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Association of Community
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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

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COMING NEXT MONTH

The July *Publish* plan is to take a look at including video in your marketing efforts. As always, we will also cover the people, information and issues that are influencing the community publishing industry.

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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



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



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



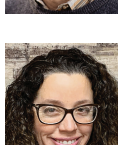
AT-LARGE DIRECTORS
Shane Goodman
Cityview
8101 Birchwood Court, Suite D
Johnston, IA 50131
shane@dmcityview.com
515-953-4822



Carol Toomey
Action Unlimited
100-1 Domino Drive
Concord, MA 01742
carolaction@aol.com
978-371-2442



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



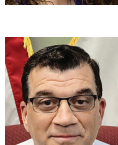
Lisa Miller
New Century Press
P. O. Box 28
Rock Rapids, Iowa 51246
lmiller@ncppub.com
712-472-2525



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.com
386-322-5900



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



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



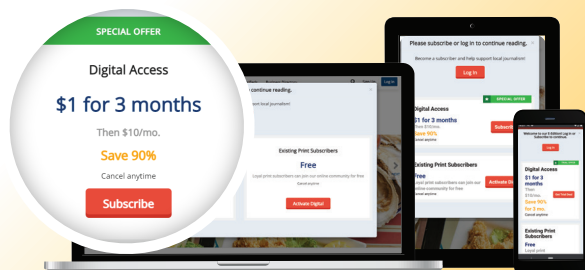
Barb Perry
Reminder Publishing, LLC
280 North Main Street
East Longmeadow, MA 01028
bperry@reminderpublications.com
413-525-6661



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

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WALK IN ANOTHER'S SHOES



JOHN DRAPER
ACP PRESIDENT

As an owner of a small business it's not uncommon to have to do a little bit of everything. This is natural to the position and a requirement that I think is necessary. I don't think the operation runs optimally if the owner doesn't have a good understanding of the various duties performed within the company. Given the ups and downs of the business world and the fact that we simply cannot afford to be over-staffed, successful operations require that business owners, and other employees, are able to perform various duties and fill-in where necessary to get the job done.

What I state above is no revelation. This is commonplace and has been for years. However, with the changes we've seen over the past two years I think we are now realizing even more how dependent we are on strong employees and how necessary it is for everyone to spend some time in another person's shoes. Walking in the steps of another can open our eyes to better understanding and appreciation.

For two years I've spent a lot of time in the shoes previously filled by our Managing Editor. By no means have I filled these shoes. She was fantastic and provided leadership in the newsroom that didn't require me to actively manage day-to-day operations of the department. That was a bit of a luxury; a luxury that now gone has created better appreciation for what she did and for what our entire news staff does. Similarly, others within the newsroom have also walked in her shoes. This has provided growth opportunities for them and generally improved total operations.

Just last month, for a period of two weeks, I walked in the shoes of our sports editor. As a photographer and writer he's one of my region's best. Again, some big shoes to fill. Fortunately, the walk was relatively short and soon enough, after some less than standard sports sections, things were back to normal.

As I write this, I've spent large portions of the last week walking in the shoes of our graphics department. One employee has been out with an ill family member

and we recently took on a number of large projects that have been taxing to the group. (I like the revenue of course).

While seeing the world through a sports writer's shoes, I am reminded of all it takes to perform the job. I see the events as enjoyable, but also as work. I see the hours it takes to travel, analyze the game, shoot a bunch of photos in the hope of getting at least one passable shot, and then the follow up to construct a story and put it to press. I've never taken all of this for granted, but to see/live it for two weeks reminded me of what he does and all the tasks that go into the job. I've created a deeper understanding and appreciation.

Likewise, my time in the graphics department has opened my eyes to all they do. I've seen first-hand the less than desirable instructions coming from the sales team. I've had to react to a last minute sold ad, and unfortunately, the holes left when an ad cancels near the end of pagination.

So, "where is this going?" you ask. These are just some examples in my immediate work and life that remind me to be diligent about seeing issues and tasks through someone else's eyes. Every day we have experiences or opportunities to stop and consider what others might be going through or where they are coming from on an issue. These are real-time opportunities to understand and appreciate.

Far too often we are quick to criticize. If things don't go well for our designers, do we criticize their reactions, or think about what might have happened in the sales department to create the issue? Further, do we criticize the sales rep, or consider what may have driven the advertiser to pull that promotion? Or, do we stop to evaluate what it's like to walk a day in their shoes?

We all live our lives and have our priorities that must be met. This makes it easy, and somewhat natural, to be inward focused. I'm guilty. But being diligent to acknowledge the efforts of those we rely on and to take a view from their shoes, can help us broaden our minds and move forward productively. ■

KEEP ROLLING



BY DOUGLAS FRY

Every Sunday morning around 8:00 a.m. I meet a friend for a bicycle ride. My riding partner is named Ben. He is not as fast as he once was but he does his best to ride along quickly. Though the pace is leisurely I get more from our rides than the physical. After each ride I feel grateful, motivated, and inspired.

Ben is not a motivational speaker or sports guru. He's just a 30 year old riding a bike. Maybe we should go back three years to understand why this man fills me with such respect.

Three years ago I was riding with Ben on beautiful country roads around the county. We approached a bridge across the Duck River. He disappeared around a bend in the

road leading to the crossing. When I rounded the corner I saw Ben sprawled across the asphalt. He was not moving. I went to his side and sat in the road with him. It took nearly an hour for emergency vehicles to get to the site. During that time Ben kept asking the same three questions over and over, "How did I get here?" "Where is my girlfriend?" and "Is my bike alright?"

As I sat with Ben in the middle of the bridge he did not move once. That scared me. My First Aid merit badge training taught me not to lift or alter the position of an accident victim unless it was to save their life. So, I just sat, listening to his questions, answering them again and again, hoping he had merely suffered



THE ONE THING

a concussion. When the paramedics finally arrived I moved from his side and hoped for the best.

Ben was airlifted to Vanderbilt Hospital. We cut the remainder of the ride short so we could process what had just happened. The next day I went up to Nashville to visit Ben. He was in the ICU with his parents at his side. They gave me the news I anticipated but hoped against: Ben was paralyzed below his waist. Ben began rehab and endured many attempts to get his lower limbs to respond to stimuli. No improvement happened. So, he learned to use a wheelchair, to get dressed, to drive a van with only his hands, how to get around with challenges in a world that ignores the possibility that some people might be different.

He was let go from his job as a heating and air conditioning technician at a very large grocery chain. They decided they didn't need a par-

alyzed technician so they fired him. I won't tell you the name of the chain as it might prejudice you against them. But the name of the grocery chain rhymes with "Troger."

In spite of the accident, Ben learned to ride a three wheeled bike. He uses his hands and arms to pedal, shift, steer, and brake. But that's not the motivating part. What impresses me most about Ben is that, in spite of the huge challenges he faces for the remainder of his life, he is positive and happy. He can poke fun at himself and enjoys a good laugh. He has also taken up indoor rock climbing and just participated in the national competition. He placed 4th. Ben's favorite saying he learned from the climbing tournaments is "Trust your legs." Remember, he hasn't felt anything below the waist in nearly three years.

As we ride along on Sunday mornings Ben talks about the future, about

competing with others and himself, and how much he appreciates everything we all take for granted. He makes me laugh. His outlook helps me think about what really matters in life. He helps me see that I am one lucky guy. I'm lucky to have a friend like Ben. It is said that "Comparison is the thief of joy." In this case comparison is the catalyst to recognizing all the advantages I have.

One morning I asked him how he is able to maintain such a positive outlook in the face of the reality of his challenges. He replied that "Sometimes in life we just have to keep rolling no matter what the road looks like ahead."

So, that's the One Thing this month. No matter what challenges we might face I recommend that we all simply "Keep Rolling." We don't know what is just around the corner and that's what makes life so interesting and fun. Roll on. ■

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CIRCULATION VERIFICATION COUNCIL
OUR DATA SPEAKS VOLUMES

PUBLICATION AUDIT REPORT

Audit Period: July 1, 2020 – June 30, 2021
Family Magazine

1. Audited Media Platforms

Platform	Average Net Circulation	Average Monthly Unique Users	Net Monthly Unique Users
Print Edition	14,292	1,415	1,415
Digital Edition	11,480	4,023	4,023
Website	14,292	1,415	1,415
Social Media	11,480	4,023	4,023

2. E-newsletters

Platform	Average Net Circulation	Average Monthly Unique Users	Net Monthly Unique Users
Print Edition	14,292	1,415	1,415
Digital Edition	11,480	4,023	4,023
Website	14,292	1,415	1,415
Social Media	11,480	4,023	4,023

3. CVC Estimated Ed

Platform	Average Net Circulation	Average Monthly Unique Users	Net Monthly Unique Users
Print Edition	14,292	1,415	1,415
Digital Edition	11,480	4,023	4,023
Website	14,292	1,415	1,415
Social Media	11,480	4,023	4,023

4. Total Digital Content

Platform	Average Net Circulation	Average Monthly Unique Users	Net Monthly Unique Users
Print Edition	14,292	1,415	1,415
Digital Edition	11,480	4,023	4,023
Website	14,292	1,415	1,415
Social Media	11,480	4,023	4,023

5. Audited Circulation, Distribution and Net Press Averages - Print Edition

Platform	Average Net Circulation	Average Monthly Unique Users	Net Monthly Unique Users
Print Edition	14,292	1,415	1,415
Digital Edition	11,480	4,023	4,023
Website	14,292	1,415	1,415
Social Media	11,480	4,023	4,023

6. Audit Period Summary

Platform	Average Net Circulation	Average Monthly Unique Users	Net Monthly Unique Users
Print Edition	14,292	1,415	1,415
Digital Edition	11,480	4,023	4,023
Website	14,292	1,415	1,415
Social Media	11,480	4,023	4,023

7. Distribution by Zip Code

Zip Code	Print Edition	Digital Edition	Website	Social Media
00000	0	0	0	0
00001	0	0	0	0
00002	0	0	0	0
00003	0	0	0	0
00004	0	0	0	0

8. Width of the following products or services

Product/Service	Print Edition	Digital Edition	Website	Social Media
New Automobile, Truck or SUV	0	0	0	0
Used Automobile, Truck or SUV	0	0	0	0
Automobile / Auctions	0	0	0	0
Furniture / Home Furnishings	0	0	0	0
Major Home Appliances	0	0	0	0

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January Spring

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BY LOREN COLBURN

As I write this month's Perspective, I realized that today marks the 45th anniversary of the day I entered my fulltime career in the community publication industry. Victor Ianno (NAAP President and Publisher of the Year in the 70's) gave me an opportunity fresh out of college and it has been an amazing ride ever since. A great deal has changed in the industry over that period, both in the media landscape and the local advertising perspective.

In thinking about this issue's focus on "Revenue Opportunities", I couldn't help but consider one of the more significant changes I have seen in the perception of advertising buyers through the years. I remember when selling any kind of a new product was an absolute uphill battle. The number of times I heard the "let's see how the first issue goes and then we'll consider it down the road" response was discouraging. Regardless of if it was a new edition, a special section we had not done before or an in-paper promotion, many advertisers were skeptical about trying anything new. If they did consider it, they needed to know the exact location of the homes to be delivered, the total circulation and exactly what day it would be hitting the street.

Fast forward to the post 2000 advertising world and suddenly advertisers will readily jump to buy a digital advertising product that has no geographic component, no verified receivership or viewers, and a completely open-ended timing. Not only will they not ask any critical questions, they buy it and get genuinely excited about this new shiny opportunity they know very little about. On top of that, they are convinced they are getting a great deal! Advertisers quite often end up disappointed with the results produced, but that does



not seem to deter them from grabbing the next digital proposal that comes along in hopes of finding the magic formula for marketing success.

So how do print products face this new search for trendy advertising programs that produce the good old fashion results like they did "back in the days" of coupons and super sales? I believe publications need to actively package enough of the shiny new digital to meet advertiser expectations and marketing trends while incorporating enough proven print advertising techniques to drive a level of response the advertiser drastically needs. The digital ads can point to the more detailed print components, increasing exposure to the advertiser's message (as well as building your publication's readership). Advertisers win, publications win and consumers build awareness and response. All too often I see community publishers tending to fight digital rather than embrace it.

Here are some simple points your advertising packages and advertisers should keep in mind based on a 2019 study by the USPS Office of the Inspector General related to advertising effectiveness and age. *(links provided at the end of the column)*^{1, 2, 3}

- Results showed that regardless of age, physical ads were more effective than digital in leaving a lasting impression.
- All age groups processed digital ads more quickly than physical, which can be advantageous with limited attention or time.
- Physical ads elicit more emotional reaction to an ad than digital.

- Physical ads develop more sub-conscious desire for the product or service than digital ads
- The subconscious value a participant places on the product or service is higher with physical ads than with digital ads
- Consumers will spend more time with a physical ad than a digital ad.

In summary, utilizing digital ads to draw attention to a business, product or promotion can be an effective way of increasing exposure and response for your advertiser. Having digital point to the print ad and the print ad include information on how to easily find the website will assure a maximum audience for each marketing message. Digital has its limitations, but it also has its strengths and like it or not – it's here to stay. Publications can incorporate those digital benefits with the results producing strengths of print advertising and deliver promotional packages for advertisers that are far more successful than digital only or print only campaigns.

Don't be afraid to try new promotions and publication content ideas. Advertisers and consumers are both more receptive than ever to new products and offerings and it's up to you to find new ways to take advantage of this trend. Your products need to reflect the trends in your market and embrace every opportunity that presents itself. Changes seem to come at an accelerated rate as time goes on but that just means we need to be much quicker to identify the changes and determine the best way to react and exploit the opportunities those changes create. If we react correctly, we can take advantage of every opportunity to reinforce "If it's free, buy it!" ■

¹ https://www.uspsdelivers.com/why-direct-mail-is-more-memorable/#identifier_4_123

² <https://www.uspsog.gov/document/advertising-effectiveness-and-age>

³ <https://www.uspsog.gov/sites/default/files/document-library-files/2019/RARC-WP-19-001.pdf>

BOB WRIGHT SCHOLARSHIPS FOR 2022 ANNOUNCED

BY DEBORAH PHILLIPS, BOB WRIGHT MEMORIAL SCHOLARSHIP CHAIRPERSON

This year we received 12 applications for the Bob Wright Memorial Scholarship. We had only \$6,100 to award. The hard part is that this isn't the easiest scholarship for which to apply. There are a lot of pieces that need to be pulled together for the application. So, when we cannot award everyone \$1,000 towards

education, it is always a difficult decision. We decided to award six recipients, so the committee made the decision to award \$1,000 to each of them.

The 2022 recipients are Katelyn Piersma, Olivia Schwartz, Sofia Panlilo, Malana Thompson, Kiana Marti and Adam Greene.



KATELYN PIERSMA will graduate this year from Otsego High School. She is ranked third in her class of 151 students. Music is a big part of her life. She was a drum major in the marching band and participated in Symphonic Band, Pep Band, Jazz Band and several musicals. She was a member of National Honor Society, Students Against Destructive Decisions, and Jump Start. She plans on attending the University of Michigan in the Fall. Along with being an AP Scholar, she has been a dishwasher, fireworks salesperson and a waitress. Her mother is Pamela Piersma who works for Community Shoppers Guide in Otsego, MI.

KIANA MARTI is a sophomore at West Chester University. In high school she received her International Baccalaureate Diploma in 2020. She was a member of the Spanish Honor Society, and did Varsity women's soccer, link crew and the bowling team. In college she is currently an Integrative Biology major and a Psychology minor. After she earns her bachelor's, she is planning to continue school to become a Physician Assistant. In addition to her job as a cashier, she sources and sells clothing accessories and shoes from vintage shops and thrift stores. Her grandmother is Pamela Hildebrand who is employed at Engle Printing & Publishing Co. in Mount Joy, PA.



OLIVIA SCHWARTZ was first in her class of 464 students. She is currently a college sophomore at Montana State University in Billings, Montana. In the summer after her freshman year, she was accepted into the CPING Research Experience for Undergraduates where she did research and conducted a project which observed the morphology of *Convolvulus arvensis* across Billings, Montana. After this she was invited to share her research with other students who were studying plant invasion genomics. Her other activities include club volleyball for which she received an athletic scholarship. Her mother is Helen Boyd-Schwartz who works at Exchange Publishing in Spokane, WA.

SCHOLARSHIPS



MALANA THOMPSON will graduate this year from Albert Lea Senior High School in Minnesota. She ranks 39th in her class of 203 students. In addition to being a member of the National Honor Society, her activities include hockey, soccer, well being club, student council, key club and book club. She is a member of the church council and a volunteer at the humane society. She is planning on attending Bethel University in the fall and go into the medical field. Her parent is Julia Thompson who is the publisher of the Freeborn County Shopper in Albert Lea, Minnesota.

SOFIA PANLILIO will graduate this year from Smith Academy where she currently ranks first in her class of 45 students. She has earned most outstanding in French, Biology and English, along with multiple awards in high school band competitions in New England. She is also a member of the National Honor Society. Her other activities include Youth Music Ministry Assistant, Library Teen Volunteer and Historical Society volunteer. She plans to attend Union College in the fall to study Computer Science and Cybersecurity. In her junior year, she took Computer Science and coding courses at Smith College. And in her senior year she was offered a TA position in the middle school where she enjoyed sharing her knowledge of coding with the younger students. Her parent, Curtis Panlilio, works at The Reminder in East Longmeadow, MA.



ADAM GREENE will graduate this year from Longmeadow High School. His activities include vice president of the investment club, indoor and outdoor track and National Honor Society. His plan is to attend the UMass Isenberg School of Management in the Fall. He currently writes sports articles and is committed to exploring more in the field of Journalism and sports management. According to one of his recommendations, Adam is an exceptional young man. His warmth, character and interest in sports broadcasting and journalism sets him apart from the crowd. His parent, Scott Greene, is employed at The Reminder in East Longmeadow, MA.

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THREE EASY WAYS TO ADD DIGITAL REVENUE TO YOUR PUBLICATION

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One of the reasons we work with publishers is that they have amazing brands. They are all well recognized in their community and well respected. We partner with them and do the digital heavy lifting with a whole catalog of digital offerings.

Here are three easy ways to make quick digital revenue for your publication:



1. EVENT TARGETING

We can target any event with our digital geofencing techniques. For example, a bridal expo would be a popular event target, especially this year. According to the Wedding Report, 2.5 million weddings are expected to happen this year, the most since 1984.

First our team can put together a pre-event targeting campaign by serving ads to those in the area using keywords related to the event. Second, our team can geofence the wedding expo and serve ads to those that attend during the event. Third, we can collect device ID's of those that attended and serve them your client's ads for up to 30 days after the event.

Our event playbook can increase industry event attendance by as much as 35% and get you digital ad revenue.

2. CATEGORY SPECIFIC ADS

Tell the story about what digital ads can do for your advertisers. Restaurants, for example, can use a restaurant category and serve ads to those

looking for places to eat and to those that dine at your competition with our geofence technology. The results speak for themselves with this type of campaign.

Our conversion and Click Through Rate are usually double the industry standard. Everything we do is fully transparent, and you will be able to provide clients links to our reporting dashboard. The dashboard tracks clicks and conversions as the campaign is going.

Let us tell you the story of a Mexican Restaurant that used some of our tactics and got bit results. This restaurant geofenced all of its competitor and we were able to serve ads to those that entered those geofences. They also set up a conversion zone around their restaurant to see what restaurant had the most foot traffic (this restaurant had more than one location). The restaurant could keep track of who saw their ads and who walked into their restaurant and what restaurant they went to.

This restaurant also used keyword targeting and website retargeting. This restaurant also worked with us to set up a curated audience in a specific zipcode. Because this restaurant wanted to be known as family friendly, they targeted all households with children.

Ads with a click through to the daily specials was also very effective.

We got results:

Over the five-month-long campaign, the ad earned the restaurant chain 205,640 impressions, 309 clicks and 72 conversions, and that was customers that walked through their door!

3. DON'T FORGET ABOUT USING YOUR OWN AUDIENCE TO TARGET.

January Spring is a digital marketing agency that works exclusively with publishers to help them take digital off-site services to market. Reach out and we will gladly share our Playbook. Contact us at contact@JanuarySpring.com

REVENUE OPPORTUNITIES? THE FORCE IS WITH YOU

BY METRO CREATIVE GRAPHICS

If we were all Jedi Masters, we could wave a hand in front of clients and proclaim, “These are the ad packages you want to buy.” Alas, many of us have not reached that enlightened state, but when it comes to revenue-generating opportunities, your prospects are looking to you to be their Jedi Masters to get them the results they want and need. Within those interactions lies the basis for thinking about revenue-generating opportunities. That is to say, if you gear your revenue-building ideas toward helping your prospects grow their revenue, you’ll also be helping your own bottom line.

There are many ways to approach thinking about revenue creation. Metro Creative Graphics is a company that has been around for 112 years now, sharing in the ebb and flow of ideas that help shape ad sales. The entire concept of revenue-producing opportunities at Metro is the “what’s for dinner?” question of the day. In that position, the company holds a unique viewpoint on what is happening in the world of ad publishing. Lately, a few trends are rising that may be avenues for you to consider:

EMERGENCY PREPAREDNESS SECTIONS

The increase in natural disasters from coast to coast in recent years has renewed the national appetite for information on how to keep families safe before, during and after extreme weather events or other disasters.

The News Journal of Wilmington, Ohio, has been publishing an annual Emergency Preparedness & Response section for many years. This year, in addition to the print component, the publication issued it as a web e-section with a six-month run. Ad spots ran in place alongside features, ranging from a disaster supply kit check-



Lifestyle photos, such as these supplied by Metro, can be the creative impetus to finding untapped revenue opportunities.

list to a directory of local emergency numbers. The section gives advertisers staying power and readers a valuable reference. To expand the reach of the material, the publication developed it as a group project with two other publications in neighboring counties.

THEMED PACKAGES

An area that is ripe for revenue opportunities is themed selling. Whether the topic is based on a seasonal event or other concept, the possibilities for expansion are numerous. A themed package may be carried from a section to campaign ads to themed pages to online e-sections and pages. For example, a “shop local” angle may embody your support for area businesses with a print section. Drill down deeper into the theme and there are categories within the concept that offer huge potential for themed pages that can carry on programs for months, if not throughout the year. You may find a large percentage of regional business owners are veterans, so an instant connection is made for events like Military Appreciation Month in May or Veterans Day in November. Statistics show that women are increasingly becoming entrepreneurs of brick-and-mortar establishments, opening the door for a subset of your “shop local” coverage dedicated to women-owned businesses. The point is, you don’t



always have to think about a single ad when you are generating ideas. Expand and multiply.

POST-COVID SPENDING TRENDS

Much has been said about spending trends in our mid-Covid environment. Consumers forced to stay home more often over the past two years spent the majority of their available income on their homes. Now there are indications of a pent-up demand for travel, personal experiences and personal services, according to most prognosticators. Seek the advertisers that supply these goods and services, and open up new revenue opportunities.

VISUALIZATIONS

Try a creative exercise with photographs to assist in discovering revenue opportunities. The idea is to get a photo from a subscription service and examine it through the eyes of your prospects. Lifestyle photographs – photos of real people in real-life situations – are good candidates for this exercise. For example, a photo of family outdoors with a pet can possibly be an illustration for any number of advertisers, from fashion to pet care, family health to lawn care, and any number of other retailers. Metro subscribers can use “lifestyle” as a keyword to discover a wide selection of these types of photographs.

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REVENUE OPPORTUNITY

Record-Herald News Journal The Times-Gazette

EMERGENCY PREPAREDNESS & RESPONSE

Durable foods to stock for emergencies

Public health emergencies or inclement weather can spiral out of control rather quickly. Emergency situations have the potential to derail shipping or delivery schedules or impede shoppers' ability to get to the store for necessary supplies. Individuals should keep a stock of emergency provisions just in case weather or another adverse situation compromises their ability to get the items they need to survive.

Planning Pointers
How individual needs should inform your emergency plans

Shelf Life
Stocking up on non-perishable food

Insurance Protection
What different kinds of policies cover

water removal process typically used to preserve perishable materials, according to Mittek Technology, a company that produces freeze dryers.

Canned or freeze-dried chicken, tuna, salmon, and beans are durable protein sources. Vegetarians will find that rice, lentils, and beans are more common in pre-packaged, but emergency food supply kits sold at popular retailers, including Costco. However, they also can be purchased at carrying retailers or Army/Navy stores.

Fruits and vegetables
Fruits and vegetables are necessary to ensure your body gets essential vitamins and minerals. Fresh items will spoil in a matter of days, so canned varieties are better for stocking up. Canned vegetables and fruits come in many varieties. The healthiest canned fruit options are those packed in their own juices rather than heavy syrups. Food vegetables like potatoes, turnips and parsnips can endure in cold areas of a home, but canned equivalents may be more practical.

Whole grains and other carbohydrates. A balanced diet consists of a healthy mix of proteins, fruits and vegetables, and carbohydrates. According to Kelly Jones, MS, RD, a board-certified sports dietitian, whole grains and other sources of carbohydrates are fine, and most come in dried, non-perishable forms. Cereals, rice, quinoa, barley, and whole grain dried pastas can be used in emergency food kits. Packaged granola or trail mix bars also are good to have on hand.

FEMA and the American Red Cross advise keeping food in a dry, cool, dark spot. Carefully open resealable containers so they can be closed tightly after each use. Dried fruits and sugar packets can be put into seal-tight containers for protection from pests. Inspect cereals for mold, denting or corrosion before use. During a disaster, it is wise to eat at least one well-balanced meal every day. Remember to also stock bottled water with emergency foods supplies.

Getting your refund is more important than ever.

Roofing Construction's Best Savings Money

The News Journal of Wilmington, Ohio, found a revenue opportunity by partnering with publications in neighboring counties for an Emergency Preparedness section.

The world is filled with Death Stars looking to destroy or delay your efforts to find revenue-making opportunities. Anything from increased internet competition to ad-budget reluctance on the part of potential advertisers, and everything in between, can seem to present nearly insurmountable barriers at times. Use the Force – your creative abilities to suggest revenue-generating paths – then partner with advertisers to get them results, and you'll both benefit. Cue the music, and count your Jedi income.

Explore more ways Metro can help your sales team identify and capture every available revenue opportunity at metrocreativeconnection.com. ■

About Metro Creative Graphics, Inc.

Metro has been helping local publishers create, sell and profit for 112 years with a spectrum of revenue development services that have evolved to meet dynamic changes in the newspaper industry. These offerings include spec ads; editorial features; stock images; themed special sections; sales tools and training; digital ads, sites and directories; and more strategic tools to support sales and creative teams.

Membership has its benefits - benefits you need!

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OBITUARIES – BUILDING REVENUE AND READERSHIP

BY DEVLYN BROOKS

The most reliable data tells us that obituaries still produce hundreds of millions of dollars in revenue for newspapers nationwide.

And just as importantly, consumers still consistently rank obituaries as their most favorite content type.

So, community publications would be wise to invest time and intention to maintain a healthy obituary vertical in their communities.

Letti Lister, the publisher of the Black Hills Pioneer in Spearfish, S.D., admits that for years she took the obituary vertical for granted. That's before she partnered with Modulist, a media services company specializing in the processing of user-generated, community content such as obituaries, among other content categories.

In a January webinar that Modulist hosted, Lister said that after just six months on the platform, her obit revenue had increased by 48 percent because she started to receive obits from funeral homes she previously was missing. The increase was a direct result in investing time in the relationship with her area funeral homes, and matching that with the right, easy-to-use tool for funeral homes to use.

"We were losing too many obituaries and the revenues they could have generated. What I first liked about Modulist is (that) all the people there come from a newspaper background. They understand the inefficiencies of processing obituaries," Lister said. "With Modulist, families and funeral homes can upload obituary text and photos themselves. Modulist's staff verifies, edits and prepares the obituaries for us."

Carol Toomey, president and publisher of the Action Unlimited group of publications in Massachusetts, realized that when Gannett announced the elimination of six printed newspapers in her communities, that she not only had a business opportunity

drop into her lap, but she also had to give her communities the printed outlet to remember their loved ones.

She's now enlisted the services of Modulist to give her readers a cutting-edge online platform to customize their loved one's obituary and to inform the community of this person's passing.

"This is a vital service to our community," Toomey said. "If we don't provide this service to the community, who will?"

But you don't have to be an expert in obituaries for your publications to benefit. You just need a knowledgeable partner.

Modulist's tagline is "Publish life's stories" because its mission is to match people and businesses wanting to publish vital community content in their local media products. Important local stories such as obituaries.

Modulist does this with a world-class online portal where clients submit their content, such as obituaries and death notices – but also business announcements, classifieds, letters to the editor, and milestones such as birth, engagement and wedding announcements – sent directly to one or multiple media outlets through a single transaction.

Being Modulist is a portal open for business 24/7, customers can access the platform at their convenience. Families and funeral homes can upload obituary text and photos themselves. And consumers see real-time pricing, publication dates, deadlines and all the other pertinent information to place an obituary in your publication.

Once they have finished their loved one's obituary, they will be able to double check everything before choosing their desired payment option. Additionally, users can make changes to their loved one's obituary by just logging into their account before the obituary is published in the paper.

Finally, Modulist's staff verifies, proofreads and prepares the obituaries for publications.

"I wish Modulist would have been around 10, 15, 20 years ago," said Todd Keute, who publishes three community newspapers in Blackduck, Bemidji and Park Rapids, Minn.

Keute says that the importance of Modulist goes beyond just providing an easy-to-use, self-service portal. Even more important is the Modulist staff's focus on maintaining the important relationships between a publication and its local funeral homes, which is the real secret to obituary revenue.

"I don't look at Modulist like a vendor, I look at much more like a partnership," Keute said. "What Modulist offers in the way of services is what we expect from our own employees."

While it's true that there will be a continual shift in how community news gets distributed. There is no disputing what community content consumers are looking for. Community publications that are thriving continue to provide news about the people in their community. And providing a platform where people can memorialize their loved ones will continue to drive readership and serve a vital community service.

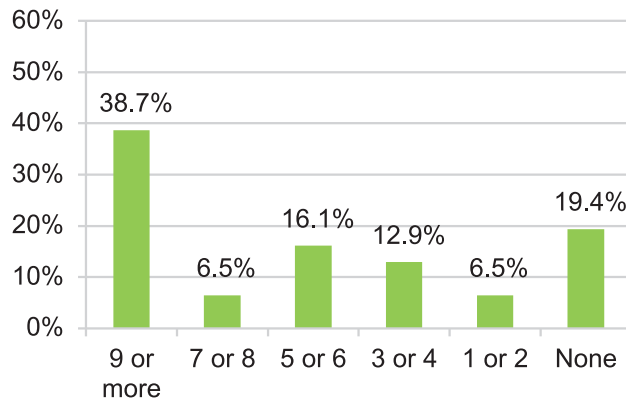
"We generate significant revenues from obituaries alone each year with the assistance of Modulist," said Kelly Boldan, the editor of The West Central Tribune in Willmar, Minn. "Modulist simplifies the process for funeral homes by providing one-stop placement opportunities to multiple newspapers. Obituaries are content of great interest to communities and provide an opportunity for newspapers to monetize it for maximum revenues."

"Our mission is to establish a long-term partnership with our clients, helping to position them for the future by decreasing production costs and increasing revenue," said Modulist President Devlyn Brooks. ■

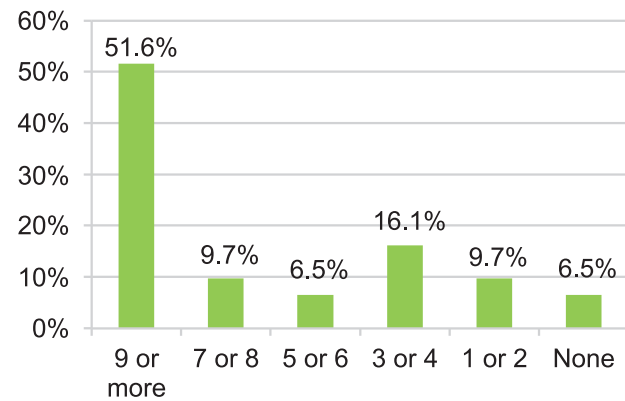
THE SURVEY SAYS...



How many Special Sections
(separate press run)
do you run per year?

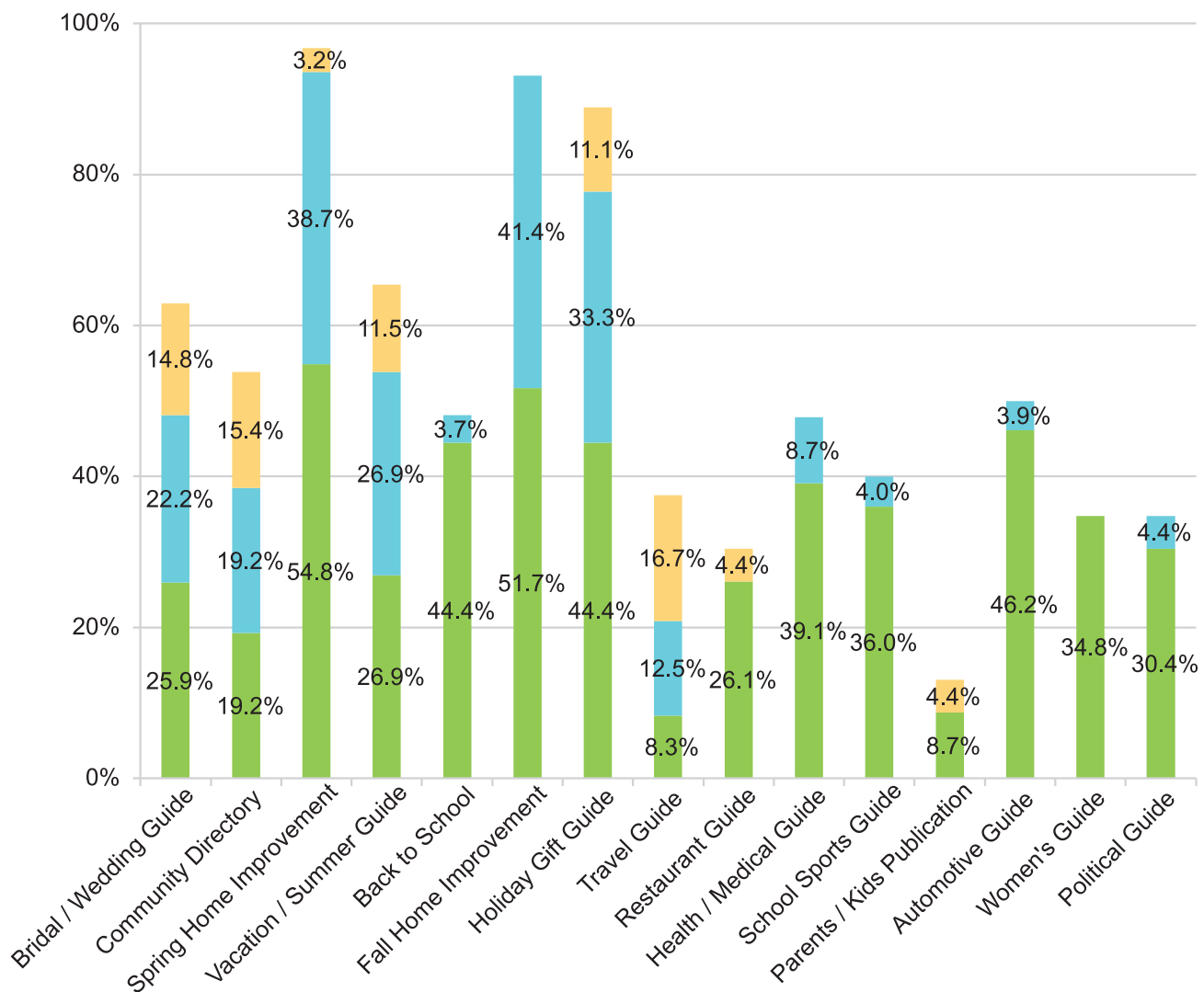


How many Special Sections
(in paper)
do you run per year?

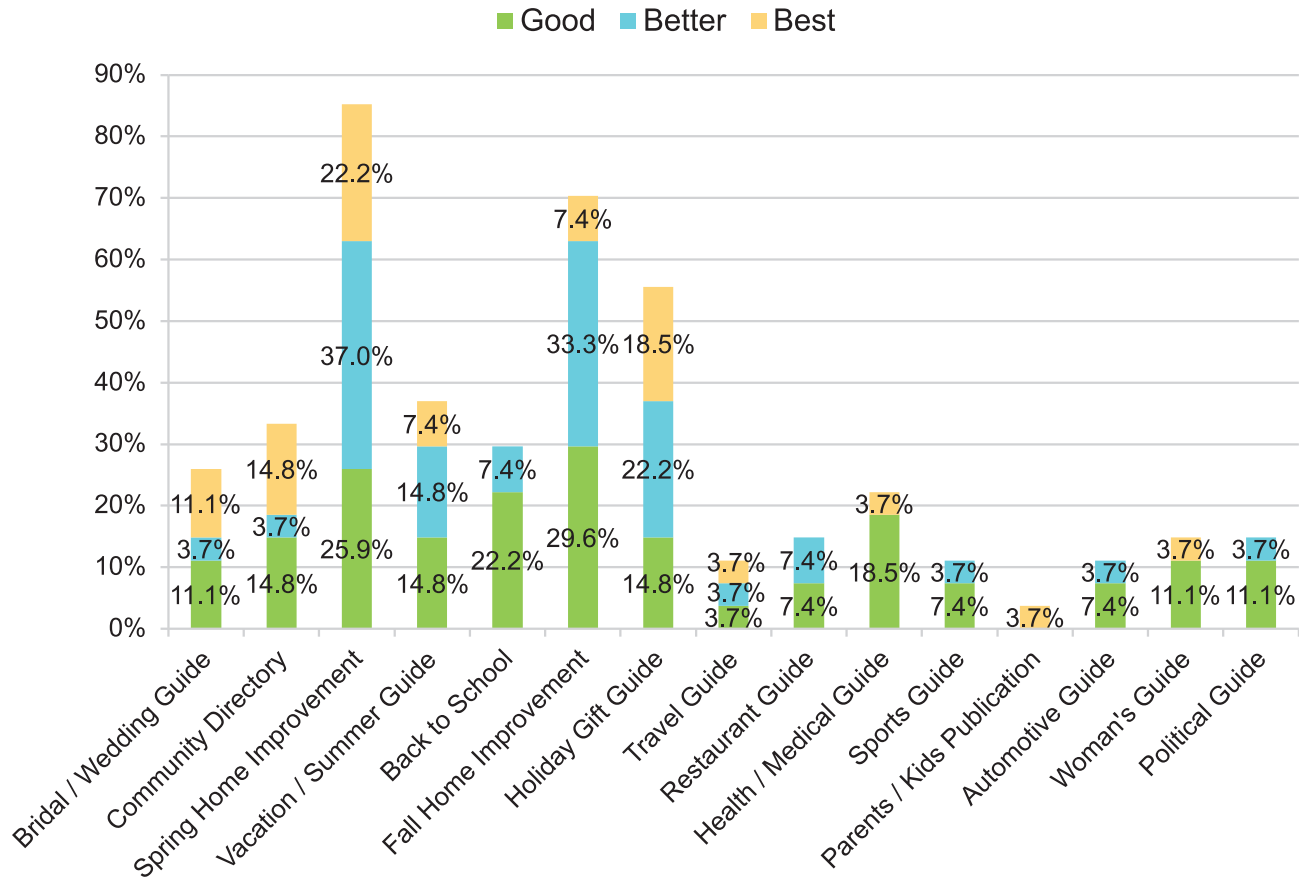


Which of these promotions do you take advantage of?

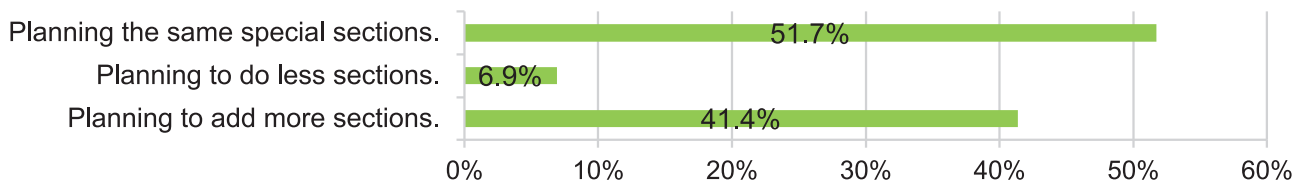
■ In-Paper ■ Separate Press Run - Inserted ■ Separate Press Run - Separate Distrib.



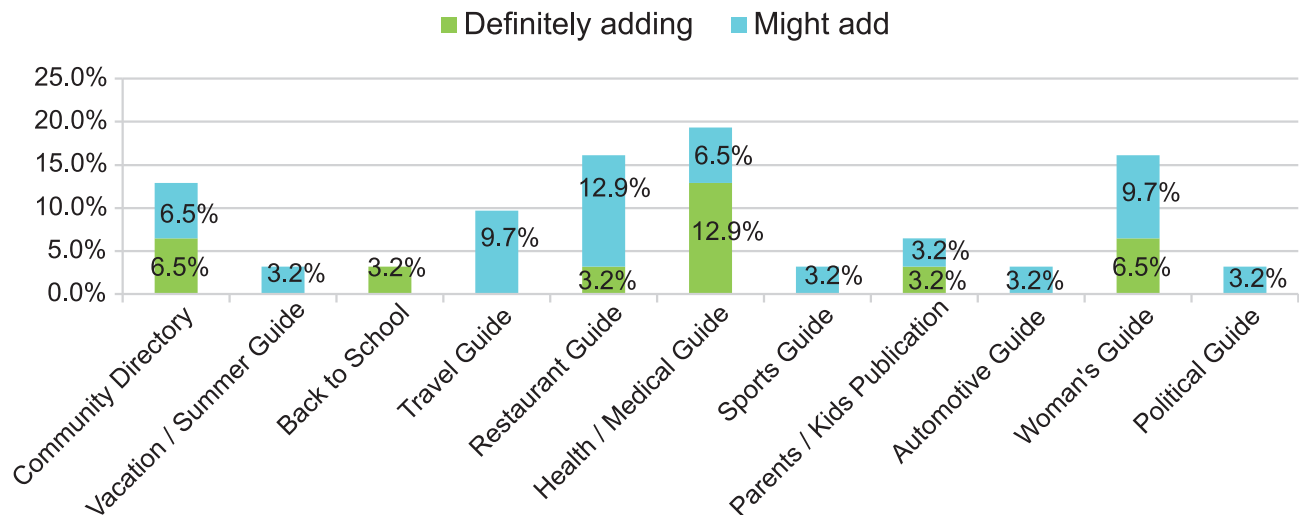
Which of these are your top 3 most profitable promotions?



Are you planning more or less special sections in the future?



If you are thinking of adding a special section in the next twelve months, which section will you add?



Based on the understanding that publications are always searching for more solid revenue producing promotions that they can add to their current rotation, we have selected a couple that were produced by current members. These promotions caught our eye in this year's Best of the Best Awards judging and thought we would pass them along to our Publish readers. They are easily adaptable to any market size, demographic and region. Look them over and hopefully they will spark a new revenue source for your publications.

HOW-TO GUIDE

Cityview – Johnston, IA

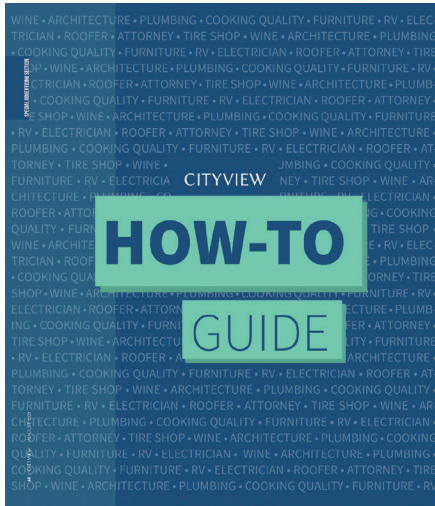
PROMOTION DESCRIPTION: This special in-paper section included sponsored “how to’s” that cover a broad range of advertiser topics all the way from “how to choose where to give birth” to “how to choose a tattoo studio”. Each How-To is a half page ad below a half page of editorial (or aditorial) that details how to make the right selection in the advertiser’s core business area. The topics are driven by advertiser support and could accommodate just about any business type. To illustrate the versatility this promotion can include for an endless souce of business categories, those included by Cityview for 2021 were:

- How to choose where to give birth – sponsored by UnityPoint Health
- How to choose a place to get pierced – sponsored by Prysm Piercing
- How to choose a swim school – sponsored by Natavi Swim School
- How to choose an allergist / immunologist – sponsored by Iowa Allergy Clinic
- How to buy and sell coins – sponsored by Christopher's Rare Coins
- How to make a plan for after death – sponsored by Abedroth Russell Barnett Law
- How to choose a lasik provider – Wolfe Eye Clinic
- How to choose a mattress – Homemakers Furniture, Mattresses & Accessories
- How to choose home décor – Homemakers Furniture, Mattresses & Accessories
- How to choose a medical clinic – sponsored by UCS Healthcare
- How to choose the best mortgage – sponsored by Fidelity Bank
- How to choose a credit union – sponsored by Veridian Credit Union
- How to choose a tattoo studio – sponsored by Lucky Gal Tattoo
- How to choose a plastic surgeon – sponsored by Heartland Plastic Surgery
- How to choose a therapist – sponsored by SS Therapy and Consulting
- How to choose an accounting firm – sponsored by The Vroman Group
- How to choose a primary care provider – sponsored by Unity Point Clinic
- How to choose a music teacher – sponsored by Central Iowa Music Lab
- How to choose an HVAC company – sponsored by Midwest Comfort
- How to keep your smile bright – Lawson Family Dentistry

PROMOTION DETAILS

- **Timing:** August (adaptable to almost any month)
- **Pages Produced:** 21 Pages
- **Format:** 12.25" magazine format / process color all pages
- **Stock:** premium newsprint
- **Circulation:** 30,000 printed copies plus 6,700 digital distribution
- **Ad Count:** 19 local advertisers
- **Total Revenue:** \$12,901 for 2021
- **Years Produced:** 4 years

PUBLISHER COMMENTS: originally bought the content from Green Shoot Media and then have added to it as needed for categories that were not part of the original package.



SPECIAL PROMO SHOWCASE

SMALL BUSINESS SATURDAY

Fillmore County Journal –
Preston, MN



10 winners will receive \$100 each in gift cards from local businesses participating in the Small Business Saturday promotion.

A random drawing will be held on Monday, December 13, 2021 issue of the Fillmore County Journal.

The 10 drawing winners will be able to select a \$20 gift card from five different businesses listed.

There are three ways to enter this contest:

1. Mail it to the Fillmore County Journal office
Fillmore County Journal
P.O. Box 476
Preston, MN 55965
2. Drop it off at the Fillmore County Journal office at
136 Saint Anthony Street S., Preston, MN.
3. Visit www.fillmorecountyjournal.com/shoplocal

Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ E-mail: _____

We require a return address with all entries. All entries will be held in a secure location for pick-up at the Fillmore County Journal office on Monday, December 13, 2021.

If you win the drawing on December 8, which five businesses would you choose for your \$20 gift card? Select only 5 businesses.

- | | |
|--|--|
| <ul style="list-style-type: none"> 1. AGR & Co. 2. Berry's Deli & Deli 3. Bonita's Bakery 4. B&B Deli 5. Blue Baked Goods Co. 6. Bread & Butter Bakery 7. Big O'Brien's & Sons 8. Bread & Butter Bakery 9. Bread & Butter Bakery 10. Bread & Butter Bakery 11. Bread & Butter Bakery 12. Bread & Butter Bakery 13. Bread & Butter Bakery 14. Bread & Butter Bakery 15. Bread & Butter Bakery 16. Bread & Butter Bakery 17. Bread & Butter Bakery 18. Bread & Butter Bakery 19. Bread & Butter Bakery 20. Bread & Butter Bakery | <ul style="list-style-type: none"> 21. Bread & Butter Bakery 22. Bread & Butter Bakery 23. Bread & Butter Bakery 24. Bread & Butter Bakery 25. Bread & Butter Bakery 26. Bread & Butter Bakery 27. Bread & Butter Bakery 28. Bread & Butter Bakery 29. Bread & Butter Bakery 30. Bread & Butter Bakery 31. Bread & Butter Bakery 32. Bread & Butter Bakery 33. Bread & Butter Bakery 34. Bread & Butter Bakery 35. Bread & Butter Bakery 36. Bread & Butter Bakery 37. Bread & Butter Bakery 38. Bread & Butter Bakery 39. Bread & Butter Bakery 40. Bread & Butter Bakery |
|--|--|

THANK YOU

to all of the participants of the

\$1,000 LOCAL GIFT CARD GIVEAWAY!

On Tuesday, December 14, 2021, we conducted a drawing from more than a 1,000 entries.

Below are the 10 winners, who will each receive \$100 in gift cards from five local businesses they selected on their entry form.

<ul style="list-style-type: none"> • NICK NELSON Preston, MN • BOB WICK Rushford, MN • BONITA HEIDTKE Fountain, MN • LEROY DUXBURY Wykoff, MN • CAROL JEAN KOHN Spring Valley, MN 	<ul style="list-style-type: none"> • SHIRLEE LENSER Caledonia, MN • NANCY SEFTON Canton, MN • LINDA ALDER Chattfield, MN • HELEN RAAEN Lanesboro, MN • DOROTHY KIEHNE Chattfield, MN
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Thanks to all of the contest participants and thanks to the local businesses in each of these communities.

#SHOPLOCAL #SHOPSMALL
#SUPPORTSMALLBUSINESSES

FILLMORE COUNTY JOURNAL
Where Local News Comes First

PROMOTION DESCRIPTION: This special section inserted in full run of the paper promoting Small Business Saturday, buy local and the local merchants. The perfect kickoff to the holiday shopping season promotes top-of-mind awareness of the local area businesses headed into this important sales period. This promotion also lends itself to both retail and service businesses and is the ideal opportunity to partner with local chamber of commerce groups. The promotion concept itself could be easily adapted to any format (magazine, tabloid, broadsheet, etc.) and any distribution means (in-paper, insert, separate distribution) that would work best with your publication or market. Although the timing is tied to Small Business Saturday, the Saturday after Thanksgiving, the additional national marketing offered by companies like American Express help build awareness and excitement for this event.

PROMOTION DETAILS

- **Timing:** Issue prior to First Saturday after Thanksgiving
- **Pages Produced:** 32 Pages
- **Format:** 16" tabloid format / process color all pages
- **Stock:** standard newsprint
- **Circulation:** 19,000 printed copies
- **Ad Count:** 122 local advertisers
- **Total Revenue:** \$9,988 for 2021
- **Years Produced:** 5 years

PUBLISHER COMMENTS: This promotion has evolved in many ways. We publish stories about businesses in the majority of communities we serve. We run a full page ad in the section telling readers they can select five of their favorite businesses they would like to receive \$20 gift cards from. We conduct a drawing for \$1,000 (10 winners each receiving \$100 in gift cards from the local businesses they selected with their entry form). We usually receive somewhere between 1,500 and 2,000 entries. This promotion is great and well supported by advertisers, because it promotes shopping locally and they stand the chance of getting some of their investment in the advertisement back immediately if any of the winners select their business for gift cards. It connects readers with advertisers in the most direct way possible, and promotes "shop local" during an important time of the year for holiday shopping. Collectively, we purchase 50 \$20 gift cards from local businesses in our market that support this section. It spreads the money around in the community while promoting these local businesses. It's a win-win and continues to grow in support and participation year after year.

10 BENEFITS OF ADDING PRINT ADVERTISING TO YOUR MARKETING MIX

Reprinted with permission from the 5 Star Marketing & Distribution Blog at: 5starupnorth.com/blog

You may have heard that print is obsolete and that the only effective advertising is digital.

But by believing these myths, you limit the success of your marketing strategy. According to a study by the International News Media Association, print advertising itself has the ability to **increase ROI by up to 240 percent**. Print brings some specific advantages that are irreplaceable by other media. Here are 10 benefits of including print advertising in your business's marketing strategy.

10 BENEFITS OF PRINT ADVERTISING

1. Print targets advertising to a relevant audience.

Digital marketing often casts a wide net to include a largely inattentive audience. However, print marketing, such as advertisements placed in magazines, is targeted to an audience who is already interested in your type of business. For example, readers who subscribe to Up North Action magazine or pick it up from one of our racks are looking for travel information pertaining to northern Wisconsin and Upper Peninsula Michigan. Advertisers in the lodging, dining, events, and attractions sectors know that they have a captive audience. What's more, magazines such as Up North Action and Up North Home Showcase enjoy a loyal readership, so placing an advertisement in multiple issues of a magazine increases brand familiarity and likelihood of sales.

2. Advertising in print offers flexibility and cost-effectiveness.

Print advertisements are budget-friendly due to their flexibility. Many small businesses are priced out of placing TV ads. Radio isn't always appropriate. There are limited options in digital advertising. But there is likely a print ad that fits your budget. For example, 5 Star Marketing & Distribution sells full-page ads on coveted spots such as Up North Action and Up North Home Showcase magazines' back covers to companies wanting the most visibility. 5 Star offers fractional-page advertisements with interior placement to those seeking the most affordable options.

3. Reading print boasts better attention and retention.

Studies show that people scan a website for approximately 15 seconds, on average, before moving on. That is a tiny window of time to make a big impression! But you have people's attention for longer when they're reading print.

- Research shows that people **read more slowly** when reading text on paper than when reading a web page.
- Studies also show that readers achieve **higher rates of recall and retention** when reading print as compared to digital.

4. Print provides a multisensory experience for maximum emotional impact.

Reading a magazine engages several senses:

- **Seeing** the vibrant colors pop from the page

- **Feeling** the weight and texture of the paper as you hold the magazine
- **Hearing** pages flip or crinkle as you turn them
- Even **smelling** the ink

These impressions enrich readers' experience with your advertisement, thereby creating emotional connections and deepening memories of what they saw and read.

5. Print ads reach many readers over time.

When your readers enjoy a magazine article, they clip it out (and the surrounding advertisements as well) and refer to it later, or they pass it along to a friend who might value it, too. A magazine that sits in a doctor's office waiting room, gym, or hotel lobby will be seen by many people over several months. Rather than getting lost in the fleeting world of cyberspace, where even permalinks are frequently broken, your print ad has staying power in the physical world.

6. What is printed is perceived with higher credibility and trust.

As paper and ink are solid and tangible, print advertising is often perceived as being more believable and more influential than digital ads. On a print ad, the "fine print" may be small, but it is there in plain sight, rather than requiring a reader to click through a labyrinthine website in order to find it.

7. Unlike digital ads, print ads stay safe and unobtrusive.

Digital ads that pop up and float around a web page, covering the

content readers are trying to read, are a nuisance. Some people even install ad-blocking software to prevent ads from popping up on their screens. Other online readers may see an ad that interests them, but they avoid clicking it. They are wary of the spam and viruses that may result from bogus digital ads. These elements simply don't exist in the world of print marketing. Ads stay put on the print page and pose no threat of giving you a virus.

8. Print suits the “unplugged” lifestyle of our region.

People who live in or travel to northern Wisconsin and U.P. Michigan tend to value screen-free time. Whether it's in a deep-woods lodge, on the lake, or on the trails, people can't always get online in the remote Northwoods. Nor do they want to! Print media, on the other hand, reflects Up North travelers' values.

“ According to a study by the International News Media Association, print advertising itself has the ability to increase ROI by up to 240 percent. Print brings some specific advantages that are irreplaceable by other media.

9. Print ads drive readers to engage beyond the page.

Print marketing is a powerful way to reach, engage, and build the trust of your target audience. Print advertisements often lead readers online to get more information and to make the purchase. Print, while powerful on its own, is most effective when used as part of a multimedia marketing strategy. Print is a great introduction to your products and services; research has shown that combining print with other channels increases a marketing campaign's overall success.

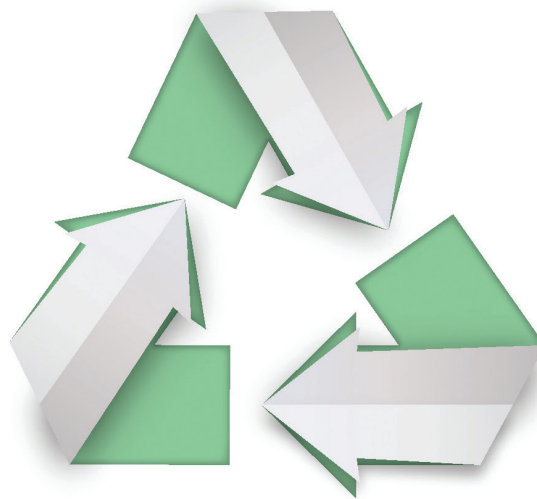
10. Print enjoys greater visibility.

Today's push toward reliance on digital marketing has created a digital space that is very saturated with ads. But fewer businesses' opting for print marketing today allows companies that place ads in magazines and create brochures, rack cards, and other print media to **stand out and be seen.** ■

Original posting:
<http://5starupnorth.com/blog/benefits-of-print-advertising/>

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ADDITIONAL RESOURCES

- LINKS TO MORE INFORMATION -

LinkedIn – Article

Media Sales is Tough! Here's What to Do When Your Salespeople Hit a Slump

By Matt Sunshine

This article deals with the universal sales problem of hitting a sales slump. It provides managers with some practical advice on how to address the problem with sales reps and help them break out of this common sales problem.



Hubspot – Blog

60 Key Sales Statistics That'll Help You Sell Smarter in 2021

By Aja Frost

This article is all about statistics and offers unique facts and insights that will help you gain better understanding of salespeople, selling and the world of sales. Prospecting to inside sales, this provides some eye opening statistics.



Money Crashers – Article

15 Surefire Ways to Increase Revenue in Your Business

by Michael Lewis

This article is a practical check list of ways you can reinvent your business to accommodate today's changing customer. Not all of them may be what you need but they will provoke thoughts and solutions to many businesses.



Smallbusiness.chron.com – article

New Revenue Ideas for Small Newspapers

By Barbara Hazeldon

This article is a refresher in options for revenue boosts for publishers that may have gotten overlooked. Real word, proven options worth considering.



Lotame Solutions Inc. – article

7 Ways Publishers Can Boost Revenue Through Multiple Streams of Income

This article examines the digital and data opportunities for publishers including advertising, audience development, consumer marketing and content development as a means of building revenue.



POSTAL RATES TO RISE JULY 10, 2022

BY DONNA E. HANBERY – EXECUTIVE DIRECTOR, SATURATION MAILERS COALITION

On April 6, 2022, the United States Postal Service filed a notice of change in rates for Market Dominant products that would increase the average prices for first-class mail and marketing mail by an average of 6.5%. The price adjustment was filed in connection with previous announcements made by the Postal Service, and intentions stated in the Postal Service's ten-year, Delivering for America plan, that it would seek to increase prices in a "judicious manner", with increases twice a year. The Service has consistently stated it is likely to seek the greatest increases permitted by the law to recoup losses the USPS has experienced in the past, adjust to declines in mail volumes and increased costs. Although mailers continue to resist these price increases, and oppose the announced 2 times a year Postal rate filing schedule, the Service's proposed rate filing is unlikely to be rejected by the Postal Regulatory Commission under current law and PRC regulations.

Accompanying this article is a chart, reprinted with permission from the Association of Postal Commerce, showing the specific rate changes for the rate category used by many free papers, known as the Enhanced Carrier Route, saturation flat category.

For free papers that are able to mail as periodicals using "requester rates", or periodical rates, the average rate increase exceeded 6.5%. Because the periodical class does not cover its attributable costs, it is required by PRC regulation to add an additional 2% on a class basis annually to any price change to make up for its underwater status. The average increase for periodicals was 8.54%.

On first blush, the average increases for saturation flat mail look as high or higher than the CPI Market

Dominant average. Fortunately, however, this price filing included a new discount that can help saturation flat mailers achieve a significant reduction in their rates.

The April, 2022 filing, added a discount of .07 cents per piece for saturation, high density plus, and carrier route flats that enter mail in 5-digit containers. A direct container discount is now available for flats entered in a manner where they can be cross docked, and avoid Postal Service handling.

Any container, including sacks, pallets, tubs, or trays, that are sorted to a 5-digit level can qualify for this additional, substantial 5-digit container, discount. This discount recognizes the substantial savings

Another area where a substantial rate increase was put into place was on use of Detached Address or Marketing label or DML card that is permitted to accompany saturation flat. The Postal Service has been pursuing an ongoing practice of imposing steeper than "average" price adjustments on the cost of a DML (a card with a marketing or addressing message on the card). The rate for a DML will increase from \$0.07 per card to \$0.08 a card, with an effective increase of over 14%.

When viewed with the full spectrum of rate increases, saturation flat mail and saturation letters did "better" than other types of marketing mail, taking into account all available discounts. Some types of mail, including carrier

“The price adjustment was filed in connection with previous announcements made by the Postal Service, and intentions stated in the Postal Service's ten-year, Delivering for America plan, that it would seek to increase prices in a “judicious manner”, with increases twice a year.

the Postal Service can achieve when mail is entered in a way where it can be routed immediately to the DDU, or the carrier, without handling at the entry Postal Service facility. When the 5-digit container discount is applied to the rates for saturation mail brought to the DDU the effective increase is reduced from over 8%, to just above 4%. For mail that is entered at the SCF, the rate increase is reduced to 2.66%

The Postal Regulatory Commission is anticipated to rule on the USPS's adjustments by mid-May. Once approved, the rate changes will go into effect on July 10, 2022.

routes flats and high density, saw increases exceeding 12%. The Postal Service has made statements in its presentations on costing and pricing that it is seeking to recognize differences between saturation shared mail programs that go to all households and are sent by a single publisher or mailer, from mailings entered by mail service providers that might be consolidating a number of different customers to achieve ECR high density or high density plus qualification. The Postal Service claims it has not seen the savings or benefits of these cooperative mailings. The Postal Service has also shared with

POSTAL UPDATE

USPS MARKETING MAIL FLATS POSTAGE RATES-ENHANCED CARRIER ROUTE (USPS Rates for July 10,2022 Implementation)

(All Rates Shown in Cents)

Chart Provided by Association for Postal Commerce (PostCon)

SUBCLASS / Rate Category	For Pieces Weighing 4.0 Ounces or less /1 /2				For Pieces Weighing More Than 4.0 Ounces /1 /2							
	Current Rate	New Rates	% Diff	Amount Diff	Current Rates		New Rates		% Difference		Amount Difference	
					Per Piece	PLUS Per LB	Per Piece	PLUS Per LB	Per Piece	Per LB	Per Piece	Per LB
ECR FLATS - Basic	35.3	39.0	10.5%	3.7	14.7	82.2	17.1	87.7	16.3%	6.7%	2.4	5.5
NOC Entry	30.9	33.4	8.1%	2.5	14.7	64.7	17.1	65.1	16.3%	0.6%	2.4	0.4
SCF Entry	29.7	32.3	8.8%	2.6	14.7	59.8	17.1	60.6	16.3%	1.3%	2.4	0.8
Delivery Unit Entry	28.9	32.1	11.1%	3.2	14.7	56.5	17.1	60.1	16.3%	6.4%	2.4	3.6
ECR FLATS High Density /3	28.9	32.0	10.7%	3.1	13.1	63.0	15.0	68.0	14.5%	7.9%	1.9	5.0
NOC Entry	25	27.4	9.6%	2.4	13.1	47.4	15.0	49.7	14.5%	4.9%	1.9	2.3
SCF Entry	24.3	25.9	6.6%	1.6	13.1	44.7	15.0	43.4	14.5%	-2.9%	1.9	-1.3
Delivery Unit Entry	22.2	24.0	8.1%	1.8	13.1	36.5	15.0	35.8	14.5%	-1.9%	1.9	-0.7
ECR FLATS - High Density Plus	24.1	27.5	14.1%	3.4	8.3	63.0	10.5	68.0	26.5%	7.9%	2.2	5.0
NOC Entry	20.2	22.9	13.4%	2.7	8.3	47.4	10.5	49.7	26.5%	4.9%	2.2	2.3
SCF Entry	19.5	21.4	9.7%	1.9	8.3	44.7	10.5	43.4	26.5%	-2.9%	2.2	-1.3
Delivery Unit Entry	17.4	19.5	12.1%	2.1	8.3	36.5	10.5	35.8	26.5%	-1.9%	2.2	-0.7
ECR FLATS- Saturation	23.4	26.1	11.5%	2.7	7.6	63.0	9.1	68.0	19.7%	7.9%	1.5	5.0
NOC Entry	19.5	21.5	10.3%	2.0	7.6	47.4	9.1	49.7	19.7%	4.9%	1.5	2.3
SCF Entry	18.8	20.0	6.4%	1.2	7.6	44.7	9.1	43.4	19.7%	-2.9%	1.5	-1.3
Delivery Unit Entry	16.7	18.1	8.4%	1.4	7.6	36.5	9.1	35.8	19.7%	-1.9%	1.5	-0.7
EDOM	23.5	26.2	11.5%	2.7	7.7	63.0	9.2	68.0	19.5%	7.9%	1.5	5.0
NOC Entry	19.6	21.6	10.2%	2.0	7.7	47.4	9.2	49.7	19.5%	4.9%	1.5	2.3
SCF Entry	18.9	20.1	6.3%	1.2	7.7	44.7	9.2	43.4	19.5%	-2.9%	1.5	-1.3
Delivery Unit Entry	16.8	18.2	8.3%	1.4	7.7	36.5	9.2	35.8	19.5%	-1.9%	1.5	-0.7

Add **\$0.065** (currently \$0.055) for each piece addressed using a Detached Address Label with no advertising or \$0.080 for a Detached Address Label containing advertising (currently \$0.070).

1MB (subtract)	0.1
Direct Container Discounts (subtract)	
Basic OR Flats	2.2
HD Flats	1.2
HD Plus Flats	1.0
Saturation Flats	0.7
EDDM Flats	0.7

/1 Per piece maximum weight is 4.0 ounces before piece/pound rates apply.

/2 Saturation, High Density Plus, and High Density letter-shaped pieces, that weigh more than 4.0 ounces must pay the piece and pound prices shown in the applicable Saturation, High Density Plus, and High Density Flats (Commercial and Nonprofit) price tables. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 3.5 ounces, but not more than 4.0 ounces, must pay Carrier Route Flats (4.0 ounces or less) prices. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 4.0 ounces must pay Carrier Route Flats (greater than 4.0 ounces) per piece and per pound prices. These pieces cannot be entered at a DDU and must be prepared as letters.

representatives of SMC that it has heard our message, and understands that saturation shared mail program mailers are dealing with a competitive market environment, are facing higher costs with print and changing advertiser demands. It appears the Service has heard and responded to the SMC messages, that saturation shared mail programs are a “different”, more price sensitive product than other mailings that might be able to qualify for high density or high density plus.

The only “winner” in this recent rate filing was the Postal Service’s own product, EDDM Retail, a saturation flat entered at a local, retail postal station. The previous rate of \$0.20 per piece, was reduced to 18.7 cents, for a 6.5% rate reduction. In response to mailers that questioned the Postal Service’s treatment of its “own product”, as opposed to mailers that prepare saturation mailings for drop ship entry, the Postal Service rationalized this treatment as a promotional effort to

stimulate small business interest in the mail and to incentivize and encourage more mailings from local business.

In spite of these higher rate adjustments, SMC continues to pursue discussions with the Postal Service in efforts to advocate for a different approach to pricing and a potential new rate category for mailings that are entered by saturation shared mailers including free paper publishers, coupon envelopes or magazines, and shared mail packages. ■

THE THREE-STRIKE RULE



BY CARL APPEN –
ACP RISING STAR
DIRECTOR OF CONTENT &
DEVELOPMENT,
APPEN MEDIA

THE THREE-STRIKE RULE

If you need to postpone something three times, it's probably just not the right time for it.

It seems like 'podcasting' is a buzzword for news publishers. That's a column for another month. I will save you from reading about it- for now. Instead I want to share a lesson I've learned from podcasting, and how our newsroom is better for it.

I work with our news budget multiple times a day, every day. So does everyone else in the newsroom- our reporters, editor and graphic designer. I have a few unique standards in place to keep the system working and, importantly, actually helpful to use. One of them is called the three-strike rule, and I learned it from Cadillac Jack.

Caddy was a morning show host on Atlanta's country station for two decades. You can not find someone who is more of an industry expert than Caddy. Except for his wife Donna. I have produced their show, Cadillac Jack: My Second Act for about eighteen months now. That means I've recorded about 200 episodes with Caddy and Donna, spending hundreds of hours in the studio. In that time I have picked up countless industry tips and tricks that are specific to radio, but applicable to life. Learning from them makes me a better producer. It also makes me a stronger leader in our newsroom, a sharper editor when engaging with our audiences, even a better host when it comes to live events.

Caddy puts a ROS (Run-of-Show) together for every show. It's sort of a living document. It has a list of segments, scripts, sponsor reads, important information for each day's episode. As the recording session moves forward, segments will be cut or added, people will call in, and the end result will look a lot different than the initial ROS. After the show comes out, Caddy sits down and prepares



the next ROS. He will pull more information, rewrite copy, or swap out certain sponsor reads. Sometimes he will move segments to the following day that were cut in that day's episode. But he only does it twice. The third time a segment is 'pushed,' it goes straight to the trash. Caddy's lesson is that "if it wasn't right, or good enough, or funny enough for the first two shows, it probably isn't right, or good, or funny."

I follow the same rule with our reporters. If you move an item to a different week three times, then on the third push it has to come off the budget. It doesn't always mean that it was a weak news piece or that we didn't have the sources. Sometimes it's just not the right fit. One concession that I make (and that Caddy would approve of) is that you are allowed to remove an item from the budget and add the same thing right back on. There are certain scenarios where a great story needs to be re-assigned four times. But you need the three strike rule to separate it from those that just need to come off for good. It seems silly, but it works. ■

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**DIFFERENT CLASS
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**“Money isn’t everything
but it ranks right up
there with oxygen.**

—Zig Ziglar

BY JIM BUSCH

During my career, I had the good fortune to hear Zig Ziglar speak on several occasions. Ziglar was an amazing speaker and writer, he affected “a poor country boy” image but, he was a sophisticated thinker. I have read all of his books, including the ones unrelated to sales. One of my favorites is “Conversations with my Dog.” This book details the “conversations” he had with Taffy, his Welsh corgi. He uses this literary device to share his personal philosophy about faith, love, life, and business. Ziglar was a religious man who, though he became quite wealthy, was not motivated by money. He looked upon money as a tool; a tool that could be used for good or evil. He understood the importance of maintaining a positive cash flow. In our business, it’s revenue that keeps the lights on, and the printing presses running. We need money to continue helping our customers, and serving our communities. Our customers also need a steady revenue stream which means they need a steady stream of customers coming through the door. It’s our job to entice those customers to visit our customers. Those local shoppers spend their money at these local businesses to get the things they need. It’s like one of those PBS shows about how ecosystems function—if we remove the wolves, the elk population increases and eats all the grass turning the land into a desert and the birds, the insects, and everything dies. Zig Ziglar likened money to oxygen, and this is a good analogy, without oxygen we would die, and without revenue our businesses will die. I had a salesperson who wasn’t afraid to make cold calls and had strong presentation skills yet, he struggled to make his quota. He choked when it came to asking for the order. He was certain that his prospect would balk at spending the amount of money required to properly promote their business. The truth is, that HE thought the program was too expensive. He forgot that, by definition business people are willing to spend money. If they were unwilling to spend money, they would never have gone into business—they would work for someone else who was willing to spend money to go into business. He didn’t know what Zig knew, without revenue our business and our client’s businesses will suffocate! ■

HOW TO MAKE A GOOD SECOND IMPRESSION



BY JOHN FOUST
GREENSBORO, NC

Don, who manages his newspaper's sales department, is always looking for ways to strengthen customer relations. "We understand the importance of first impressions," he told me. "Know something about the prospect's business before calling. Show up for the first appointment with a big smile and a firm handshake. Ask questions to learn about their overall situation and their marketing goals.

"All of that is important," he said. "But what about second impressions? I've been hearing a lot about that lately. We all know from personal experience what it's like to for a salesperson to treat us like royalty during an initial meeting, then act like they barely know us after that – especially if we don't buy something right away. That's why the things we do in that second contact can make a big difference in the salesperson-customer relationship."

Here are some ideas:

1. EXPRESS APPRECIATION IMMEDIATELY. "A good old-fashioned 'thank you' is a must," Don said. "Simply thank them for taking the time to meet with you. An email is faster, but a handwritten note is more memorable."

2. EMAIL A SUMMARY OF YOUR MEETING. "This can save a lot of headaches down the road," Don explained. "The more you discussed in your first conversation, the greater the need for a summary. For example, here's a short version of what you could say: 'Thank you for taking some time to meet with me to discuss marketing ideas for your company. We discussed: Point 1, Point 2 and Point 3. The next step is for me to provide you with a detailed proposal by the end of next week. Looking forward to our next conversation.'"

3. SEND BUSINESS-RELATED INFORMATION.

"Obviously, this can be related to your conversation," he said. "For example, if you talked about zoned coverage or click rates, send more details. If you can do a little online research, find some relevant ads that worked well for a similar business in another market. Or maybe you can find a couple of famous ads for national brands, which your prospect could find interesting. Make sure they illustrate advertising principles that can help his or her business."

4. SEND NON-BUSINESS INFORMATION.

If you learned that he is a golfer, email a link to an interesting video about golf. If she mentioned that her family is planning a vacation to Europe, send a related link or clipping from your paper's archives.

5. ASK FOR MORE DETAILS ABOUT THE THINGS YOU DISCUSSED.

For example, if you're working on a marketing proposal, do you need more information about prospective target audiences? Would you like to have more statistics on sales of their seasonal products? Would it help to have a list of loyal customers who could be willing to provide testimonial quotes?

"It's smart to ask questions at this point," Don said. "It helps you learn more and it keeps the client engaged in the development process."

Don's ideas make a lot of sense. A salesperson has only one chance to make a second impression. ■

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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

Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net 06/2022

I am in a camera club... and at times, the color images that we take are actually better in black and white.

In my early years of publishing, color photos on the pages required the advertiser to pay an additional fee, hence most of our photos were black and white and the simplest way to do that was to select **Image > Mode > Grayscale**.

But software is more sophisticated and there are alternate ways to get better black and white images.

Black & White Conversions

I chose this image (el Dia los Muertos, Mexico) because the tone/values were similar in the background and the woman facing the camera.



Image > Adjustments > Desaturate applied to original (destructive) but not too bad. Details are still visible.



Image > Mode > Grayscale applied to original (also destructive) and although there is more contrast, I am losing some details. When I chose **Mode**, I also got a dialog box asking if you want to discard the color information—this is why it's considered destructive because you will not be able to get the color information back (it also directs you to the appropriate setting if you want to control the conversion).



Window > Adjustments is an option that allowed me to create a more dynamic black and white image. I was able to create more depth in the background while maintaining the details in the model's face.

Granted, it took me a wee bit longer, but I can go back to my original image and make more adjustments if I need (or want). I can also save my settings as "custom" if I have a number of similar images that I want to change to black and white.

A Better Black and White

Creating an **Adjustment Layer** allows me to save the original image with layers if I ever need to go back and alter some of the settings or create "batch" processing data. The other two methods—**Desaturate** and **Grayscale**—do not offer that option.

So here are the steps I took for my final black and white image:

To start the process, select **Window > Adjustments** and click on the Black and White icon (2nd row, 3rd choice). I then selected the **Properties** panel and it brings up a list of Presets. The first one is Default (naturally), but click on the little arrow to see many other choices—Blue Filter, Darker, Green Filter, High Contrast Blue, High Contrast Red, Infrared, Lighter and five more. I also have sliders within that dialog box to further customize my choices. I chose Darker.

The sliders adjusted to the preset I chose. Slide to the left, it's darker, slide to the right it's lighter. I also found that it's pretty easy to figure out (probably developed with me in mind).

I moved the sliders: Reds to 65, Yellows to 35 and Greens to 0.

I went and adjusted the **Levels** ever so slightly (I moved the light arrow from 255 to 246). I saved the file as a Photoshop file before I flattened the image and saved as a JPEG. My final step was to go to **Filter > Sharpen > Unsharp Masking** before placing on this page.

Black and White Review

All three black and white images are not bad. However, most of the ads I did were printed on newsprint and that is a very porous substrate... plenty of dot gain!

Granted, image editing software has made the job easier and I wish we had had the ability to create more dynamic black and white images "back in the day."

Color images can help define specific areas, but it's not always available to the designer. My final black and white image does add a little more depth to the image while maintaining details to focus on the model, making it my better choice.

Final Thoughts...

Wow, this is for the June issue and there are still lots I have to do... hopefully this will be a productive month for me! Also, **Adobe** has announced that color swatches from **Pantone**, will be removed from a number of Creative Suite professional design products, leaving a lot of us confused about the consequences of that decision. I guess I have a lot more research to do!

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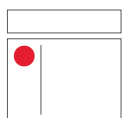
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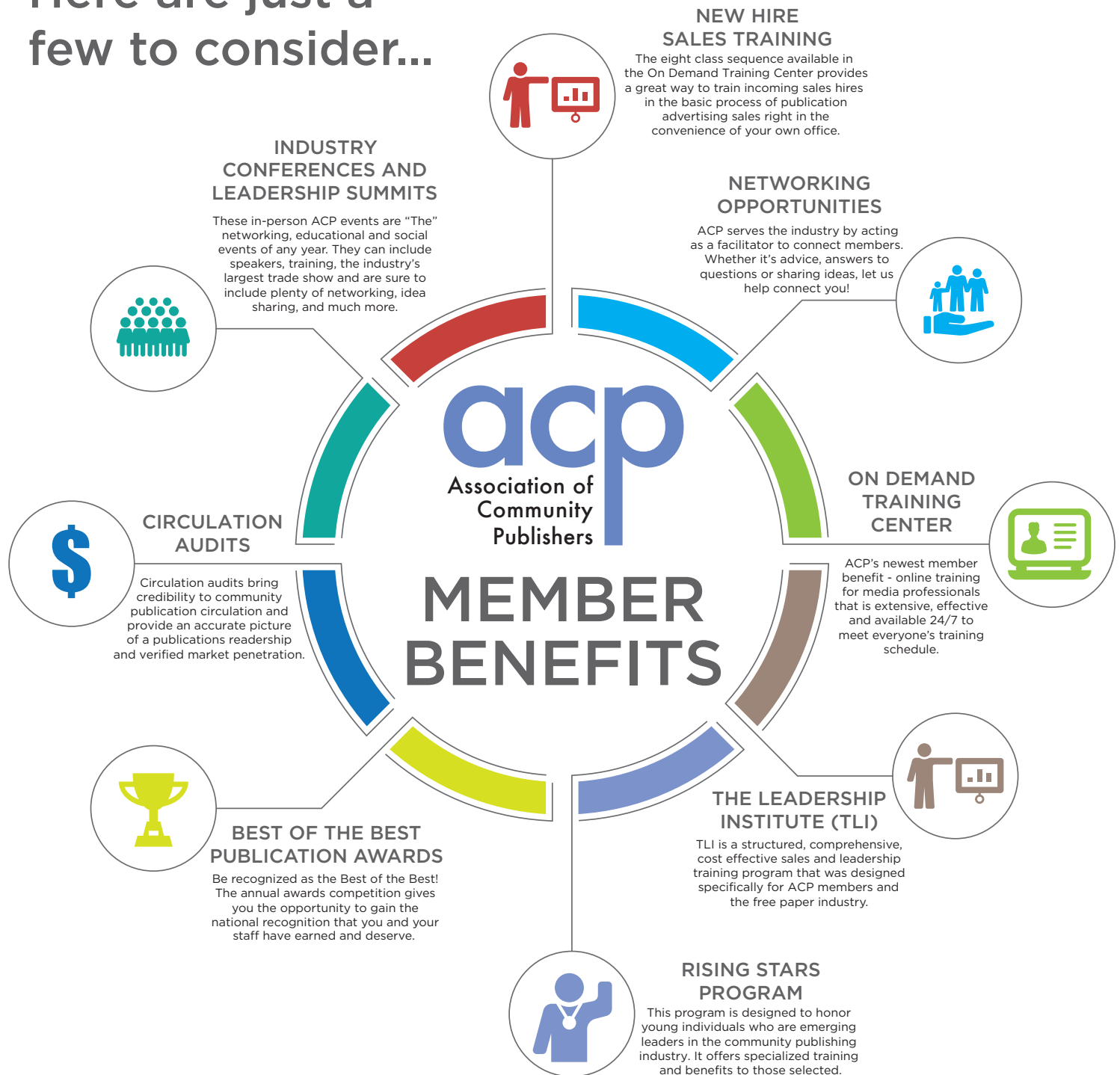
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