no illustration, just a logo and contact information at the bottom. To remedy the staleness, the account rep could suggest a series of ads, with each one featuring an offer on a specific product. This creates an opportunity for seasonal offers. In the Spring, a sequence of ads could feature a lawnmower and various gardening tools. In the Fall, there could be a leaf blower. Since each ad spotlights one product, an illustration would be a natural



"Building Main Street, not Wall Street" **Vibrant Communities and Local Media Must Work Together** – John A. Newby

January is our back-to-basics month each year. This week, we discuss the importance of local media in building a vibrant transformative community. Don't confuse local media with National media, they are different in their mission and scope. Local media can be vital in a community's transformation and vibrancy. It was recently asked, What happens when a community loses their local newspaper? A follow-up question was also asked, How would that community then get their news? As might be expected, answers varied from things such as radio, social media, word of mouth, friends, neighbors, to answers such as other regional outlets and so forth. All of which are accurate to a degree, but regardless, it was agreed the community would suffer from lack of accurate information.

Yes, communities would still figure out when businesses closed, violent crimes tend to blanket social media and word of mouth, the not so pleasant news and information tends to reach far and wide on social media, radio, friends, neighbors etc. And yes, they would get a bit of regional coverage for any high-profile crimes and business closings. They might even get unlucky and have a major news outlet like the NY Times or Washington Post swoop into town doing a feature story on another dying rural American town.

But who is consistently going to be the community voice sharing the community's feel-good stories, business openings, and convey the great things happening locally

to the outside world? Aside from a local media company sharing the great happenings in your community, let's carry reality one step further. When potential



new businesses are looking to relocate to a community, they first tend to Google all the prospective communities or locations. Without a voice sharing the great things going on, what they will see besides the business closings, crime stories, obituaries, and yes, that NY Times piece,

will appear at the top of their search. Without that voice conveying the good things, they are left with only the impressions of the less desirable things. What conclusions do you think they will make? While I wish this was only a "what if" situation, unfortunately, nearly two thousand communities across the country experience this scenario today.

Local newspapers can be the eyes into the soul of your community. They should be the community's ambassador to the outside world. If the local newspaper can't convey your community's positive message to the outside world, who then will be able to convey that message in a consistent and accurate fashion? If your local newspaper isn't doing this, demand them to do so. Newspapers should be the community's proverbial communication town square. In today's world of media fragmentation and information sources, providing this role is more critical than ever. Local communities need every bit of help they can muster, having a local media presence fulfilling the above roles is critical to the overall success and vitality of the community.

A recent Notre Dame study indicated a community that loses their newspaper could expect the cost of local government to increase by 30% within five years. This doesn't mean government is bad, but without the media oversight, they tend to spend more than they otherwise might. Regardless of the political leanings of the local newspaper, that simple act of oversight saves a community hundreds of thousands or even millions of dollars. (Continued on page 8.)

Building Main Street, Not Wall Street *by John A. Newby, Continued from page 7*

Another recent poll shows most residents believe their local newspaper is doing fine financially. While many newspapers are okay, it is safe to say most local media outlets are facing challenging and potentially crippling economic headwinds. Importantly, it is often the case communities are facing many of these same economic challenges. The media company and the community must work

together, finding synergies that can be created to mold a strong community foundation from which to build. For both to succeed, they need each other more than ever before.

When a community loses its newspaper, part of that community dies. In addition to less civil engagement, these communities may lose their identity. A

quote by Portland State's Lee Shaker was recently shared with me. He said in a Nieman Lab report, "If a community loses its newspaper, it stops being its own place. It becomes a satellite of something else, rather than having its own core identity." A community without a newspaper becomes a rudderless ship adrift in the treacherous economic currents of life.

John A. Newby, of Pineville, MO. is a nationally recognized publisher, community, business & media consultant, and speaker. He authors "Building Main Street, not Wall Street," a column appearing in 50+ communities. He is the founder of Truly-Local, dedicated to assisting communities create excitement, energy, and combining synergies with their local media to become more vibrant and competitive. His email is: info@Truly-Localllc.com.



Watch out for optimism

Optimism can ruin your career.

Michael Angelo Caruso



I'm all in favor of looking at the bright side, but it's also important to be realistic. For well over a decade, journalists ignored something called Twitter, perhaps thinking it was a passing fad that couldn't possibly impact their industry. At first newspaper owners and media affiliates didn't think much of the platform, but then news stories started being reported there. Then news stories were breaking on Twitter. In recent years, media outlets are reporting what's on Twitter.

And all the while, newspaper circulation was spiraling downward. Only in the last few months have organizations like the New York Times figured out how to profitably deliver news online in a Twitter-like format. Toxic positivity Psychologists say that "positivity bias" can create an illusion that reinforces status quo. In other words, we pat ourselves on the back to feel better about a situation. We do this for many reasons, including because we: - Have got this (yes, we really do) - Are

overconfident - Have worries and want to feel better - Want to stall for time while we figure something out When solving problems, we deal with the known and the unknown. Visual artists refer to the unknown or what's "missing" in a work of art as "negative space."

Finding -- or at least being very clear about -- what's missing, is important in many areas of life. One secret to happiness, for example, is recognizing the absence of it. The same is true for accumulating wealth. It helps to not be okay living "less than."

This concept also holds true for becoming a better salesperson. When I openly acknowledged that I lacked certain presentation skills, I truly started down the path to improvement and reward. Those improvements helped me:

- **Believe in myself**
- **Be more persuasive**
- **Close on more speaking gigs and help others**

- **Have the courage to publish**
- **Become one of the top speaking coaches in the country**

Even today, I am constantly studying the craft and trying to improve my skill set by identifying what might be lacking and then learning more about it.

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



Can Paper Help Save the Planet?

Kathi Rowzie, Two Sides North America

The recent United Nations global climate summit in Glasgow, Scotland, brought the world's leaders together again to try to reach agreement on further commitments to reducing greenhouse gas emissions. High on the agenda was preserving the health of the world's forests – a critical natural resource for absorbing these emissions.

With this heightened international attention on preventing deforestation, primarily in the developing world, now is a good time to remind ourselves that the North American forests that supply the wood fiber for our paper and packaging products are among the most sustainably managed in the world.

They are so well-managed, in fact, that our forests continue to be a net absorber of carbon. In the United States, sustainable forest management practices, the regeneration of forest area and modern harvesting practices resulted in a net sequestration of carbon every year from 1990 to 2019, according to the U.S.

Environmental Protection Agency. The U.S. Forest Service (USFS) reports that U.S. forests annually capture and store 14% of economy-wide carbon dioxide emissions. Natural Resources Canada reports that forestlands capture and store around 19% of all carbon dioxide equivalents emitted in the country.

The production of wood and paper products is a powerful economic engine and driving force in keeping North American lands forested. By providing a dependable market for responsibly grown fiber, the paper industry encourages landowners to manage their forestland instead of selling it for development or other non-forest uses. More than half (58%) of the forestland in the U.S. is privately owned and managed, mostly by millions of small landowners, and they are under no obligation to keep their lands forested. Without the economic incentive provided by the forest products industry, untold millions of acres of forestland would likely have been lost permanently to commercial land development –

converted to building projects, strip malls or parking lots.

For proof, look no further than countries where there is little economic incentive to keep lands forested. According to the UN Food and Agriculture Organization's (FAO) Global Forest Resources Assessment, those areas of the world that consume the least amount of wood have the greatest problem with the kind of deforestation that the Glasgow conferees were trying to address.

Compare that with North America's forest products industry. While they were producing the wood and paper products that enrich the lives of consumers, net forest area in the U.S. grew by some 18 million acres between 1990 and 2020, according to the UN FAO, and Canada's forest area of 857 million acres has been stable over the same period. By law, every acre of Canadian forest that is commercially harvested must be regenerated. (Continued on page 10.)

Can Paper Save The Planet *Kathi Rowzie, Continued from page 7*

In the U.S., the net average annual increase in growing stock on timberland is about 25 billion cubic feet, according to the USFS, and forests in the U.S. annually grow nearly twice as much wood as is harvested. USFS also reports that tree harvesting in the U.S. occurs on less than 2% of forestland per year in contrast to the nearly 3% disturbed annually by natural events like insects, disease, and fire, and most of this harvested wood is used for non-paper purposes. Harvesting in Canada occurs on only 0.2% of forestlands, while 4.7% is disturbed by insects and 0.5% is disturbed by fire, this according to Natural Resources Canada.

The Glasgow summit also kicked off a discussion of the inherent advantages of bio-based materials – like paper and paper-based packaging– in reducing greenhouse gas emissions and their potential role in a more broad-based,

circular bio-economy. The FAO released a report demonstrating how renewable wood-based products can help combat climate change and achieve the UN Sustainable Development Goals.

According to Dr. E. Ashley Steel, Forest Statistics Expert at the UN FAO:

“There is strong evidence at the product level that wood products are associated with lower GHG emissions over their entire life cycle compared to products made from GHG-intensive and non-renewable materials. Wood and wood-based products are generally associated with lower fossil and process-based emissions when compared to non-wood products.”

The document left open for later study the extent to which paper and paper-based packaging may serve as substitutes for

non-wood products in the search for those that contribute to the net reduction of greenhouse gases, but there’s little doubt that any product sourced from materials that are grown and regrown are better for combating climate change than the non-paper alternatives.

About Two Sides North America, Inc. Two Side North America is an independent, non-profit organization that promotes the sustainability of print, paper and paper-based packaging, and dispels common environmental misconceptions about paper products. We are part of the Two Sides global network which operates across North America, South America, Europe, Australia and South Africa.

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