

# Publish

AUGUST 2022

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THE ASSOCIATION OF COMMUNITY PUBLISHERS





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# Publish

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

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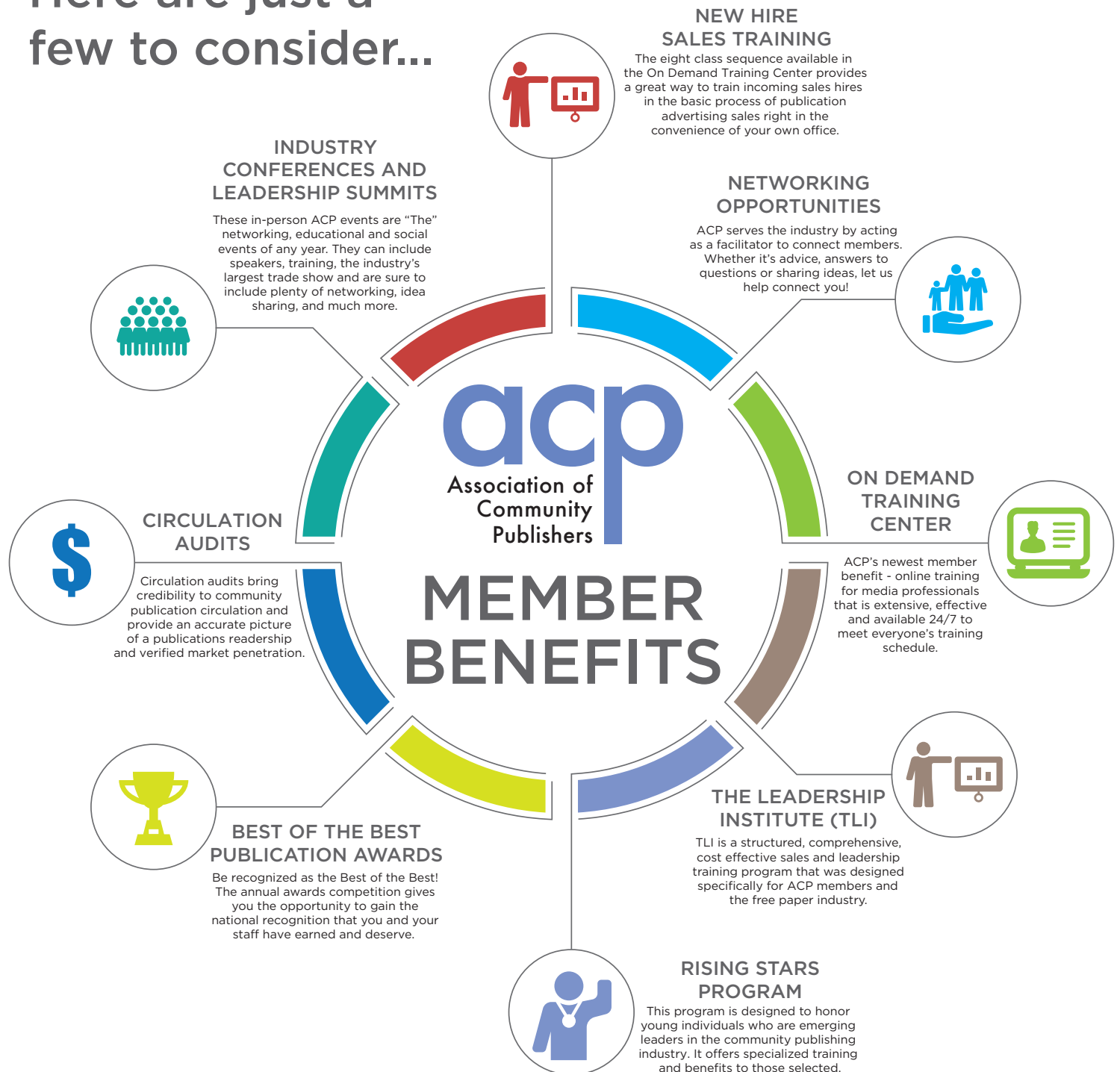
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### COMING NEXT MONTH

The September *Publish* plan is to take a look at the always challenging task of motivating salespeople. As always, we will also cover the people, information and issues that are influencing the community publishing industry.

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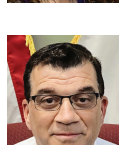
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**Family Magazine**

**1. Audited Media Platforms**  
Print Edition: Average Net Circulation: 14,292 (Print Edition)  
Digital Edition: Average Net Circulation: 1,415 (Digital Edition)  
Website: Average Net Circulation: 36,900  
Social Media: Average Net Circulation: 11,480

**2. E-newsletters**  
Average Net Circulation: 4,023  
Average Net Circulation: 140,991

**3. CVC Estimated Ed. 148**  
Total Digital Contacts: 140,991  
Total Estimated Gross Contacts: 140,991  
Total Estimated Net Contacts: 140,991

**4. Audited Circulation, Distribution and Net Press Averages - Print Edition**  
Average Net Circulation: 14,292  
Average Gross Distribution: 14,995  
Average Net Press Run: 15,020

**5. Distribution by Zip Code**  
1. Carrier Delivery: 15,020  
2. Bulk Delivery / Demand Distribution: 25  
3. Mail: 25

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## 1:15 PM EDT - Graphics Session

**Thursday - Sept. 15, 12:00 PM EDT - Sales Session**

## 1:15 PM EDT - Editorial Session

**Wednesday - Sept. 21, 12:00 PM EDT - Leadership Session**

## 1:15 PM EDT - Sales Session

**Tuesday - Sept. 27, 12:00 PM EDT - Graphics Session**

## 1:15 PM EDT - Editorial Session

## Note: Revised Session Sequence



# ACP FALL 2022 VIRTUAL CONFERENCE

## A Free ACP Member Benefit

# RELEVANT, HONEST, TIMELY!



JOHN DRAPER  
ACP PRESIDENT

**R**elevant, honest, timely. Three words I've often heard of as being critical to good content. For my newsroom, these are three content adjectives that are used on a regular basis. When considering my shopper the same holds true. If we want our publications to matter to a reader, we must provide content that matters.

I was recently reflecting on my own readership habits when it comes to news and information consumption. This was brought on as I flipped through the pages of the Sioux Falls *Argus leader*, a Gannett property that 'serves' the area.

It used to be that I would at least browse the paper every morning. The publication does not cover my immediate area, but the topics they covered were generally local with a spattering of national tidbits; all carried some value. We used the advertising content as a regular prospecting tool. I was a regular reader.

This is all but gone. A typical edition today has a few local or state stories on page one and everything else is pulled from other Gannett properties throughout the upper-midwest or from the *USA Today* network. Honestly, what does a story from a Gannett outlet in Des Moines really matter to me? Why would I read the *USA Today* spin on a national topic? I am now not a regular reader.

This example is not isolated. I'm sure it's the norm for many larger market newspapers. Honestly it's kind of sad. Just think of how many readers have been disenfranchised by this lack of meaningful content. For some of you who are directly in a market served by a content-absent newspaper I hope you're enjoying first-hand the fruits of their labor (or lack thereof).

So, understanding what so many readers now know to be bad content, and knowing so many have left the ranks of dedicated readers, I reflected on what I bring to the table for my readers. Are the ads in my shopper relevant? Are the news shorts in my shopper timely? What

am I perhaps missing? Should I offer more hard news in my shopper? Is my newspaper honest? All these questions are important and must be addressed dare I go the way of the *Argus Leader*.

As I've said, it used to be normal routine to read the area's daily. It was also routine to read the onslaught of weekly community papers and shoppers that end up on my desk. The difference now is that I still page through the weeklies on a regular basis. Even though I don't know all the news subject's names, I get of sense of what is really happening in these communities.

I see communities that support one another, I see communities that have stories to tell. I read of people helping people, of struggles faced, and of students doing wonderful things. Ah... community journalism.

**“** If we want our publications to matter to a reader, we must provide content that matters.

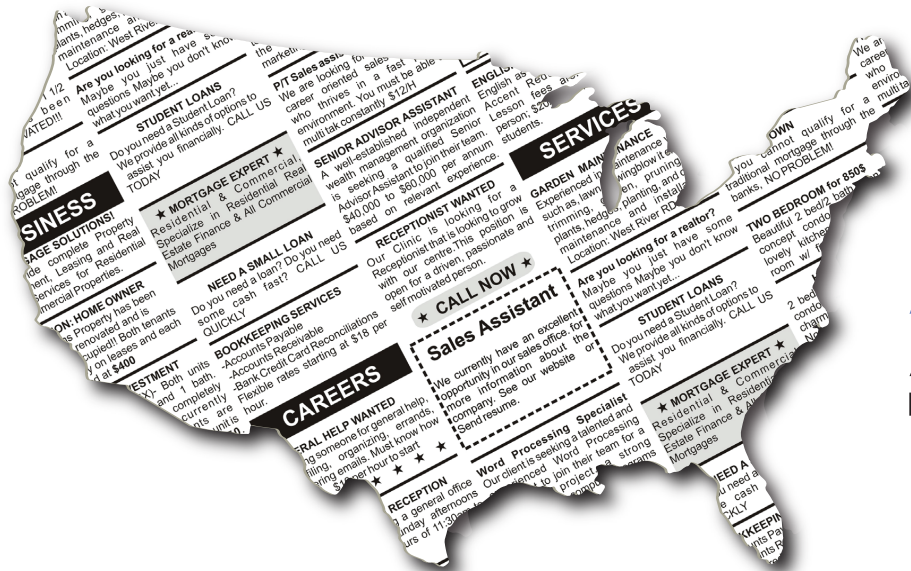
Through the pages of the shoppers I know what is happening in these towns. I see local businesses telling their story. I've always been a believer that advertising is content. It shows in our industry's shoppers and free papers. Our three content adjectives of relevant, honest and timely apply to advertising as much as they do news.

In a print world that is not what it used to be, there is so much we need to keep on top of to remain relevant to our readers. Community shoppers and newspapers do this better than any daily could claim to do. I firmly believe that content (advertising and news) sets us apart. It always has and certainly will continue to do us. It's just on us to not lose our way. ■



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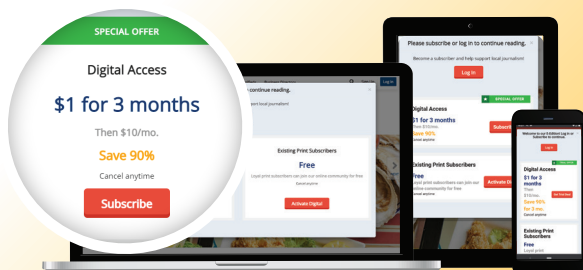
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BY DOUGLAS FRY

## THE ONE THING

# WHAT MADE THE DIFFERENCE? CONTENT AND PRESENTATION

**B**efore iPads, iPhones, iPods, iMacs, and iThought Mind Reading Machines, we used to listen to something called a “Radio.” One would tune this Radio Thingy to different frequencies to pick up broadcasts from nearby radio stations. Music, News, Programs, even episodes of Gunsmoke could be heard by tuning to different frequencies. Sometimes, if the weather was cooperating, we could pick up stations as far away as Chicago. Anyway, the radio my parents had was about the size of a refrigerator and sounded like tin cans and string. It had tubes that glowed as they “warmed up.” It was more furniture than electronics.

Then along came a thing called the “Transistor.” The transistor changed the world overnight. I saved my money to purchase an eight transistor AM radio for \$15, which is nearly \$10 million in today’s currency. It was about the size of a small paperback. I was able to get the same stations my parents Zenith radio did but it fit in my hand rather than the living room. My radio was made in Japan, or so a sticker proudly pointed out. Within days the tuning knob fell apart, the case ripped, and the battery died. Back then “Made in Japan” meant something completely different than it does now. Then, “Made in Japan” meant shoddy, cheap, and inexpensive. It was almost a joke for nearly a generation that Japan was synonymous with poor quality.

But just like the transistor changed things, so did the phrase “Made in Japan.” Today it means quality, well-built, precise tolerances, good stuff, more often it also means expen-



sive. What made the difference? The content of their products improved with each iteration. The people of Japan worked hard to improve as they grew. Kanban Systems (Just In Time) were developed to save money, improve efficiency and quality. The entire country was focused on getting better and becoming the best in the industries they competed in. The result is what I mentioned above. Made in Japan means the complete opposite it once did.

That brings us to our industry. To some people publications meant bird cage liners, fish wrappers, something you put down when you were painting or working on something greasy. Today we continue to buck the trend of paid papers by growing, improving, diversifying, simply getting better, and becoming the best in print and digital. Who made it all happen? You did! How did you do it? By improving the content of your products each publication. This effort changed the way people perceive us. If we simply do the same thing we always have we will fulfill the perception of “bird cage liners” from the past.

Content is one of the most important aspects of our business and so is

the way we present that information. I’m reminded of what my friend John Foust taught us years ago. I’ve even used this example when teaching a communications class. Imagine a beautiful, perfectly iced cake. The presenter would grab the corner of the cake in their hand and smash it on a plate, offering it to a student. The student was never thrilled about this gift. Then the presenter would cut a square of the cake and carefully place it on a plate and offer that to the same student. Of course, the student gladly accepted the fresh piece.

What made the difference? The cake was exactly the same: same icing, same cake, same portion, same everything. The same except for the way it was presented. You get the idea. So, content and presentation make the difference in the way our products are perceived and welcomed into our readers homes. In each issue of your publication make sure you are offering the best content along with the best presentation of that information. Don’t stop now. Keep working hard. Your efforts are changing the world.

Now go listen to music on your car radio. It probably still works. ■



## IT'S ALL ABOUT PERSPECTIVE!



BY LOREN COLBURN

This whole Elon Musk – Twitter acquisition process has brought to light an interesting and previously rarely discussed aspect of the social media boom. The debate about how many fake or spam accounts are included in the number of platform users on Twitter casts a whole new cloud over the fast growth of some of the social media platforms in recent years. Twitter says the fake accounts represent less than 5% of their total users and industry estimates range as high as 15% and Musk speculates it could be closer to 20%!

Let's compare that to what we go through to verify the circulation of our publications for our advertisers. We hire an independent company to examine the process from beginning to conclusion in order to verify that the numbers presented are accurate. They verify printing statements, distribution lists, mail receipts, carrier

manifests, subscriber lists and financial records to certify we are doing what we tell advertisers we are doing. In addition to the numbers verification, our audits include auditor's random, unannounced visits to the publication's market to check circulation and verify demand and retail distribution. Then to top that all off, they follow with a reader survey to confirm receivership, demographics, and purchase intentions.

There is no up to 5% fake circulation, or 10% or 15% margin of error for accuracy in the print world! Why would any other media be held to a lesser standard? This whole issue raises several concerns and not just with Twitter. We have all heard the amazing stories of Facebook's rapid growth through the years. Their meteoric rise to over 2.89 billion accounts sounds incredible and sways much of the public's opinion.

To gain a more realistic view, let's back that off worldwide numbers in favor of USA numbers to give it a more usable perspective. Facebook recently revised its projected US users to 179.7 million users in the United States according to DATAREPORTAL, meaning a market penetration of 53.8% on average. That sure sounds a lot less dominant than the "3 billion users" term that gets bantered around. Interestingly, most community publications score well above the 53.8% market penetration level in their individual markets and that penetration in most cases is verified by certified audit!

Let's look at Instagram's penetration in the United States rather than on a global basis. Instagram had 159.8 million users in the US in early 2022 according to DATAREPORTAL. That number would translate to an equivalent of 47.8% of the population and

would make their ad reach in the US at the start of 2022 equivalent to 52.0% of the internet user base. This again is substantially less impactful than talking about Instagram's 1.4 billion users worldwide.

Circling all the way back to Twitter, let's look at their numbers based on those reported by DATAREPORTAL from Twitter's advertising resources. Twitter is reported to have 76.9 million users in the US in early 2022. That would give them an ad reach equivalent to 23.0% of the total population. Again, much less imposing than the image projected by Twitter's "192M Monetizable Daily Active Usage" they cite in their 2020 Global Impact Report.

So let's look at how some typical community publications regular readership numbers stack up that are verified with market interviews by an independent auditing company. I picked 6 of the ACP board members to use as illustrations.

- Dairy Star – Sauk Centre, MN  
93.6% Regular Readership
- Advocate Publishing – Dallas, TX  
86.2% Regular Readership
- Hometown News – Fort Pierce, FL  
77.1% Regular Readership
- Action Unlimited – Concord, MA  
73.9% Regular Readership
- Genesee Valley Penny Saver – Avon, NY  
72.8% Regular Readership







- Merchandiser – Lebanon, PA  
72.4% Regular Readership
- Facebook  
58.5% Ad Reach
- Instagram  
52.0% Ad Reach
- TikTok  
50.3% Ad Reach
- Instagram  
25.0% Ad Reach

That comparison sure paints a different picture about the health of the local print media than you see on the internet with a typical Google search! Oh wait, Google owns YouTube, so they have a vested interest in the growth of social media. North, south, east, west, large market, small market – community papers are still an incredible option to maximize the effectiveness of advertising messages in the markets they serve.

The biggest difference between the public perception of print media versus social media is that social media has been a much better storyteller than print media. They focus on growth worldwide and new users (fake and real) to drive revenue growth since they understand how this is all about perspective. Print

media have allowed social media and daily newspapers to control the narrative about local advertising. I'm confident to make the bold prediction that none of the 329,700,000 Facebook users in India are interested in purchasing their next vehicle in Sauk Centre, Minnesota.

It's time for community publications to become better story tellers. We have solid, verified, independently audited numbers that tell a GREAT story! We just need to examine how we present that message to local advertisers and make sure that it boldly shows our strength in local markets. Take a long hard look at the story you are telling in your market with your media kit, promotional advertising (in-paper and beyond) and sales collateral. If it doesn't lay out a bold, confident, and well documented case for why you are the first and most effective advertising source in your market, it needs to be reformulated. That's the only way you are going to convince those media buyers that "If it's free, buy it"! ■

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# 11 SIMPLE TIPS TO CREATING AN EFFECTIVE AD

BY GEORGE MENTIS  
CEO OF TARGET PUBLIC MARKETING

**I**t is important that business owners understand the basics of writing a good advertisement. All businesses need promotion. I have seen thousands and millions of dollars wasted on ineffective, poor or outright bad ads—and I want to save you that pain. But most importantly, I want you to expand your business and effective advertising in all its forms is essential.

After all, you need new customers because without them your business will fail. The good news is that the core principles of how to produce a proper advertisement apply to practically anything you may want to use as a promotional tool.

This includes, but is not limited to:

- Brochures
- Emails
- Fliers and other mailers and hand-outs
- Magazine and newspaper ads
- Online advertisements (display, etc.)
- Postcards
- Web sites, including those used with online advertising
- And more.

It can take a bit of trial and error (testing) to build an ad or ad campaign that really works, but following these 11 tried and true tips can help you get the results that you're hoping for.

### 1. WHAT MAKES YOU STAND OUT FROM YOUR COMPETITION?

What makes you stand out from the competition?

People come in contact with advertisements from all types of businesses all the time.

So, what will make your potential customers buy your company's prod-

uct or service versus going with one of your competitors? That's what you have to figure out and focus on with your advertisement. Show your potential customers why your business is their number one choice and why they shouldn't even consider your competitors. Then, there is a good chance that they won't.

What I am talking about here is commonly referred to in marketing circles as the "Unique Selling Proposition." In his excellent book *Reality in Advertising*, author Rosser Reeves defines what a USP is:

1. Each advertisement must make a proposition to the consumer—not just words, product puffery, or show-window advertising. Each advertisement must say to each reader: "Buy this product, for this specific benefit."
2. The proposition must be one the competition cannot or does not offer. It must be unique—either in the brand or in a claim the rest of that particular advertising area does not make.
3. The proposition must be strong enough to move the masses, i.e., attract new customers as well as potential customers.

Here are some good examples of products with a clear USP from Wikipedia:

- Head & Shoulders: "You get rid of dandruff"
- Anacin "Fast, fast, incredibly fast relief"
- Domino's Pizza: "You get fresh, hot pizza delivered to your door in 30 minutes or less—or it's free."
- FedEx: "When your package absolutely, positively has to get there overnight."

- M&Ms: "Melts in your mouth, not in your hand."
- Metropolitan Life: "Get Met. It Pays."
- Southwest Airlines: "We are the low-fare airline."

There are many more examples.

The goal here is to help you develop your USP yourself.

What makes you different? Unique? What do you have that no one else does? This is the kind of thing you're looking for.

For example, my marketing firm is about to start working with an immigration attorney and I already see several things that can make her stand out from the competition. For one, she's an immigration attorney that is also an immigrant. She also contributes to an online magazine to assist others who wish to immigrate to the U.S. through education. She is a colorful personality and instantly likeable. And although she does not deliver different services than her competitors, she has some unique ways that she conducts business that few others do. We plan on using all this when developing her USP.

Please keep in mind that any USP is almost better than none, and that this can change and be refined later.

One more thing to keep in mind is that you do not have to be the only one doing something or delivering some product to include it in your USP. It can be something others are doing, but no one else is really promoting.

Get out a pad of paper and some pens and have fun with this. I am sure you will start coming up with brilliant ideas right off the bat!

## 2. USE A POWERFUL HEADLINE: GRAB THEIR ATTENTION!

Getting attention can be subtle too

People scan things quickly. They come into contact with so many advertisements each day that they can't possibly read each one. This is why you have to make sure that your advertisement actually grabs and keeps their attention.

You do that with an effective headline.

The greatest advertising man in history, David Ogilvy, said "On average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar."

The question you need to ask is "Who are you trying to attract? What would get their attention?"

Yesterday, I received an email newsletter from a recruitment firm with the headline "Would You Hire Obama?" As a CEO who is interested in recruiting new talent, this caught my attention. It drove me to their website and I read the entire article, learning about their unique process. As a result, I requested a sales call for next week.

All that came from an effective headline.

I have written sales letters that have gotten tremendous response mainly due to powerful headlines.

In one case I helped a company sign more than \$1 million in contracts with a single letter.

In another, I obtained one sales appointment for every 200 letters – and this for a service that started at \$10,000!

In still another case, I created a flier that was sent to a very restricted, high-end list of 134 names which resulted in nine sales appointments with the first mailing!

Great headlines come in many forms.

Ogilvy once remarked that he would write an advertisement in

three hours and then take three weeks to come up with the headline.

Some headlines are newsworthy, such as in the release of a new service or product. Others have a very strong benefit. Most are specific, as opposed to general, in their facts. Others use a negative angle (such as "reducing costs" as opposed to "increasing profits").

Jay Abraham, an online marketer and consultant, compiled a list of the 100 best headlines ever written (available at <http://www.mastercopywriters.com/greatestheadlines.htm>).

“Creating an effective ad is great, but your advertisements won't get you far if you aren't making your customers happy. Therefore, you should focus on providing all of your customers with the best experience that you can.

## 3. MAKE THEM AN OFFER THEY CAN'T REFUSE!

Consumers love a bargain. So offer them a good one so that they'll come back to you time and time again.

Whether you're offering an unbeatable price, a free trial, free shipping or a bundled package, going out of your way to provide your customers with a good deal will help you be successful.

Once you come up with your irresistible offer, make sure that you advertise it proudly. When people

see that you have something great to offer them, they will have a difficult time resisting it.

In determining how much you can spend for an introductory product or service, think of the overall Client Lifetime Value (CLV), the amount a client will benefit a company over time, for your firm.

One client I worked with was initially hesitant to lose \$150 in profit for an intro service to acquire a new client. He was extremely surprised to discover though that those new clients had a CLV of \$5,000 – a number more than 33 times the initial investment in terms of lost profit. So he had been losing \$4,850 every time he didn't invest the \$150 to obtain a new client.

This is a very powerful concept and can make or break your business. To understand more, take a few minutes and watch this video by Jay Abraham at <https://www.youtube.com/watch?v=Bw62m8XC0hE>.

## 4. TALK ABOUT THE BENEFITS – WHAT'S IN IT FOR THEM!

Ah, a desirable benefit!

Explaining the features of your products or services is important, but explaining the benefits for the customer is really what it's all about. After all, people are more interested in what they get from your services than what you do. Make sense?

This is not complicated. Here's what you do to figure this out:

1. List out all your services (or products).
2. For each one, list out everything that service (feature) does.
3. Then, next list out what the result of each feature is – the benefit for the client.

For example, say you are a tax accountant. One feature of your service is that you have a website where clients can log in and access their tax documents 24/7. The huge benefit is that it saves time and inconvenience for the client.



## AD CONTENT FEATURE

## 5.TELL YOUR NEWS: CREATE AN ADVERTORIAL!

Webster's Dictionary says that an "advertorial" is "an advertisement that imitates editorial format." In other words, it's an ad that looks like a news article!

Here is why this is important.

People are seven times more likely to read a news article than an advertisement.

People come in contact with regular ads all day long. There is really no incentive for them to read your ad if you don't offer them more than what everyone else is offering.

Creating an effective ad that grabs attention and provides plenty of information isn't always easy. But an advertorial can achieve this as it is far more likely to be clicked on and read.

This type of advertisement encourages readers to get interested in your company because it includes more information. Readers want to read more once they realize the article isn't just advertising your business but helping them. For example, the ad can provide them with lots of advice, tips and information and how your company and products can help them.

The best example that comes to mind is an ad that ran in the Wall Street Journal more than 60 years ago. The ad ran with the headline “What Everybody Ought to Know About This Stock and Bond Business” and contained a mammoth 6,540 words! It was presented in advertorial format and generated 10,000 inquiries in a single day.

Now that's results!

## 6. TAKE AWAY THEIR FEAR: MAKE YOUR OFFER AS RISK-FREE AS POSSIBLE!

People are nervous about spending their money. There are too many scammers and low-quality products out there. People worry that they'll be wasting their hard-earned cash when it comes to many products and services.

If people fear that they're going to lose their money and regret their purchase, they are unlikely to purchase your product. But, if you remove these doubts, people are given an incentive to give your product or service a try.

So it's a great idea to offer a risk-free guarantee. Knowing there is no risk and that they don't have anything to lose by purchasing your product or service, is a powerful purchasing inducement. This "reverses" the risk and places some of it on the seller. This is called "risk reversal."

If potential customers know that they can get their money back if they aren't satisfied, they'll be less concerned about wasting cash and will be more likely to give it a try.

Plus, a lot of people instantly feel better about a product if the company is willing to stand behind it. It shows that your product is worthwhile and that you aren't afraid to back it up with a risk-free guarantee.

Almost all major department stores (Sears, Bloomingdale's, Dillard's, Macy's, Walmart, Target, Hudson's Bay in Canada, etc.) use risk-reversal and have a money-back guarantee on their products. Last week, I purchased a high-end television from Best Buy for my father and the first thing I was told was that I could return it anytime within a specific period. Got to love it.

Other types of companies do the same thing. Two days ago I received an offer for an information product that sells for \$4,500. The seller used a risk reversal strategy to promote the product and build confidence in it and him. The offer only asked for a \$500 deposit which was fully refund-

able to test drive the product for a month. I'd get my deposit back if I didn't think the product was worth it within that time. An excellent risk reversal approach (just like the money-back guarantee) and I am going to take him up on it.

Hare is one of the White Motor salesmen. His income has skyrocketed at the Hotel Astor. Pat stood by and told a rickshy story of his professional success while losing his confidence.

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If you  
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**\$196**

**FRIENDS  
WANT TO  
BUY IT!**

may pay for "How to Win Friends and Influence People" when it is delivered—with the definite un-  
derstanding that if you do not like it, it will be re-  
funded to you if you wish it. If this book does  
what we claim, it will mean more to you than *Cham-A-Lin*.  
Send your favor over today. If it doesn't we do not  
want you to keep it. Mail this coupon at once.  
**SIMON AND SCHUSTER, Publishers**, 101 Fourth Ave., New York 3, N.Y.

**SIMON AND SCHUSTER, Publishers**  
Dept. 887, 386 Fourth Ave., N. Y. C.

Please send me How to Win Friends and Influence People as soon as it comes out. I am interested in all new books (please charge cards). It is understood that I may read it for 10 days before returning it. If I return it, I understand it does not in every way live up to the claims made for it.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

☐ Check here if you prefer to enclose \$1.96 WITH this coupon instead of money. We will mail the book immediately.

**NOTE:** If resident of N. Y. City and ad. for City Sales Tax.

## 7. THE “CALL TO ACTION” AND ASKING THEM TO BUY – OR NOT!

Don't just tell your potential customers about what your company has to offer. Encourage them to take action. Tell them directly to click on your ad, order your product, pay for your service, etc.

For example, your “call to action” can encourage people to email you for more information, to fill out a form to find out more about your services, to join your weekly or monthly email newsletter or to purchase your product or service. It could even direct users to click on your ad to take them to your website rather than just looking at the advertisement.

You need to use exciting words and persuasive language to give that extra push.

Here is an excerpt from one of the most successful advertisements in history, a magazine ad that sold the famous book “How to Win Friends and Influence People” in 1937, showing both the risk reversal and call to action. “Only \$1.96 if you decide to keep it!”

## 8. MAKE IT SEEM URGENT, GIVE THEM A REASON TO BUY NOW!

You don't want to just plant the seed with your ads, you want people to move forward and do something about your offer NOW.

[illegible]

When people see an ad and think about giving a company a try later, they might actually mean to do so. But, people most often move on with their lives and forget all about the ad and the product that they might have been interested in. Therefore, you have to encourage people to act now rather than later.

You can create this urgency in any number of ways.

For example, you can make your irresistible offer time-limited. If people see that they only have a set amount of time, such as a few hours or days, to snag an unforgettable deal that they're already pretty excited about, they will be more likely to make a move now than later. Many people assume that they'll be able to get the same deal later on. But if they know that they can't, they'll be more likely to take the deal now.

That isn't the only way of creating a sense of urgency. You can also bring in an upcoming season or event when your product will come in handy to make people buy now.

Regardless of how you might choose to do it, it's important to let your potential clients know that NOW is the time to make a move.

## 9. USE TESTIMONIALS

One of the most important parts of creating an effective ad is building up trust and interest in your company.

Remember that people have a lot of concerns these days, particularly when they're online. It is important to build trust in your business, its products and services so they know that your company is the right choice. You can do this by showing that others in the past have been pleased with their decision to buy from or work with you.

A great way to do this is by adding a testimonial or two to your ads from those who are satisfied with your company and its products.

Today, countless people rely on online reviews when shopping for new businesses, products and services.

People trust other consumers and want to know what they have to say about a company. You can't make people look for online reviews about your business, but you can give them the same peace of mind by adding a testimonial from a current client who is pleased with what you have to offer. Seeing that other consumers who are just like them, are happy with your product can encourage potential clients to give you a try.

## 10. USE EXCITING GRAPHICS

People are visual.

Plain text on a plain background can be boring. People don't always want to read everything that has been written in an ad or an article.

“Advertising is important and good advertising is what will help your company succeed.”

You can appeal to the visual interest that your clients have by adding exciting graphics to your advertisements.

For example, you can post a picture of what you have to offer, or you can post something that is going to grab attention. You can take the pictures yourself, or you can look for royalty-free, no-cost images online. Regardless, adding something visual will help draw more attention and interest to your company.

## 11. COMPLETE CONTACT INFORMATION

You would not believe how many times I've seen advertisements, often expensive magazine ads, posters, billboards, etc. without clear-cut company contact information.

Don't make this mistake.

You've told them what you're selling, now tell them where to buy it. Anything else is a waste of money.

You should use your ads to link people to your website for more information as part of the contact information. This is imperative for several reasons.

One, if people check out your site and are impressed with it, you have a better chance of turning them into real clients.

Secondly, you can track how your ads perform and what leads are generated on the website to get an idea of how well your campaign is working. So, if you are not achieving the results that you're looking for, you will know where you need to make changes.

## ALWAYS DELIVER

Remember that you should always over-deliver when it comes to your customers.

Creating an effective ad is great, but your advertisements won't get you far if you aren't making your customers happy. Therefore, you should focus on providing all of your customers with the best experience that you can.

If you always deliver more than they expect, then you never have to worry about anyone being disappointed. Then, you will see your clients come back time and time again and they'll be more likely to tell their friends about your company.

## MAKING YOURSELF STAND OUT

These 11 tips for creating an effective ad can help your promotions stand head and shoulders over those of your competition. You will be able to make eye-catching ads that will get people excited about what you have to offer. That will help improve your conversion rate of making prospects into real customers.

Advertising is important and good advertising is what will help your company succeed. ■

*Original article:*

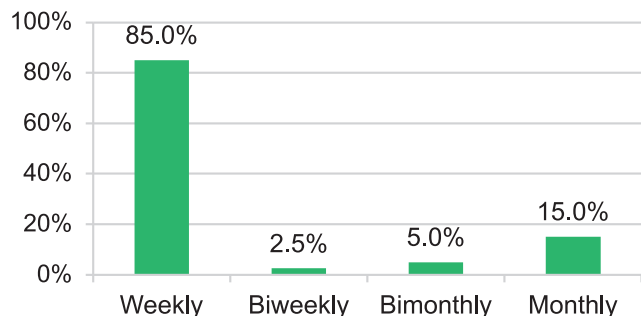
<https://targetpublic.com/>

*11-simple-tips-creating-effective-ad/*

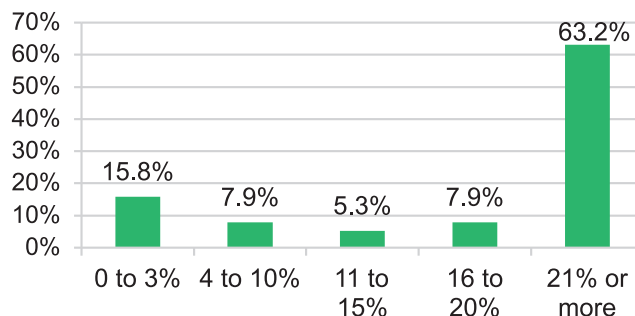
# THE SURVEY SAYS...



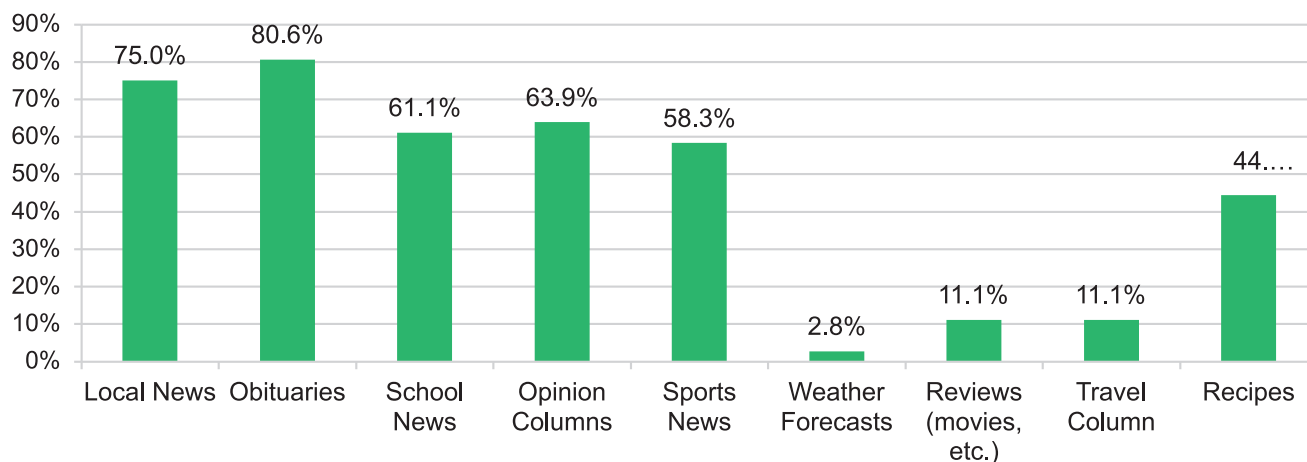
What is the frequency of your core publication?



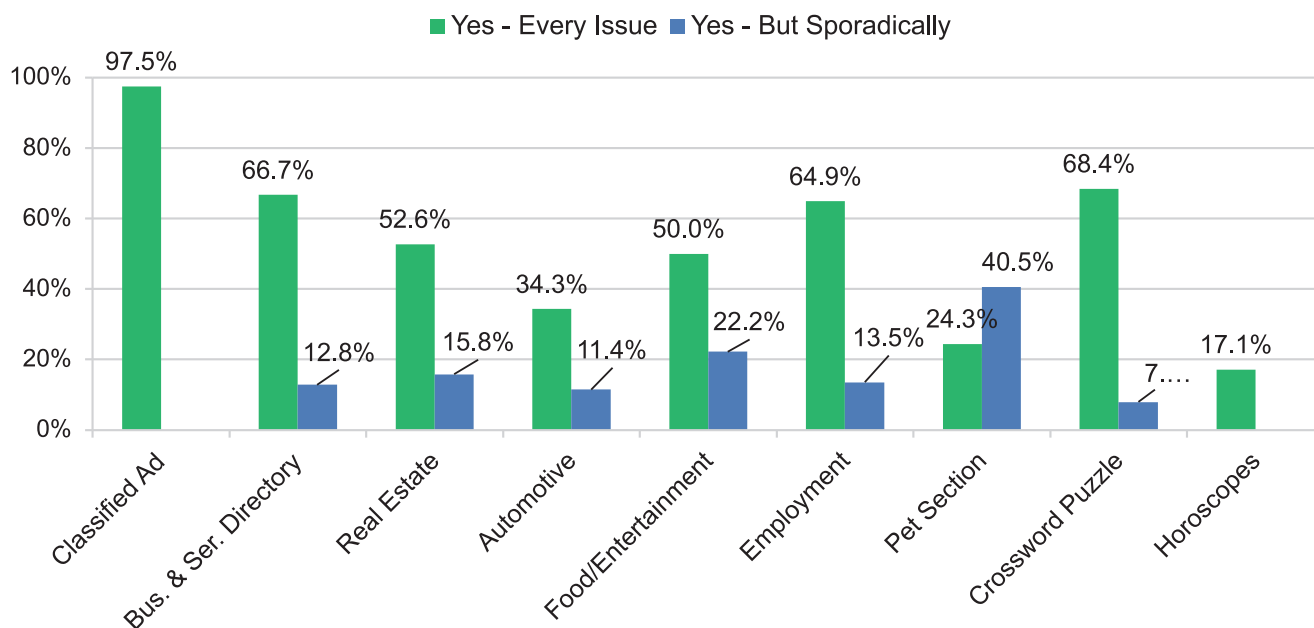
What percentage of your paper is editorial?



Do you run any of the following editorial content in your core publication?

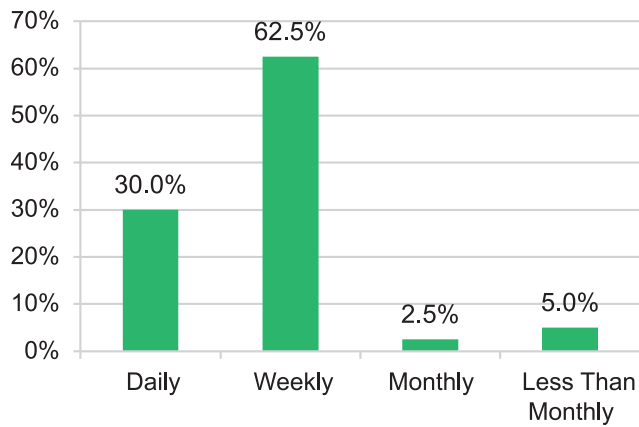


Do you run any of the following sections in your core publication?

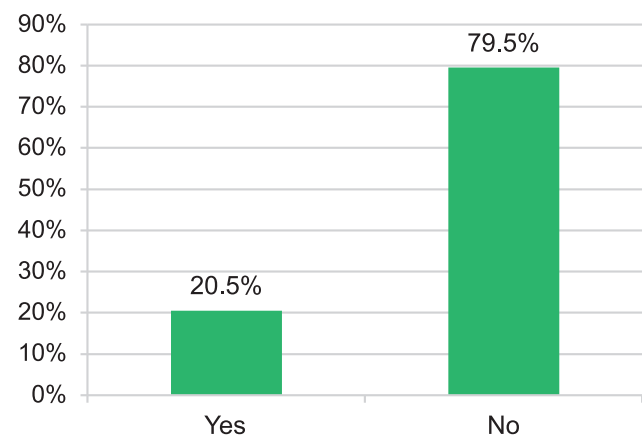




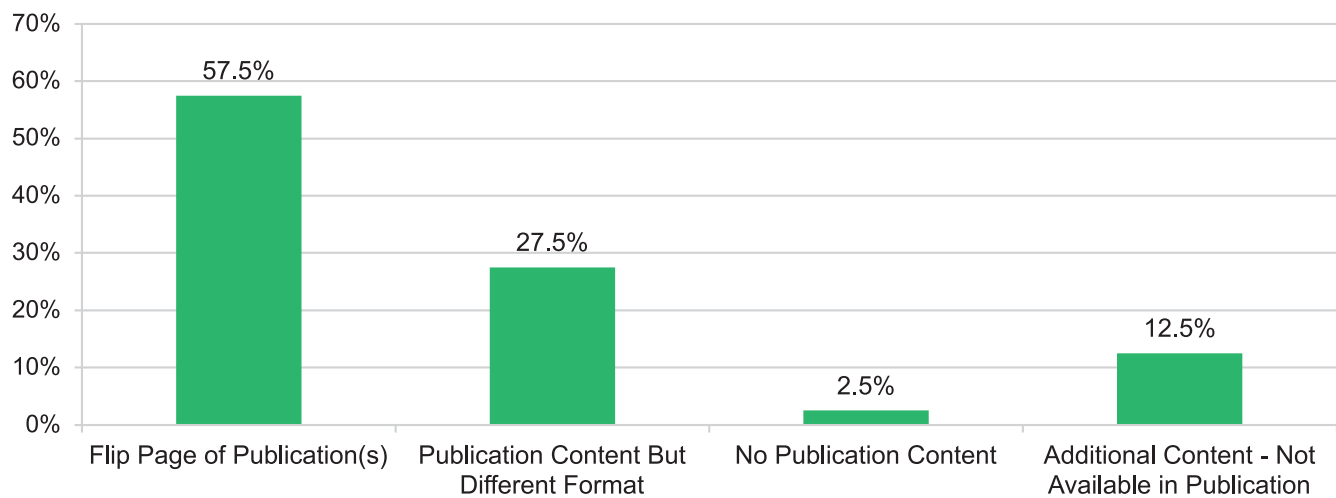
How Often do you update content on your website?



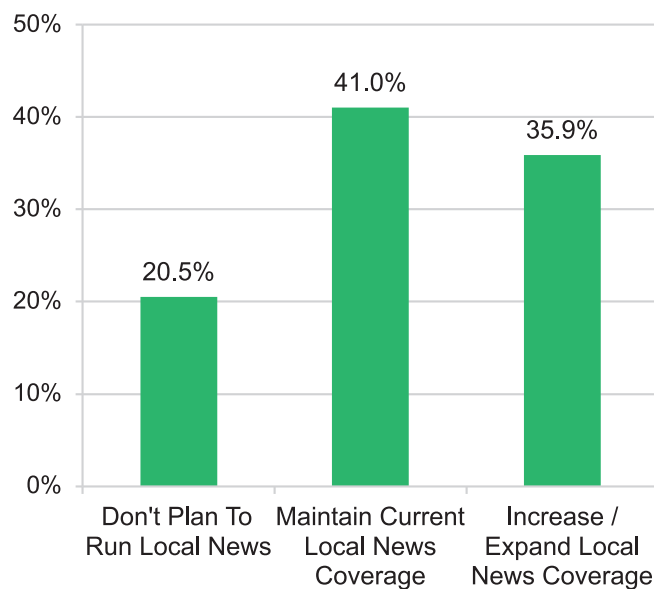
Have you had your website reviewed for ADA compliance?



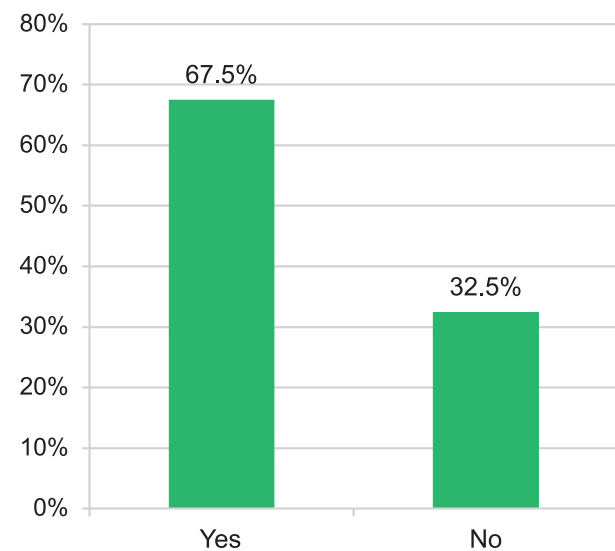
What content is available on your website?



What are your future plans for local news content?



Do you sell advertising on your website (not including Google Ads)?



# TRENDS TRANSFORMING THE PUBLISHING INDUSTRY OUTLOOK IN 2022

BY TEAM LINCHPIN, THE LINCHPIN AGENCY

Whether it is print or digital publishing or the print industry, 2022 continues many trends that began taking hold in 2018. The strongest developments relate to niche development and search engine optimization (SEO), with the development of online communities a strong contender for the top trend. Niche publishers continue to flourish, and they will increase in popularity, especially in the digital publishing realm.

## MAJOR TRENDS IN PUBLISHING INDUSTRY

1. You need expertise in information technology since businesses have begun moving toward IT service providers over traditional print suppliers. You'll need to add to your expertise organically or by partnering with an experienced IT service provider. The move to IT services translates to a more diverse product portfolio and assures print security.
2. The trend toward digital publishing continues to grow and succeed. Those who succeeded with their digital launch attributed their success to a devotion of commitment, time, and resources. Rather than simply introduce new digital products, they revamped and re-launched existing digital publications and tools. When a digital launch did fail, it was due to a lack of commitment and time. When it comes to re-launches, integrate content engagement and artificial intelligence (AI) for auto-tagging to scale and create process efficiencies.
3. You'll continue to focus on basics like SEO strategies but also leverage advanced technology such as

AI to tout your digital and print publications. Other marketing options include creating subscription content and podcasting. AI significantly contributes to building audience engagement. Strong SEO will help you get a better Google ranking which has further increased in importance. Its shift to a mobile-first index continues to spotlight local results and personalized search results.

4. Small online publishers will begin honing their niches. As co-founder and editor of 101 Holidays, Mark Hodson told the State of Digital Publishing, the Pareto Principle will come into play more than ever. Digital publications will further rely on user trust built from quality editorial content.
5. Publishers will create platforms to collect and visualize audience, and community data as the focus on segmentation grows even more. This will lead to building branded lean WordPress sites, says Rupert Collins-White, the content director of Burlington Media Group. Those segmented blogs will feature authentic storytelling and content native to the digital platform.
6. While content remains king, it is site architecture that combines with SEO to draw more visitors to publishing brands online. You'll experience redesigns that focus on redistributing the information to make it much easier for consumers to find.
7. In 2022, it will all be about building brand loyalty. Publishers<sup>1</sup> will develop content, experiences, and customer service channels for their loyal customers to cultivate community." Marketing campaigns will combine network-

ing events with increased partnerships, said Emily Hughes, an audience development consultant at Loup Digital.

## ANALYSIS OF THE TRENDS

Now that the shakeups from 2018 have settled and the industry has a handle on GDPR and Ads.txt, publishers, especially digital publishers, have gotten back to business as usual. That business is shaped by the emerging trends, though. Now that they have adjusted to new regulations, they're trying to innovate and develop new platform opportunities.

Nearly every trend shares one ultimate focus – drawing more traffic to their web properties. Digital publishers especially want quality visitors to their websites, e-books, and social media platforms. That means a concerted effort towards SEO and audience growth through better marketing. Google and the constant tweak of its algorithms<sup>2</sup> create a new challenge for publishers since it and other search engines are necessary for reliable and consistent traffic.

Building the audience only begins the process. Publishers also need to monetize traffic, and one 2022 trend is their development of new revenue streams. Money follows ease of use, though, so publishers named the challenge of "website speed and infrastructure" as a top-three concern. That's because many of the emerging reach methods, such as podcasting and 4K video, require a savvy website design with high-speed Internet on the part of the user. But, with mobile use continually growing, users expect all content to load just as quickly and easily on their phone as on their computer. Since website design<sup>3</sup> plays such a vital role in brand building

and SEO, trends that surround great websites range from AMP to PWAs to Schema markup, which is key.

Ironically, publishers have deserted traditional media themselves. Less than ten percent said they got their industry information from AdAge or AdWeek or another print publication. More than 70 percent turned to a combination of blogs and forums to get their industry information. Only the brand DIGIDAY had at least ten percent devoting readership to it. As far as to use as a news platform, the most avoided sources were Facebook and Instagram. More than 50 percent of publishers indicated Facebook as the least trustworthy platform. It lacks transparency and has reduced Facebook page reach, adding to its unpopularity with the publishing sector.

In regards to content, the 2022 trend is for long-form written content, which lends itself to SEO. Second to it is video content.

## PUBLISHING INDUSTRY STATS AND GROWTH PROJECTIONS IN 2022

1. You'll need to leverage podcasting with your publishing. In 2018, podcast listeners in the US grew from 40 percent to 44 percent of the total population.
2. The top revenue stream for worldwide news publishers became digital publishing subscriptions, with 44 percent of the world population reading online.
3. Printing isn't going anywhere. The majority of businesses, 64 percent, told Quocirca's Global Print 2025 study printing would remain important well into 2025.
4. Publishing continues to be a viable employer, with about 814,000 people employed in the field worldwide and approximately 69,709 independent publishers.
5. While the global book publishing industry is worth about \$103 billion, it has continued to experience 0 percent annual growth five years running.

6. Self-publishing continues to provide an "in" for those who want to publish, but self-published e-books provide better responses for the author. On Kindle, 17 of the 100 top-selling books are self-published.
7. Publishers report that their highest priority in 2022 is audience growth and marketing, with 34.2 percent placing it at the top. Second to that priority comes successful SEO, say 25.8 percent.
8. Publishers have deserted traditional media as a source for information, and instead, 64.2 percent say they read blogs, with second place going to forums, with 11.7 percent of publishers reporting it as their source for industry news.
9. Publishers say their biggest challenges of 2022 include creating unique content that readers want, 23.3 percent, keeping up with Google algorithm changes, 22.5 percent, and diversifying website revenue, 20.8 percent.

The publishing and printing trends of 2022 continue to drive more people away from print and a larger audience online. In addition to consuming greater digitally published books, website visitors gobble up video content on mobile, which challenges publishers to create content consumable on any device that still loads quickly. Publishers continue to turn to back-end solutions to draw greater audiences to their front-end publications. Look for content development to continue as the major driver of audience development with distribution via social media networks helping drive new visitors to web properties and bookstores. ■

*Original Article:*

<https://linchpinseo.com/trends-in-the-publishing-industry/>

<sup>1</sup> <https://linchpinseo.com/guide-to-newspaper-print-advertising/>

<sup>2</sup> <https://linchpinseo.com/marketing-resources/list-of-google-algorithm-updates-seo/>

<sup>3</sup> <https://linchpinseo.com/services/website-design/>

## OPEN MEMBER NETWORKING SESSIONS FOR MANAGERS

**Bring your questions, find your answers!**



## 4:00 PM EDT Every Other Thursday

Watch for your registration invitation in your email on the preceding Wednesday to register for the call.

If you're not receiving the invitation emails or want to join ACP, call the ACP Office at 877-203-2327

A Member Benefit of

**acp**  
Association of  
Community  
Publishers

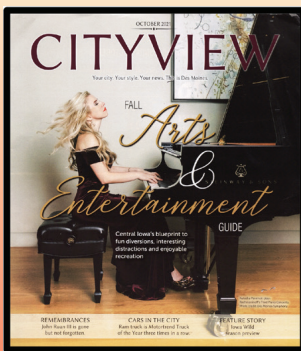


# 2022 BEST OF THE BEST AWARDS

Once again, the 2022 Best of the Best Awards presentation differed from the traditional way we do things. Normally, the awards presentation is shown at the in-person conference to a live audience of eager onlookers. But as was the case in 2020 and 2021, the decision was made to hold the presentation virtually for the 2022 contest.

Over 1000 entries were submitted in over 100 different publishing categories. Both the graphics and editorial judging were held on March 30th in Nashville, TN. The following are a few of the highlights from this year's awards and the full presentation as well as a list of all of this year's award winners is available on the ACP website at: <https://www.communitypublishers.com/best-of-the-best>

## BEST OF SHOW FINALISTS



Cityview



Genesee Valley  
Penny Saver



Reminder Publishing



The Camrose Booster

As always, the competition was tough but Cityview from Des Moines, IA took the Best of Show award! The Genesee Valley Penny Saver of Avon, NY followed just behind along with Reminder Publishing of East Longmeadow, MA and The Camrose Booster of Camrose, Alberta.

## General Excellence Winners - Weekly



Exchange Publishing



The Camrose Booster



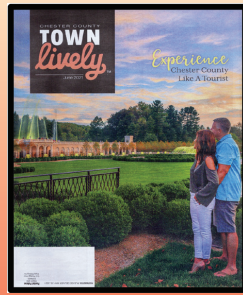
Webster-Kirkwood Times

And in the "General Excellence" (weekly) categories, Exchange Publishing of Spokane, WA, The Camrose Booster of Camrose, Alberta and the Webster-Kirkwood Times of Webster Grove, MO all took home first place awards.

## General Excellence Winners - Monthly



Exchange Publishing



Engle Printing & Publishing



Kapp Advertising Services

As for the “General Excellence” (monthly) categories, the publications that were awarded first place are Exchange Publishing of Spokane, WA, Engle Printing and Publishing in Mount Joy, PA, and Kapp Advertising Services in Lebanon, PA.

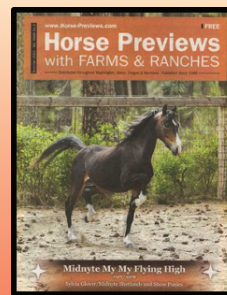
The first place awards given in the “General Excellence” (other than monthly) categories went to The Genesee Valley Penny Saver of Avon, NY, Exchange Publishing of Spokane, WA, and The Conway Daily Sun in North Conway, NH.

In the “Most Improved Publication” category for 2022, first place was awarded to I Messenger Media in Dallas, TX.

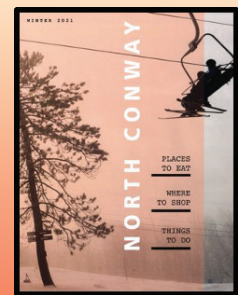
## General Excellence Winners - Other Than Monthly



Genesee Valley Penny Saver



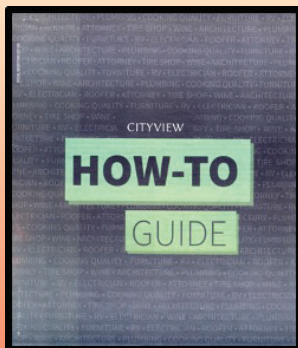
Exchange Publishing



Conway Daily Sun

## BEST SPECIAL SECTIONS AND PROMOTIONS

### In-Paper



Cityview

### Special Section



Cityview

### Stand Alone - Gloss



Kapp Advertising Services

### Stand Alone - Newsprint



El Clasificado

In the “Special Promotion & Special Section” category, first place in both the in-paper promotion and the special section categories went to Cityview in Des Moines, IA. First place in the stand alone group on gloss stock went to Kapp Advertising Services in Lebanon, PA and first place in the newsprint category went to El Clasificado in Norwalk, CA.

In the Andrew E. Shapiro Cancer Awareness Promotion category, Grant, Iowa, Lafayette Shopping News of Woodward Communications in Platteville, Wisconsin took first place again this year.

*We would like to extend a **BIG CONGRATULATIONS** to all of our impressive 2022 Best of the Best award winners! We look forward to once again seeing all of your great work in 2023 where you can earn the national recognition your teams work so hard to produce.*



# ADDITIONAL RESOURCES

## WEB PUBLISHER PRO – Article

### Targeting Younger Audiences: Four Ways to Make News Products for the Younger Generation

By Staphanie Miles

An interesting look into how younger people consume news and what publishers can do to attract this group. Based on a study from Reuters Institute, this offers some sound analysis of the under 35 year old readers.



## SMARTOCTO

### How can publishers engage millennial audiences?

By Milos Stantic

An in-depth look into what drives the millennials or Generation Y group (1984-1995). It examines their digital habits and explores where they are heading as they exit the Facebook platform for more attractive options.



## OPEN MIC

### Gen Z and the news: how to keep young people interested

By Ali Gordon

The interest and reader patterns of Gen Z (1995-2015) are different from Gen Y. This article compares and contrasts both group's relationship with the technology they have grown up with and become accustomed to.



## DATAREPORTAL

### Digital 2022: The United States of America

By Simon Kemp

A great resource for data, insights and trends on how Americans use connected devices and services in 2022. Super statistic based information to be able to find information and quote from when supporting your products value.



## Pew Research Center

### 10 Facts About Americans and Twitter

By Meltem Odabas

Great place to get familiar with Twitter. Learn Twitter's strengths and weaknesses with sound research and supporting statistics to build your understanding of this popular competitor in the digital world.





## ADDITIONAL RESOURCES

### Pew Research Center

#### 7 Facts About Americans and Instagram

By Katherine Schaeffer

A similar look into Instagram with the same great statistic based analysis of the strengths and weaknesses of this platform. Profiles in detail the Instagram user's demographics and usage patterns.



### QUICKSPROUT

#### 17 Types of Content That Will Drive More Traffic

Written from the website/blog perspective but offers a ton of solid information that would apply to print products as well as digital products. From opinion pieces to product reviews, there are loads of content ideas and advice here!



### Finances Online

#### 26 Relevant Print Marketing Statistics: 2022 Ad Spending & Impact

By Louie Andre

Offers some very strong statistic to support the highly effective medium of print advertising. Loads of ammunition to build and support the strengths your products offer, like "By combining print and digital ads, it will make online campaigns 400% more effective"!



### Insights For Professionals

#### 5 Engaging Marketing Print Advertising Ideas You'll Love

By David Williams

A quick read but sound reminder of some of the core offerings that print can provide a business marketing program.



### HEARST BAY AREA

#### Print Advertising Tips: 6 Ways to Use Print to Promote Your Brand

By Janine Perri

Provided by a veteran news organization, this article offers sound, practical advice on how to build and incorporate effective print advertising as part of any multi-media marketing effort.



## ADDITIONAL RESOURCES

### indeed.com – Article

#### 25 Tips for Creating Ad Headlines

By Indeed Editorial Team

The best content in the world still needs a solid, effective headline to attract attention to the information. This article has solid advice on creating powerful headlines.



### Consluterce – Article

#### The Complete Retail Marketing Calendar for 2022

By Martin Heubel

If you worry about knowing when National Dog Day is to be able to promote ads to the pet grooming industry or National Burger Day to spark additional restaurant advertising, this site should get bookmarked right away!



**M**onthly Metric will be a new ongoing feature in Publish and will look at one metric publication industry metric that we should all understand and track to gauge the performance of various aspects within the business of producing publications. Since this month's topic is content – we will lick off this monthly feature with a metric that will help measure the reaction to the content on our digital products.

**Bounce Rate** – This metric is important because it indicates how engaged users are who come to a web page. Google determines bounce rate as the percentage of single-page sessions versus all sessions on a website. If a user comes to a single page and makes not activity to access additional information or interact in any way, that is considered a bounce.

A high bounce rate can indicate a number of things, some good – some not so good, for example:

- User's reason for coming to a web page does not match what they find once they arrive.
- Users do not find the quality of information they feel comfortable engaging with on the web page.
- + Web users came looking for simple information (phone number, hours, address, etc.) and easily found what they were looking for and exited.
- + Web user was directed to that page for specific information and found exactly what they needed (blog article, item description, pricing information, etc.)

According to RocketFuel's *The Rocket Blog*, average bounce rates for most websites fall somewhere between 26% and 70% and they break that down as:

- Excellent = 26% to 40%

- Average = 41% to 55%
- Concerning = 56% to 70% (may be good or bad depending on website)
- Alarming = over 70% (except blogs, news stories, etc.)

The other item that comes into play on bounce rates according to RocketFuel's *The Rocket Blog*, mobile users are more likely to bounce than desktop users and tablet users fall in between. They found average bounce rates by device type as follows:

- Mobile = 59% average
- Tablet = 49% average
- Desktop = 42% average

A baseline for your bounce rates should be established over time and then monitored against that baseline. Changes to the site may impact the bounce rate and can be evaluated based on deviations to the established history. ■

# COVER APPEAL: THE QUEEN TO CONTENT'S KING



ASHLEY HUNTER  
2022 RISING STAR

Understand the old adage “don’t judge a book by its cover” – but I also think it is a word of advice that is chronically overused in its offering, and yet, somehow unused in its practice.

In life, we often judge people based on their covers – oftentimes wrongly; the modern day proverb about judging books by covers, however, isn’t just about people.

When I am browsing through my local bookstore, the books I choose to pick up (unless I recognize the title or author) are often picked based on their covers or spines.

I’ve found that, despite this well-used quote, when it comes to my reading material, I usually can pre-determine exactly the sort of content a cover hides.

The external covers of books – and sometimes men – often reflect the internal content that can be found within.

When it comes to people, our ‘covers’ often display the sort of internal care we have put into ourselves.

Our external selves are reflections of lives lived, stories told, and world-views cultivated.

This is, of course, not fail-safe when it comes to books, much less people...but it is very frequently true.

As a person, I’ve made sure my ‘cover’ is one that properly reflects the ‘book’ I am on the inside.

As a professional editor, I strive daily to make sure my four newspapers present covers that represent their internal content.

Will Rogers once said, *“You never get a second chance to make a first impression.”*

In the newspaper world, I take this literally – if my product’s first impression is not one that is attractive or eye-catching to readers, it doesn’t matter how remarkable and valuable the product on the inside is.

The cover and front page of my print products is my first impression; if I cannot make someone stop and pick up my product based on its cover alone, I won’t get a chance to make that second impression either.

Today, there are boundless offerings and possibilities for reading material – all you have to do is stand in the check out line of your local grocery store to realize this.

Magazines, news print, books, tabloids, even our own phones are all vying to be noticed – and whoever presents the best and most appealing cover wins the audience’s attention.

A cover or front page is your first impression to new and old readers alike – it represents your product as well as your company.

It provides the first expression of branding and quality, and lays those to the reader/consumer.

In a previous, unnamed place of employment, I worked with a publishing company that produced a

seasonal magazine as a supplement to our weekly newspaper endeavors.

The work that went into producing this magazine was nothing short of a labor of love for the advertisers and staff writers – it was tedious and it stretched our work hours (and gas budget) as we traveled around to cultivate the best, most relatable and meaningful content that we could put together for each edition.

I am still remarkably proud of myself and my team of coworkers for the work we put into this product.

The one problem?

The cover was always unattractive.

Unfortunately, one person made the decision on each edition’s cover design, and no one else on the staff had any input on it (or rather, we had a lot of input. It just wasn’t considered).

The cover never seemed to truly capture the spirit of the content inside, and was fairly lackluster, from a design perspective as well as a general viewer’s perspective.

It was disappointing to see the community response towards a product we prided ourselves on...and harder still to agree with the intended-audience’s response when they disliked the external aspect of the magazine.

A thoughtful external design carries your product so much further than it could go without it – it gets the reader to pick the product up, and find the gems within.

While content is most certainly king – as content is what gives your product its ultimate appeal and value to a reader – I would say that ‘cover appeal’ is probably content’s queen.

Make your product stand out from the rest of the competition – and give it a cover worth stopping for.

After all, like Will Rogers says...that first impression only comes once. ■



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## DELIVER VALUE TO THE READER!

BY JIM BUSCH

“Content is anything  
that adds value to the  
reader’s life.

—Avinash Kaushik

My dad worked as a machinist in the LRA, Large Rotating Apparatus, Division of the Westinghouse Electric Corporation. He spent his days drilling holes and shaping big chunks of steel. If anyone asked him what he did for a living, he would tell them, “I help light the world.” This was true because, he was one of thousands of workers who built dynamos for power companies. He knew people didn’t care anything about what he did, what they did care about, was being able to flip a switch and have the lights in their home come on. This is true in our industry as well. Our readers don’t care about the 1,001 things we do to print our papers and publish our material on the web. What they do care about is the information we parade before their eyes. They look at our products and ask themselves, “Is this something that matters to me; why should I care? Does this make my life better in any way?” These are also the questions we should ask ourselves. “Is this something that will matter to my readers? Why should they care about what I’m telling them? Do my products make their lives better?” In the final analysis, this is all that matters, people are selfish, they don’t care about us, it doesn’t matter if they get the information they need in print or in a digital format. To them we are like the brown paper use to package meat—consumers don’t think about the paper, they are focused on getting that juicy steak on the grill. The packaging only matters because of what it delivers, the same is true for us. If we deliver a great “steak” with lots of flavor that makes our readers smile when they “bite” into it, we will be successful. We need to make sure every word, every image that we put into our papers delivers value to the reader. We need to convince our advertisers to put compelling offers in their ads to grab the reader’s attention. We need to offer good local content that keeps readers informed about what’s going on in their neighborhood. We need to polish our writing and carefully curate the images that appear in our papers so that everything in our products adds value to our reader’s lives. ■

# DON'T LET YOUR PRESENTATION SPUTTER AT THE END



BY JOHN FOUST  
GREENSBORO, NC

Alex is an ad manager who wants his sales team to be professional from start to finish. “Some salespeople talk too much, especially at the end of a sales conversation,” he said. “It’s like a car that diesels when you turn off the ignition. The engine just keeps on going.”

Dieseling was common in the early days of catalytic converters. I used to have a car that had that problem. After I turned it off, it sputtered for about five seconds – even after I removed the key. It was like the car had a mind of its own.

“It can be a real challenge to bring a conversation in for a landing,” Alex said, “so we put a lot of emphasis on turning the end of an appointment into a transition to the next step. We want to leave our prospects on the top of the mountain, not let things run downhill at the end.”

That approach reminds me of the Walt Disney quote: “The way to get started is to stop talking and start doing.” If a salesperson has had a productive meeting, it’s time to shift gears and go into action.

“I’ve heard about a helpful four-step process,” Alex explained. “Thank them, summarize what you’ve talked about, ask if there are questions, then mention the next step. That ends the discussion on a positive note with everybody on the same page.”

Here’s how it works:

**1. Express appreciation.** “In a lot of conversations, a simple ‘thank you’ indicates that the conversation is nearing a close,” Alex said. “That sets things in motion for you to end the meeting the right way.”

**2. Summarize the conversation.** “Think of bullet points,” he

said. “A summary should be a quick restatement of the main points you discussed. It’s usually best to cover them in chronological order. You can say something like, ‘Let me recap to make sure we’ve covered the things that are most important to you. First, we talked about key point A. Then we talked about key point B. And we discussed the differences between strategies C and D.’ This is the old idea of saying what you’re going to tell them, then telling them, then telling them what you’ve told them.”

**3. Ask if the summary covers everything.** According to Alex, asking “Does this cover all the bases?” is a simple way to find out where things stand. “It’s important to show that you value their input. If something hasn’t been covered thoroughly – or even worse – if an important issue hasn’t been addressed, you’ve got more work to do.”

**4. Specify next steps.** “Every meeting should end with some kind of action plan,” he explained. “If possible, set a deadline. For example, you can say, ‘I’ll have that proposal ready for you by next Monday afternoon. Let’s set a time to go over the details.’ That’s a simple, professional way to end a presentation. It’s a clean landing with no doubts about what happens next.”

It sure beats sputtering, 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*

**By Ellen Hanrahan**

***This will be a 2-part article...*** because choosing a typeface is just as important as choosing the right graphic/image for your message. However, most ads do not rely on just one font or even family, so how can you combine typefaces to get your message across without making it look like a "ransom letter." Part #2 should help you with that, but before we get to that, we need to get familiar with our "type" vocabulary.

Type is a visual element and needs to be treated as part of the design process.

Type (as well as human) families are comprised of related characters, each one different than the other but, nonetheless, sharing certain similarities, such as height, weight and a distinctive look (without the sibling rivalry). So let me introduce you to a little background information regarding our cast of characters...

**TYPEFACE** A particular style of type design, including the full range of characters in all sizes (upper and lower case, numbers, punctuation and auxiliary characters). Identified by such family monikers as Helvetica, Times, Century, Utopia, etc.

**FONT** A full range of type of one face and size. Some fonts are comprised just of ornamental devices, symbols or decorative figures that can be used like artwork, but treated as type. (The term typeface and font are often used interchangeably.)

**TYPE FAMILY** This encompasses all the typefaces that exist in a variety of closely related forms—italic, book, bold, etc.

Each typeface has its own variations—some occur in weight, such as: Utopia **Utopia Semibold**, **Utopia Black**. Some occur in style: *Utopia Italic*, UTOPIA EXPERT, TITLING CAPITALS, and Utopia  (ornaments).

Some type families are very large and offer a variety of weights and styles... yet retains a unified look to your ad or document. I use Myriad Pro for just that reason.

The following standard terms are used with type and design devices...

**AMPERSAND** This character was originally a ligature of et, Latin for “and.” It later became corrupted as “and per se, and.”

**ASCENDER** The stroke on a letter which extends above the height of the lowercase "x." Ascenders are found on b, d, f, h, k, l & t.

**BASELINE** An imaginary line on which the upper and lowercase letters appear to rest or align themselves.

**CAPITALS** Upper case letters of the alphabet. Cap height is about 2/3 of the point size.

**CONDENSED** The characters in a condensed typeface appear more narrow than usual. Condensed type is designed to maintain the integrity/readability of the characters. If we condense and extend (scale) on the computer, these traits may be compromised.

**COUNTER** Space within a character that is enclosed or partially enclosed...o, q, p

**DESCENDER** Characters where the stroke descends below the x-height (and baseline). Check out g, j, p, q, and y (sometimes f in italic faces).

**DINGBAT** A special or ornamental font.

**EXTENDED** Characters that appear to be elongated or "stretched out." **Extended**


**INDENT** A technique used to break up text intensive copy for greater readability. This is a hanging indent.

**ITALIC** Refers to the slant of a character and varies with the typeface... used for emphasis, quotes and/or special effects.  
*Italic*

**KERN** Use minus letterspace or to subtract space between certain letter pairs for optical spacing. Common pairs include the letters W, A, T, V.

**LEGIBILITY** The clarity and characteristics of the individual characters.

**LETTERSPACE** Add additional space between individual letters. LETTERSPACE

**LIGATURE** Two or more individual letters designed to join together to form a distinct unit. 

**LINE LENGTH** The length of a line of copy. A general rule is to have line length be about 1/2 to 2 times the point size of the typeface.

**LINESPACE** The space between lines of type, referred to as leading (leading).

**LOWERCASE** Small letters of the alphabet...from the early printers who stored the metal type in the "lower case."

**ORPHANS** One or a couple of words that end up on a line by themselves at the end of a paragraph. (See widow)

**PICA** A basic unit of type measurement with approximately 6 picas in an inch (.9962). Originally, typography is based on picas and points... which I still use.

**POINT** A smaller unit in type measurement with twelve points in a pica.

**READABILITY** The comfort level that is achieved in the ease of reading text.

**SCRIPT** Typefaces designed to approximate fine handwriting... not the same as italic. *Script*

**SERIF & SANS SERIF** A serif character has a line or stroke crossing the ends of the main strokes. Sans serifs have no strokes (sans is French for “without”).

**STROKE** A straight or curved line.

**SWASH** A character with an exaggerated flourish that replaces a serif or terminal.

**TERMINAL** In serif faces, this is the free end of the stroke that doesn't have a serif.

**UPPERCASE** The capital letters.

**WIDOW** A single word that appears at the top of a page and is the ending of the previous paragraph.

**X-HEIGHT** Height of the lowercase x and the basis of measurement for the height of the main element in all lowercase letters.

## Next Month... we'll explore Type Combos



*Each character has a unique personality. It is up to the designer to match the typeface to the message to unify, clarify and augment the text.*



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