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COMING NEXT MONTH

The December *Publish* plan is to take a look into what we can look forward to in 2023 in the community publishing industry. As always, we will also cover the people, information and issues that are influencing the community publishing industry.



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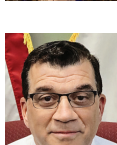
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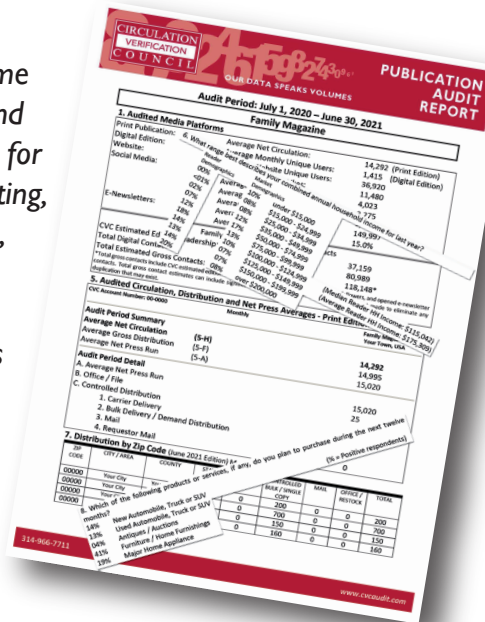
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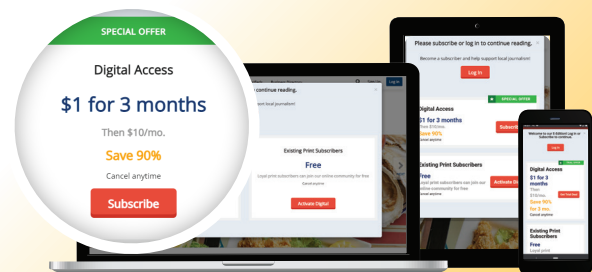
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DARN, I CAN DO THAT



BY JOHN DRAPER

“Did you know we handle that?” How many times in our sales and/or marketing life have we said these words? Or, have we said it enough? Or, how many times have you been talking with a customer who informs you of a service or product they purchased and you’re thinking to yourself “darn, I can do that.”

These two thoughts are closely related. When we simply don’t inform our customers of what we can do, or what we could do with some thought and maybe some creativity, we find ourselves on the outside looking in. We’ve lost an opportunity to serve and very possible we’ve lost a sale.

In circumstances like these, it’s easy to deflect blame and convince ourselves that the customer should have known. It’s kind of like we expect them to know our business as well as we know it. Or we expect them to think of us first whenever an idea strikes them. But we live in a real world, not one where marketing is done through osmosis.

It strikes me as ironic that we are often times really bad marketers yet we sell marketing services. I can write of these situations so freely because they have happened to me. I suspect I’m not the only publisher who has gone through this.

As often happens as I pen this column, I afford myself a little self-reflection. What could I have done better? What more can I do? Do I train my reps effectively? All are good questions that need some investigation.

To garner some answers to these questions, we first need to identify some root cause for this failure. Here’s what comes to mind. First, I think our sales reps far too often go after the low hanging fruit. It’s much easier to sell a current advertiser into this year’s version of a special edition than to talk about email marketing as a new option. Second, many of us (and our reps) simply don’t plan our sales calls and manage our time to have better conversations. We’re busy. And this

busy schedule makes it even easier to target that low-hanging ad sale fruit. Third, I think as publishers we simply don’t take the time to keep our reps informed. Just because I know we can do something doesn’t mean the reps know it, or know it well enough to speak with confidence.

To combat these root causes we need to plan the marketing of our products and services with as much thought as we put into planning the next special edition. We need to do what we are asking our customers to do; create a marketing plan, implement the plan, then follow that up with our sales efforts. We need to not train through osmosis.

In years past I had developed a number of ‘impact areas’ for my company. These were topical areas that I believed would create great impact on our success if we set time aside to focus on them. These included process and procedure, finance, news, sales and yes....marketing. The impact areas were all set to a meeting schedule at which the only topics on the agenda were those tied to the impact area.

In the marketing realm, we developed print ad campaigns, some radio spots, sales collateral, and other ideas and then brought all this information back to customer service and sales representatives. It provided a means in which to inform all front-end employees of what we can offer and provided a planned approach to informing our customers of what we are capable of. This approach worked to avoid many of the “darn, I can do that” moments.

In recent times, with staffing changes, and even more demands on our time, we have moved away from some of these impact meetings. The first to fall was the marketing. It seemed to take a back seat to my newsroom needs, the finances, and a push to go harvest some low hanging fruit.

That being said, my marketing planning talks will be making a comeback. It is imperative to market ourselves as we would expect a customer to do. “Darn... we can do that.” ■



BY DOUGLAS FRY

I grew up in a very conservative family. We were taught that if you accepted things from others it was a sign of weakness. We could make it on our own, thank you very much. We were “financially modest” by any standard. We were proud. That’s just plain wrong. The “accept no gifts” code didn’t keep Mom from accepting hand-me-downs from other families. I gave lots of clothes a second life as I wore previously worn shirts and pants. I drew

ACCEPT A GIFT

the line at underwear. This code extended to everything in our life. If someone offered me an ice cream cone, for example, I was supposed to thank them for their generosity but decline their offer. How crazy is that? Who wouldn’t accept an ice cream cone! Our upbringing required us to refuse the generosity of others because we would manage well enough on our own.

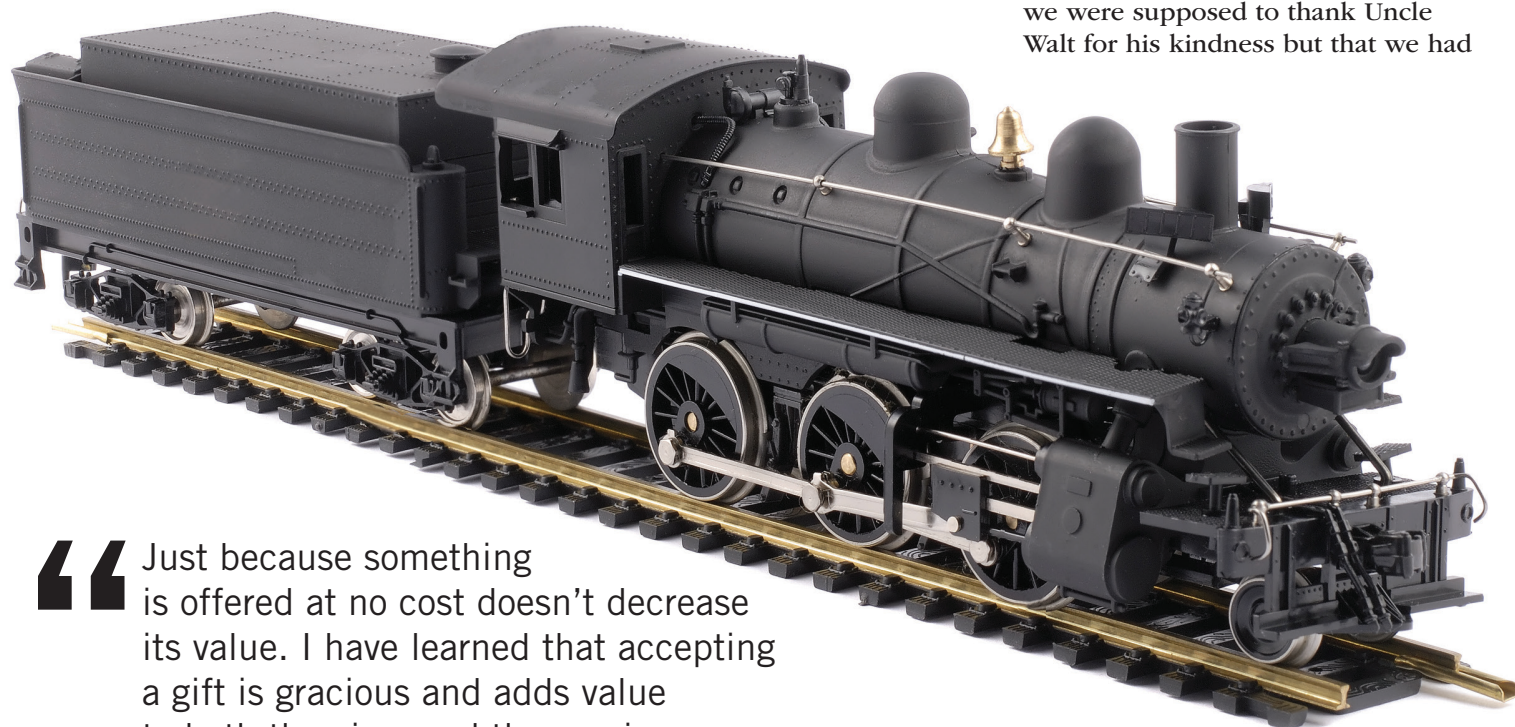
With that background it should come as no surprise that I ended up making some impressively bad decisions because I thought I should always decline the kind acts of others. Do you ever do this? One instance might illustrate this idea a bit better.

One afternoon my father’s older brother, Uncle Walt, invited us over to his home. All eight of us trooped over to his home and were escorted to their basement. Sprawled across a huge table was an amazing Lionel Model Train Set. He showed us how awesome it was by starting a train around the track, switching it to dif-

ferent tracks, stopping, reversing the direction of the train, dumping a load of Lincoln Logs, blowing smoke from the tiny smokestacks, even blowing a train whistle remotely from the control panel. This train set had a dozen cars, three engines, lots of track, an 8’ x 8’ table to put it on, scenery, tunnels, bridges, even smoke drops to drip into the smokestacks. It put our single engine, two car, oval track to shame.

Uncle Walt let us take turns running the trains around the track, tooting the train whistle, simply having a blast, pun intended. After all 6 kids had their turn I figured it was time for us to go back home. But Uncle Walt started talking about how his children were grown up and didn’t play with that train set any more. Then he dropped a bomb on us. He offered to give us the whole set if we would simply agree to play with it.

This is where my upbringing kicked me in the pants. My parents were standing right there. I assumed we were supposed to thank Uncle Walt for his kindness but that we had



“ Just because something is offered at no cost doesn’t decrease its value. I have learned that accepting a gift is gracious and adds value to both the giver and the receiver.

THE ONE THING

a train set of our own that we were quite happy with. I didn't want to disappoint my parents by breaking the unspoken code of refusal so I spoke for all us kids. Being the middle child I was the one that had to do the hard stuff and did exactly what I thought I was supposed to do. "Thanks Uncle Walt, but we already have a train set at home."

Fortunately, my dad stepped in, thanked Uncle Walt, and contradicted me by saying that we would be very grateful to accept his gift. I was confused, but happy. We took boxes and boxes of stuff home and erected that beautiful Lionel Train Set in our own basement. We spent hundreds of hours playing with it. It became the backbone of fun for those rainy days when we couldn't go outside. All six kids had a lifetime of fun with it. In fact, that train has gone on to other families to be enjoyed as well.

Just because something is offered at no cost doesn't decrease its value. Nor does it mean we should politely refuse the gift. I have learned that accepting a gift is gracious and adds value to both the giver and the receiver. There are comparisons to make between free gifts and free publications.

For example: the professional sales training offered by Power Sales University does not have a direct cost to you. Yep, it is free. Does that mean it doesn't have value? Nope. It means that the Association of Community Publishers sees the need for sales training that is convenient, excellent, and above all free. Have you taken advantage of PSU? Do you have your sales force signed up to learn new techniques to sell and increase their professionalism? If you haven't, don't continue ignoring this amazing benefit. Accept the gift, make it work for

you, and enjoy this proven method of advancing sales skills.

As you consider your own publication think about how it is accepted in your own community. Make sure your readers know about your offering. Member publications are free to everyone in the community. In the pages of these award winning publications is incredible value, a sense of community, and the backbone of commerce. Because it is free adds to its value. Don't be like me as a kid. Accept the gift, enjoy it, read each issue, be grateful for the offering, and enrich your life. When you are done with it, pass it along to others to be enjoyed as well.

Uncle Walt is gone, but the lesson I learned from him about generosity and kindness resonate with me each time I get to read a Free Community Publication. I hope it does with you too as you enjoy all the benefits of being a member of ACP. Toot Toot! ■

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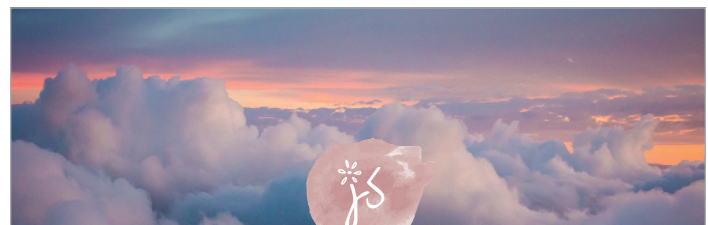
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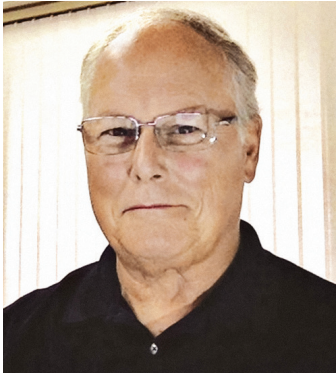
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BY LOREN COLBURN

I have heard a number of people say, “Doctors and nurses make the most difficult patients!” I have also heard that “Lawyers make the most difficult clients!” So, doesn’t it stand to reason that companies selling advertising make the most difficult advertisers to sell?

In my four decades in community publishing, I have always had to fight tooth and nail for a marketing budget to build our brand awareness. The theory was always that any advertising should be in our own papers. My argument was always how do we find new readers and advertisers in our papers if they are not currently readers? There also seemed to be a sentiment that utilizing any outside advertising sources would legitimize their existence to our loyal advertiser’s.

Today the concept of building an appropriate media mix is much more acceptable to publications than ever before. There are 3 main media types to be considered when building a marketing plan for today’s publishing business:

1. Paid Media – all media requiring a paid placement. This would include print advertising outside your publications, digital advertising, television, radio, outdoor, etc.

2. Owned Media – all avenues owned and controlled by the advertiser. This group would include advertising in your own papers, on your

SOFT SELLING FOR PUBLICATIONS

own website, email marketing to your list, posts to your own social media accounts, etc.

3. Earned Media – publicity your publication gets from non-owned outlets. This group consists of word-of-mouth, media coverage, customer reviews, etc. This may be the most influential of the three groups witnessed by 64% of marketers agreeing it is the most effective form of advertising.

With our focus this month being self-promotion, I would like to offer an idea that I believe captures the credibility of the *Earned Media*, while affording the control available with *Owned Media*. What if your publications included a reference page on your website that was available to local businesses with the sole focus of helping them improve the effectiveness of their advertising? You get to control the content that is included on the page, assuring it is aligned with your product offerings. At the same time, you get the benefit of an increase in believability because the messages are not coming directly from you, but some third-party source that advertisers see as unbiased.

The net result is you can educate advertisers on everything from presenting a clear and compelling offer to making sure they include a call to action that will generate the desired response. Mix in some “how to make a marketing plan” and a case for “advertising frequency” and your advertisers will be well on their way to successfully marketing their business to your readers.

You can also include email blast campaign to your business list announcing an “new advertising tip” when you identify a fresh article to include on the reference page. Even

if you only add one new article each month, it will keep businesses going back to the page on a regular basis. With regular visitors for the new reference content, it soon becomes a great place to promote your upcoming special sections and promotions with banner ads.

The key is to make sure the content is credible, useful, and business friendly to your product lines. We are providing a sample page with this Perspective to illustrate the program. We have included 7 articles we believe would represent the type of effective content that will work for most publications. We have also included a sample header that that you could adapt with your own logo if you build a page on your website. The QR codes are in the sample page so you can review the content but would be replaced with button links when presented digitally. Each month we will include a new article for publications to utilize in our Additional Resources links in Publish. The article will specifically relate to educating advertisers in effective use of print ads. That should help streamline the update process for those who need help identifying new, relevant content.

This fits right in with my experience mentioned in the opening – no begging for more budget to make this happen! At a minimum, all you need to do is get it set up and promote it through your sales reps and some space available in-paper references. If you want to build on it with email blasts, direct mail, or any additional advertising and promotion – that may take a bit more time and budget, but the benefits could be exceptional. Either way, the material will be provided free and you know we highly recommend, “If it’s free, buy it!” ■

ADVERTISER HELP PAGE

Reference Articles Promoting
Effective Advertising Campaigns

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

By Janine Perri, Hearst Bay Area Blog

Sound advice on making sure your print advertising delivers maximum value for your business investment.



10 Tips for Businesses New to Print Advertising

Pel Hughes Blog

Ten items to consider with any print campaign that will assure your advertising will increase your sales, develop interest in your brand, and reach target customers.



What Is Print Advertising? – Importance, Elements, Types, Examples

By Aashish Pahwa

This summary of print advertising covers all the aspects necessary for understanding how to drive successful advertising.



For Advertisers: Once is not enough: The Importance of Frequency in Advertising

Zip Code Magazines

Walks through how ad frequency and consistency can impact the 7 step typical buying cycle.



7 Elements of Print Advertising

By Crown Connect

Great breakdown and explanation of the 7 things all print ads need to incorporate to maximise and advertiser's investment.



Inspiration for stunning print ads.

Adobe.com - How-tos

Harness the powerful tool of print advertising as directed by the industry leader in graphic software.



Advantages of Combining Your Print and Digital Marketing Efforts

By Mousegraphics

This article provides an excellent review of what print ads excel in, what digital ads excel in, and why it is important to utilize both.



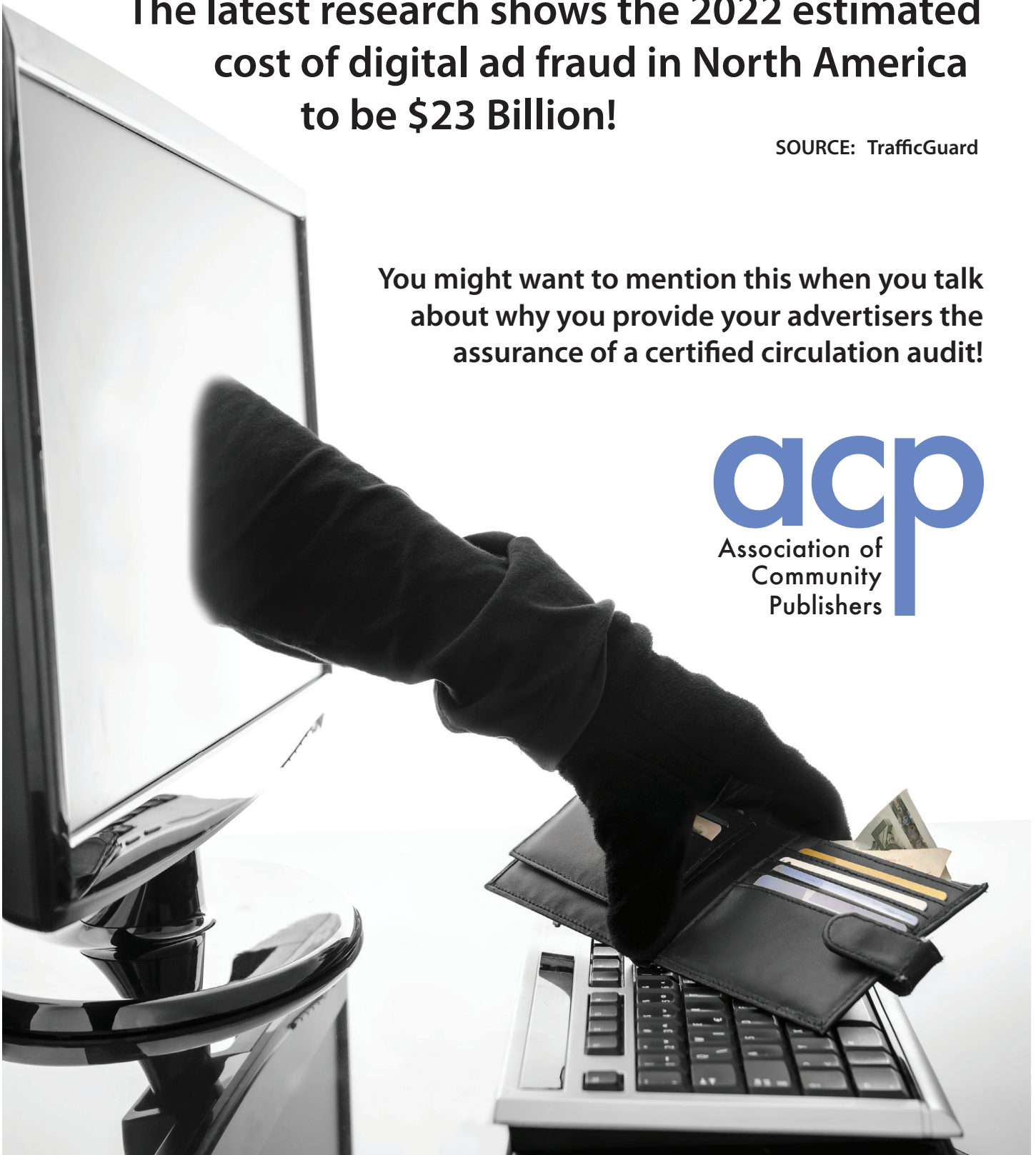
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The latest research shows the 2022 estimated cost of digital ad fraud in North America to be \$23 Billion!

SOURCE: TrafficGuard

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PROMOTIONAL PRODUCTS PROVING TO BE THE SAVIOR OF 2022 MARKETING STRATEGY

BY GLOBAL BRANDS

Is it possible to rescue any marketing strategy using promotional products? That is a reasonable thing to think about in today's fast-paced virtual era! We are becoming so reliant on advertising online in our culture that we have forgotten how successful "traditional" techniques could be. However, the answer to this thought is that, yes, promotional products continue to influence marketing¹ [today]!

Any branded product that is given for free to promote a particular business, item, and company is a promotional product. They're used as a marketing strategy to attract possible customers either so their brand could be remembered or for business purposes. Tees, caps, pens, mugs, and other products are all examples of promotional products. Promotional products might be viewed as a tiny representation of the company distributing it. The showcasing of a product represents the company's image and must be considered before making a purchase.

Why Is It Necessary for Businesses to Use Promotional Products?

It's simple for companies to get forgotten, buried, and overlooked in the thick of a competitive fight to target potential customers. As time goes on, brand loyalty is decreasing. Being in the spotlight may be a total hassle in the electronic era. Spending money on cheap promotional items might, admittedly, be a good idea!

Companies are looking for the best marketing ROI. Promotional merchandise provides a higher profit margin than practically any other kind of promotion, including television commercials. Even today, social media brands use promotional merchandise to distribute among influencers for their promotion and marketing campaigns.

Shoppers are roughly twice as likely to have a good impression of pro-



Chocolate bars promotional give-away used by the Camrose Booster

motional products than internet ads, according to a 2019 research study conducted by ASI (Advertising Specialty Institute). Most marketers are so focused on an online advertising strategy that they overlook promotional chances with high-quality products. Those of us who have ignored this method have missed out. As per a survey, the average amount of time individuals keep promotional items is 8 months. This implies that a branded mug with your name or logo on it is worth more than a pop-up or pay-per-click ad. The usability and condition of the product determine the product's lifespan. Even so, promotional goods can create countless impressions, making the original cost worthwhile.

Consumers love promotional products for a variety of reasons.

For decades, promotional giveaways² have become a successful marketing tactic! But, the actual question to ask is why are they so tempting to customers. So here is the solution:

- It provides a sense of success to those who receive it.

- It follows the principle of reciprocity because it is a present that keeps giving back.
- It inspires loyalty to the brand. You're building a relationship with customers by giving out promotional products.

HOW TO MAKE THE MOST OF PROMOTIONAL PRODUCTS

Since there are countless methods to utilize promotional gifts, deciding where and how to launch your brand can be challenging. Here are a few suggestions for how you may use promotional items based on company goals:

• Brand Ambassadors

Brand ambassadors usually are delighted to spread the word about your goods! It is usually in both sides' best interests. The lifetime of a product given to a brand ambassador is usually increased. Therefore, it is believed that many ambassadors pass along their used items and provide them with another shot at life.

• Giveaways & prizes

You may have noticed freebies on social media networks. Large corporations and reality personalities have become increasingly popular hosts of giveaways. What occurs is that the firm or individual develops a sense of want and hope. The possible recipient(s) are delighted to like, share, and tag others in the hopes of winning a promotional gift! Businesses will unquestionably gain more publicity as a result of this. The most popular form of social media limelight and publicity is giveaways.

• Trade shows

The best strategy to introduce oneself to a company is to attend a trade show. They provide an excellent chance to amaze, so provide your most outstanding promotional products! In simpler words, promotional products can be used as a marketing strategy³ when you

PROMOTIONAL ITEMS FEATURE

are to influence your business partners, financiers, and even competitors.

- **Business Gifts**

Anyone would appreciate promotional products as a company present. They are all global and generalized! It also reflects that the organization is concerned about each person. Business merchandise has been a very tactical yet proven method to foster healthy business relationships⁴ with counterparts and business friends.

- **Holiday get-togethers**

Holidays usually inspire a feeling of excitement. Giving away custom branded merchandise in gift bags is another thing for customers to appreciate. Corporate get-togethers are the most strategic ways to enhance public relations. If you present someone with a dedicated business gift the person will remember that act for years.

- **Events**

Giving away promotional items around this time, even if it's a community-wide



Just a small sample of the promotional items that serve as daily reminders for their suppliers in the ACP office

gathering or a local social event, is a terrific way to draw attention to your company. Seminars and forum discussions are also preemptive and planned ways to promote your business around.

PROMOTIONAL PRODUCTS STILL INFLUENCE MARKETING STRATEGIES

To become a word of mouth (WOM) you need to put your business logo

and name in front of small but useful things. Promotional items are divided into several categories. They may be seen in various places, from sports venues to business headquarters. Promotional items are still one of the most innovative, cost-efficient, and successful kinds of marketing currently available. ■

Original Article: <https://www.globalbrandsmagazine.com/promotional-products-proving-to-be-the-saviour-of-2022-marketing-strategy/>

¹ <https://www.globalbrandsmagazine.com/how-to-develop-a-successful-youtube-influencer-marketing-strategy/>

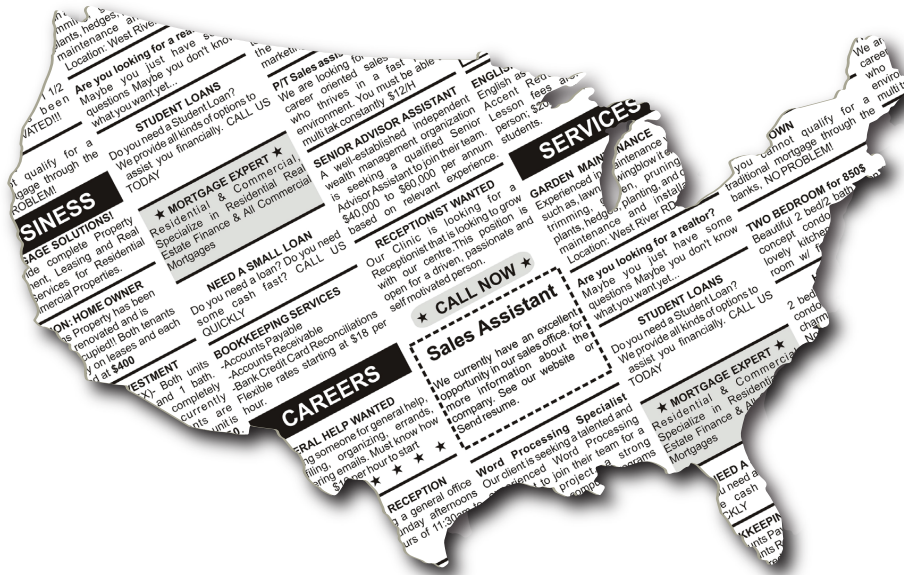
² <https://www.forbes.com/sites/allbusiness/2017/12/14/branded-giveaways-and-other-promotional-products-do-they-still-have-an-impact/?sb=5ebe00997790>

³ <https://digitalbusinessgrow.com/5-tips-to-improve-your-businesses-digital-marketing-strategy/>

⁴ <https://www.investopedia.com/terms/b/business-relations.asp>

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- Training on the fundamentals, the nuts and bolts of how to close from A-to-Z.



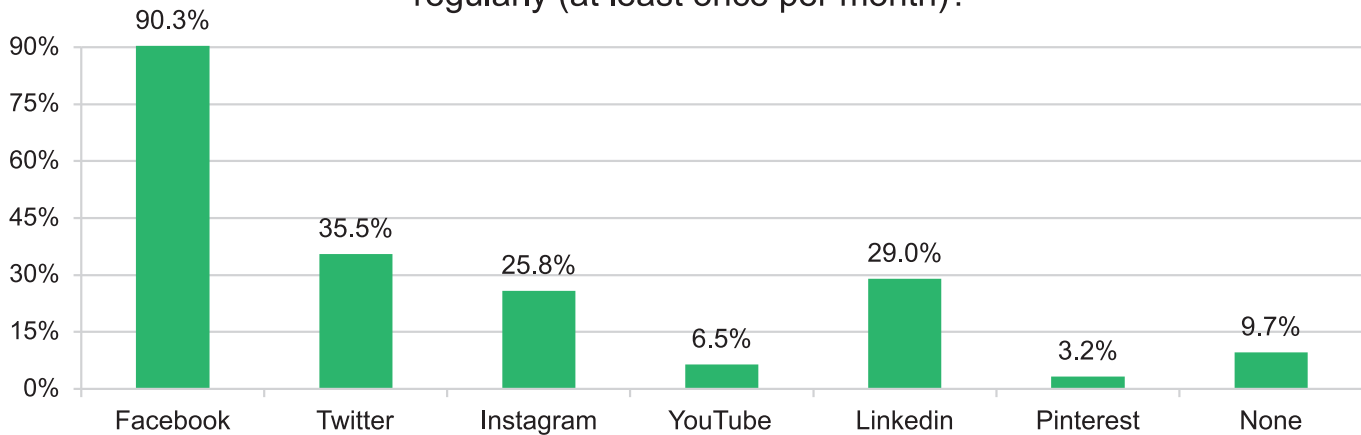
FOR MORE INFORMATION - GO TO:

www.communitypublishers.com/on-demand-training

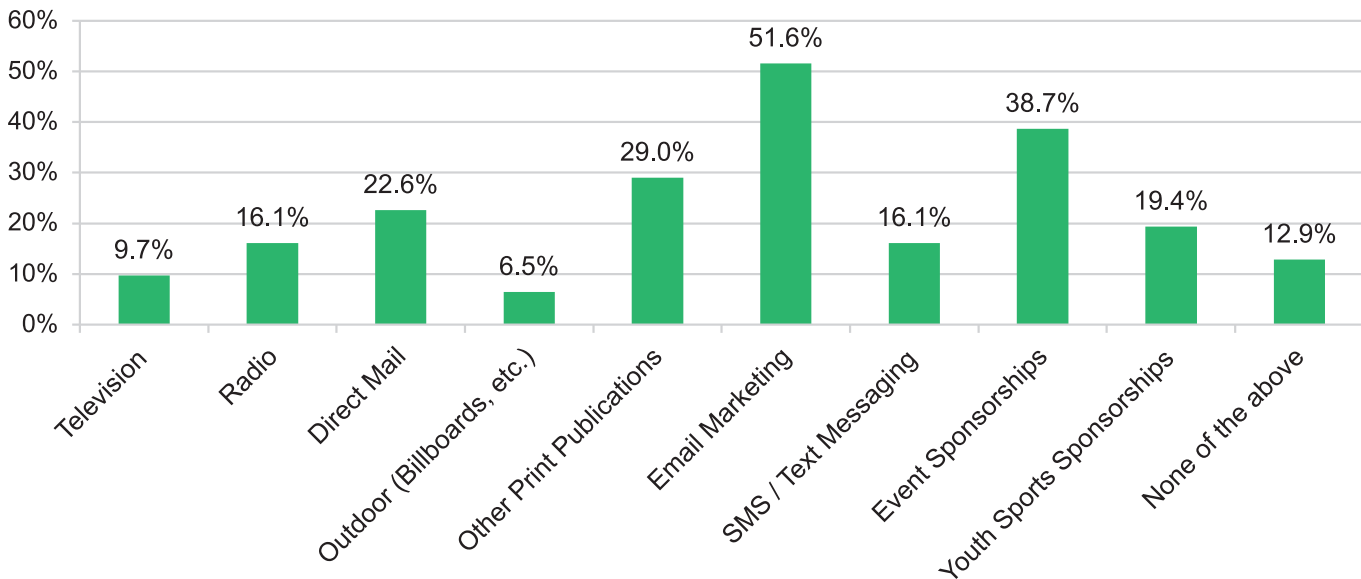
THE SURVEY SAYS...



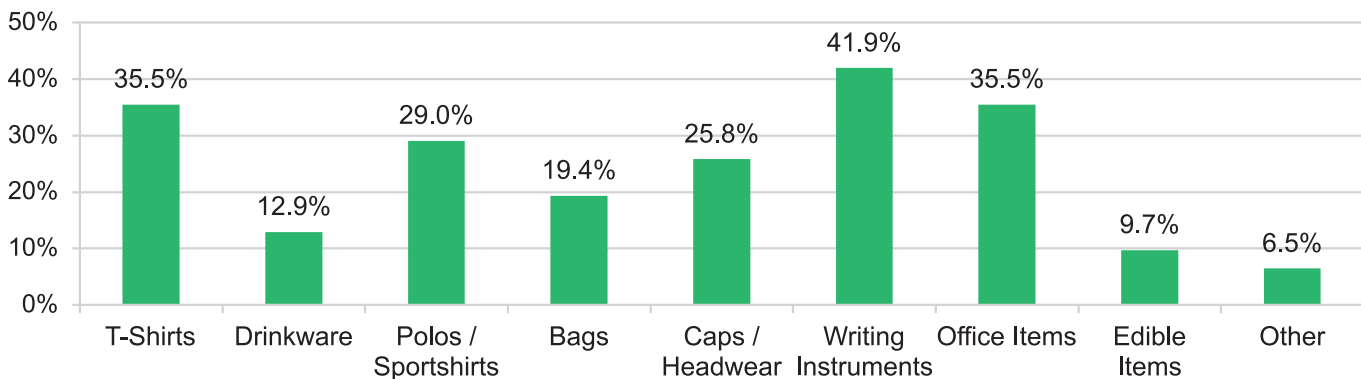
Which of these social media do you promote your publications on regularly (at least once per month)?



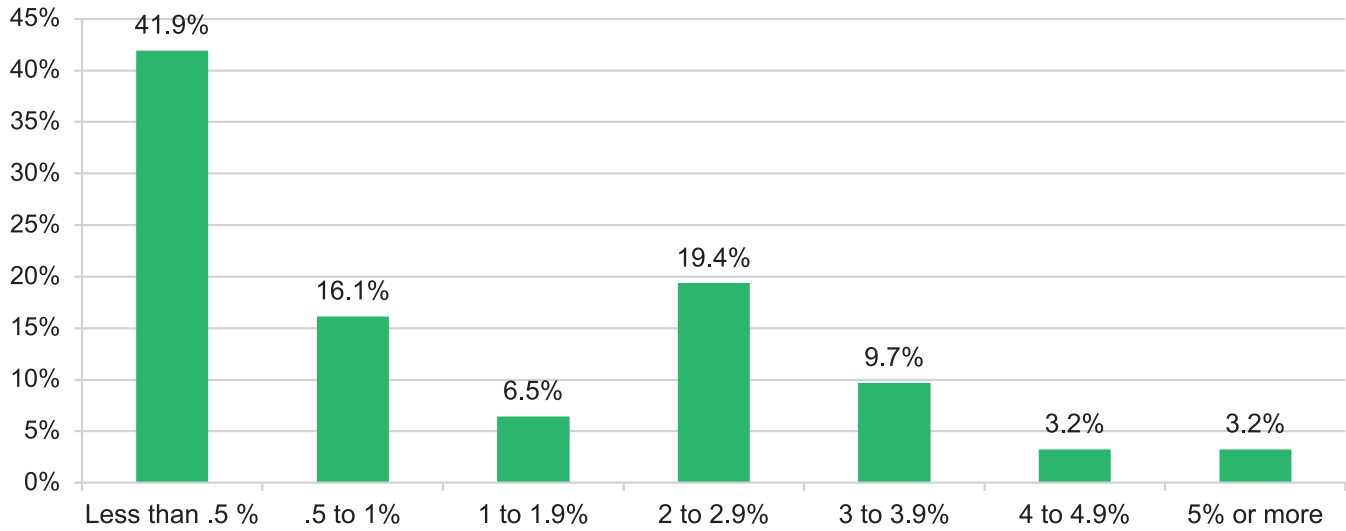
Which of these media do you use to advertise your publications regularly (at least quarterly)?



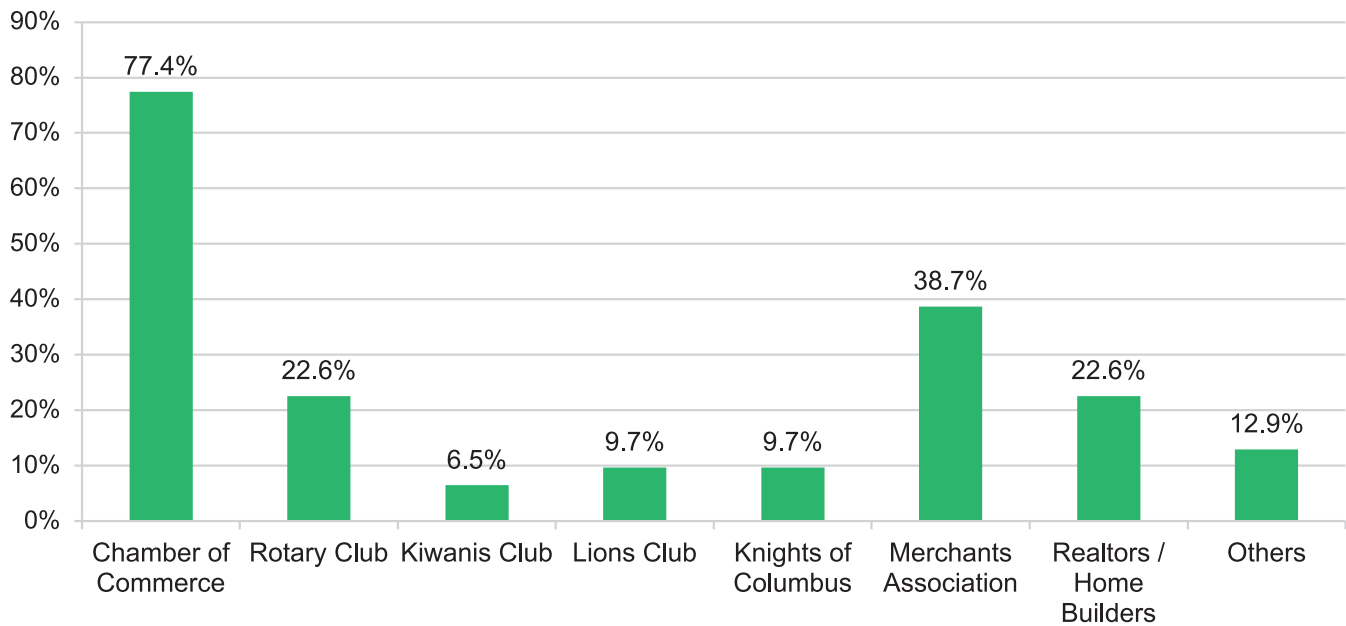
Which of these promotional products have you used to promote your publications in the last year?



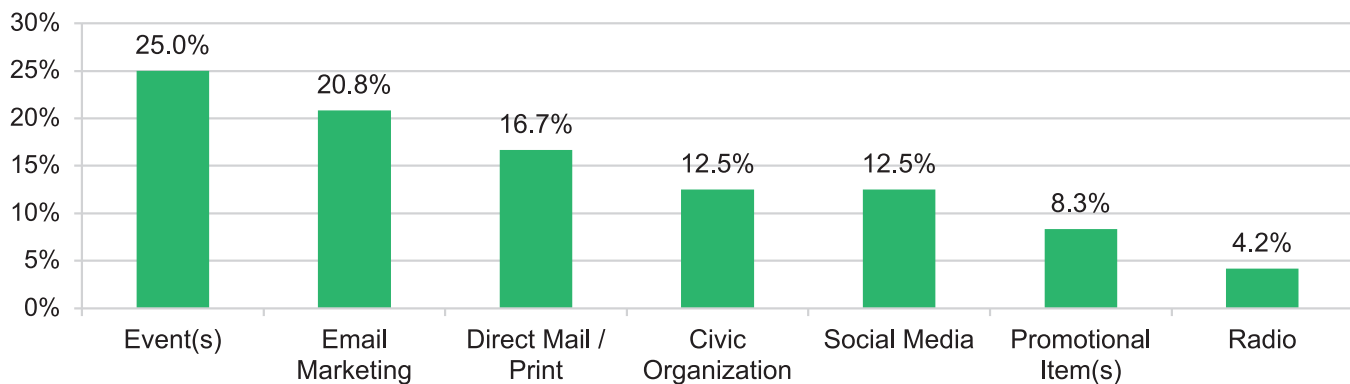
What percentage of your total revenues are spent on your marketing budget?



Do you participate in any of these organizations?



Not including your own in-paper advertising, what is the most effective type of self-promotion you have done in the last 12 months?



WHAT TO INCLUDE AND OMIT IN YOUR DIGITAL MEDIA KIT

BY ERIC WAGNER – I7 MARKETING

***Editor's Note:** Although this article was written to businesses looking to get media coverage, the principles are generally universal to our traditional print media guides. By substituting “advertisers” for “journalists” and “buying advertising” for “writing a story”, you will understand the application to our industry.*

Public relations can be a very effective marketing strategy. With the right story, your company will enhance consumer awareness of your products and services. It can help you increase the number of visitors to your website. It can bring you many qualified leads that you would not otherwise find, and it can generate sales. Most of all, public relations can yield a higher return on investment than many other types of marketing.

To broadcast your story you need a well-written press release. You also need one or more distribution service companies to help you broadcast your story to your target audience.

Plus, you need a digital media kit. A digital media kit can help ensure your interview with a journalist goes well and he or she will present your company in a positive light.

WHAT IS A DIGITAL MEDIA KIT?

A digital media kit – also called a digital press kit – is a collection of quick and easily-read snippets of information about your company or organization that serves to impress a journalist(s) to write a story. Once you complete the kit you save it as a pdf document and make it available on your website, put it on flash drives or attach it in your emails.

Journalists – including reporters, editors and producers – require media kits before writing a story about your company or its products and services.

Media kits give them snapshots of different types of information so they gain a full perspective of your company; more than what your press release may say.

Without a media kit, journalists are less likely to write about you.

In general, media kits can range from four to twelve pages. What you say in your media kit – both in words and images – can greatly impact a journalist's decision to write about you. Here are the things that you should include and omit from your media kit.

WHAT TO INCLUDE IN YOUR MEDIA KIT

Contact Information

The most important information in your media kit is how to contact you. Journalists want your company name and the name, phone number and email address of your media contact person.

Make it easy for the journalist to find this information. A good rule of thumb is to place your contact information on every page of your media kit. Make sure it stands out. With so many possible companies to write about, journalists will not spend much time looking through your media kit if they cannot find your contact information.

Quick Facts about Your Company or Organization

Your quick facts page is like an executive summary without many sentences. This section is a brief synopsis of your company, products,

services and target audience. You can state most of the information with bullet points or short phrases. Your quick facts section should include:

- Company name and contact information
- Key products and services
- Unique qualities and competitive advantage
- Mission statement
- Key customers or clients
- Key historical facts, such as when your company was founded
- Recent milestones
- Current public relations activities, including publicity events
- Anything else to catch the eye of a journalist looking for an intriguing story to write about

Products and Services

This section is where you can highlight the benefits of key products and services. You do not need to go into great detail. Just highlighting how the products and services benefit your customers is good enough.

You can also include information about plans to launch new products or services. Just don't state anything you do not want your competitors to know about.

You can also highlight the quality of your raw materials or service team, your manufacturing or service locations and frequently asked questions and answers.

Customer/Client Case Studies

Customer or client case studies – also called success stories – illustrate how your product or service solves a common problem. For your media kit you'll need to make these success stories short and to the point. Two or three success stories can help the reader quickly see how your product

COMMUNITY PUBLICATION MEDIA KIT SAMPLES

With the recommendations offered in Eric Wagner' article, here are some of the Best of the Best award winning media kits submitted by community publishers. These examples range from a one-sheet format all the way to a 16-page booklet. Hopefully they will spark some creative thinking about how you can update or improve your publication's media kit and the self-promotion value it provides.



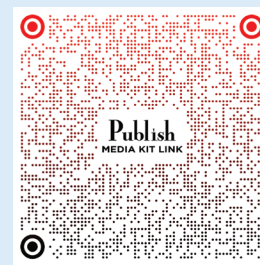
Go Local Magazine – Media Kit
Reminder Publications
East Longmeadow, MA
One-Sheet Format



Arcadia News – Media Kit
Arcadia News
Phoenix, AZ
4-Page Format



Cityview Magazine – Media Kit
Gig Green Umbrella Media, Inc.
Des Moines, IA
10-Page Format



Hometown News – Media Kit
Hometown News Media Group
Fort Pierce, FL
14-Page Format



Home Magazine – Media Kit
Genesee Valley Publications
Avon, NY
14-Page Format



Appen Media Group – Media Kit
Appen Media Group
Alpharetta, GA
16-Page Format

MEDIA KITS FEATURE

or service benefits your target market. This can fuel ideas for the journalist to include in the story he or she will write about your company.

Evolution of Your Company or Organization

Here is where you can tell your story of how your company began and evolved to where it is today. Reveal something intriguing about the founder's vision and how you first got started. Include the key challenges you had to overcome.

You should highlight the key milestones your company achieved between the time it started to the current time. Talk about some of the challenges you face today and how and why your company will succeed. Give your reader a strong indication that your company has a great story to champion it.

Executive Team

In this section, you can highlight in more detail about the executive team. Briefly highlight each executive's background including work experience and education. Talk about each of their roles in the company. Also include unique information about each member, such as his or her personal passions, interests or awards.

This type of information often makes it more appealing to write about your company when your executives have something unique and different about themselves outside of work.

News

The news section gives you the opportunity to highlight things that have publicized your company. This includes current news and a few recent press releases, published stories or events. The key is to give just enough information to get your reader excited to write about you.

Testimonials

Testimonials from customers can make your media kit come to life. That's because testimonials give the reader an opportunity to see how

your company has impacted lives. It makes everything you promote about your company more believable. This can be the difference between a journalist wanting to write a story about you or not.

Images

Images – particularly of people – make the media kit more appealing to read through. Images make your words come to life. When designing each section of your media kit, think of the best image to complement the text. The right images can tell your story.

WHAT NOT TO INCLUDE IN YOUR MEDIA KIT

Company Sensitive Information

You should not include any sensitive information that could compromise your company. This includes:

- trade secrets
- strategic alliances that you have not yet reported to the public
- strategic plans you don't want competitors to know about
- proprietary information that could jeopardize your company

These types of information are best to keep secret within your company.

Outdated Statistics

Nothing could be worse for your credibility than to have a journalist interested in writing your story and finding out the information in your media kit is wrong. Journalists are not just reporters. They also investigate, and their reputations are as good as the facts they present. So double check any statistics you put in your media kit. If the data you have is outdated it is best not to include it.

Too Much Detail

Details can slow a curious journalist down from reading your story. Too much detail about any topic can derail your reader from seeing the big picture story of your company. It is best to highlight a few key benefits. You can always fill in the details after the journalist contacts you and requests this information.

Fluff

Avoid fluff – the type of information that says “we are the best” without backing it up. Journalists can see through fluff. Too much fluff can reduce the journalist's interest to write a story about you. Instead, let your testimonials do the “fluff talking” for you. Plus, testimonials sound more authentic.

ONLINE NEWS ROOM

The best place to put your media kit is in your online newsroom. An online newsroom is a key part of your website that contains everything about your company that is public. This includes a section for press releases, stories in the media about your company, photos, videos and your media kit. Your online newsroom is the place on your website any journalist [or advertiser] can go to quickly learn about your company.

FLASH DRIVES

When going to events it a good idea to hand out flash drives containing your digital press kit to [businesses] at the event. We suggest branding the flash drive with your logo and web address. After receiving your flash drive, [businesses] can quickly copy and paste important facts straight to their computers, saving them time and energy. Plus, they can reuse the flash drives for another task. And each time they do the flash drive with your logo serves as a reminder of your company.

NEXT STEPS

Having an up-to-date digital media kit is essential for any public relations campaign. Without it, journalists will likely pass on writing about your story. Yet when you have one, you can inspire a newsworthy story that can bring you lots of business...no matter what size your company is or what industry you compete in. ■

Original Article: <https://www.i7marketing.com/blog/internetmarketing/include-omit-digital-media-kit>



E.B.I.T.D.A. – EARNINGS BEFORE INTEREST TAXES DEPRECIATION & AMORTIZATION

EBITDA is a calculation used to measure a company’s overall financial performance. This simple measure of profitability has been prominent in the media industry since the 1980’s when leveraged buyouts of media companies was at its peak. It served as a way of quickly calculating if companies had enough cash flow to cover the interest and debt of these leveraged deals.

Calculation Methods:

- *EBITDA = Net Income + Taxes + Interest Expense + Depreciation + Amortization*
- or
- *EBITDA = Operating Income + Depreciation + Amortization*

It is an excellent way to compare one company’s performance to other companies within a given industry. It also serves as a good measure of profit trends by eliminating some extrinsic factors that may cloud profitability analysis.

One caution regarding this measurement, EBITDA does not come under generally accepted accounting principles (GAAP) requirements so its calculation can vary from one company to the next. Because it overlooks the cost of the companies assets, it treats profitability solely as a function of revenues and operations costs. This view can be misleading where capital equipment requirements are significant.

CASH FLOW FROM OPERATIONS

This metric is also an excellent measure of a publication’s overall financial health. Operating cash flow allows you to track if the company is making enough money from its primary activities to maintain and grow the company. Operations would be considered the core business activities of the publishing company and the revenue used in the calculation would represent the income generated by the core operations.

Direct Calculation Method for Operating Cash Flow (OCF):

- *OCF = Total Revenue – Operating Expenses*

To get a truer picture, GAAP requires the indirect calculation method which adjusts net income for changes in non-cash accounts on the balance sheet. This requires adding back non-cash expenses like depreciation to net income and including any changes to inventory and accounts receivable.

Indirect Calculation Method for Operating Cash Flow (OCF):

- *OCF = Net Income +/- Change in Assets & Liabilities + Non-Cash Expenses*

The indirect method of calculating operating cash flow is not as simple to calculate as the direct method, but it is the preferred method for most businesses and investors. ■

ADDITIONAL RESOURCES

CHRON - Article

Marketing Ideas for Newspapers

By Chron Contributor

An excellent review of things newspapers can be doing to promote their brand, boost readership and protect their competitive position in the communities they service.



azcentral.com - Article

Newspaper Marketing Ideas

By Laura Scott

Like the previous article, this piece recommends actions within your community that publications can be doing to build your marketing strategy. Although geared for subscription papers, it recognizes the value of FREE.



Fit Small Business - Article

11 Creative Sales Promotion Ideas for B2B Teams

By Jess Pingrey

Although not specifically for newspapers, this article presents 11 concepts that would work for publications when looking for self-promotion ideas. From risk-free promotions to partnering with your customers, they offer interesting opportunities.



310 Creative - Blog Article

Definitive Guide to Top B2B Marketing Strategy 2022

By Shelby Paoella

This article covers 18 different areas to focus on that will add greatly to your marketing strategy. If you are in need of statistical support for the ideas you want to consider, you are going to love this article!



Vital - Blog Article

How to Write a Marketing Plan: A Comprehensive Guide [w/ Templates]

By Chris Getman

A great walk through why building a marketing plan is important, what you need to do to prepare for the plan and what it will take to include all the elements necessary for it to be successful.



WPForms – Blog Article

12 Insanely Effective Small Business Marketing Ideas

By Lisa Gennaro

This article does not offer any rocket science solutions, just real world, practical steps to promote your publications. Filled with loads of links to support the information presented.



Conquest Graphics – Blog Article

9 Tips To Create Effective Direct Mail Campaigns

This article presents 9 solid ways to make direct mail campaigns more effective. Much of the materials will also apply to effective print advertising in your publications as well.



Adobe – Blog Article

6 Ways to Make Guerrilla Marketing Work For You

By Rachel Yarnold

A quick look at some great examples of impressive “outside-the-box” approaches to marketing your business. Although they don’t apply directly to publishing, this quick read should spark loads of similar ideas for creative thinkers.



Wordstream – Blog Article

27 Free & Low-Budget Marketing Ideas for Any Business

By Kristen McCormick

There are enough ideas here to keep you going for a long time. So good social media information as well as a good number of other areas you can include in your self-promotion plan that won’t break the bank.



Quality Logo Products – Blog Article

21 Articles about Using Promotional Products for Your Business

By Gianna Petan

This collection of links to excellent articles from a variety of sources all related to promotional products. If you are considering using promotional items, this will provide resources for all your questions. Check out the 50 Crazy Stats article that is first on the list.



A Member Benefit of the Association of Community Publishers (ACP)

OPEN MEMBER NETWORKING SESSIONS FOR PUBLISHERS

Bring your questions, find your answers!



4:00 PM Eastern - Every Other Thursday

Watch for your registration invitation in your email on the preceding Wednesday to sign up!

If you're not receiving the invitation emails or want to join ACP, call the ACP Office at 877-203-2327 or email cassey@communitypublishers.com.



RISING STARS



GET YOUNG PROFESSIONALS EXCITED ABOUT THIS INDUSTRY!

The ACP Rising Stars program is designed to honor individuals under the age of 36 who are emerging leaders in the community publication industry. This annual program will recognize up to 7 individuals who represent the best of our up-and-coming industry professionals. These individuals exemplify good character, leadership, and professionalism not only at work, but in the communities they serve.

NOMINEE QUALIFICATIONS

These individuals should show the promise of and a commitment to impacting their publication and the industry in a positive manner through professional achievement. Nominees must also show they not only perform their jobs to a high standard, but they also have a commitment to furthering their knowledge and abilities. Nominees must actively work in the free paper industry for a member or associate member of ACP and are required to have been employed for more than a year. Nominees must not be 36 prior to December 31, 2022.



RECOGNITION PROGRAM

Award recipients will be recognized in Publish Magazine, the official publication of ACP.

An awards presentation program will be conducted during the next national in-person conference celebrating the participants and their contributions to the program. All of the individuals participating are awarded free room, registration, meal plan,

specialized training sessions and up to \$500 in travel reimbursements to the next in-person conference.

ONGOING OPPORTUNITY

The ACP Rising Stars program does not end with the recognition program. Rising Stars will be asked to assist the various initiatives of the association on an ongoing basis for up to three years. ACP recognizes that we have much to learn from these talented young people and desires to use their skills to help us lead the free paper industry. In return for participation in regularly scheduled conference calls and for volunteering some time to assist with ACP initiatives, ACP will provide additional leadership development opportunities and the opportunity to attend future conferences for even more training. ■

The nomination deadline is December 15, 2022 and the nomination form is available at: <https://www.communitypublishers.com/rising-stars>

The Leadership Institute is a structured, industry specific sales and management training program sponsored by the Association of Community Publishers.



**OVER THE LAST
15 YEARS**

2,457
INDUSTRY PROFESSIONALS
HAVE PARTICIPATED

15,979
CLASS CREDITS HAVE BEEN
AWARDED

140
CERTIFIED ADVERTISING
EXECUTIVE CERTIFICATIONS
AWARDED BY ACP

103
DIFFERENT CLASS
CURRICULUMS PRESENTED

TESTIMONIALS!

BY JIM BUSCH

“Never ask a barber if you need a haircut!

—Advice from my Dad

My dad didn't think much of salespeople; he was sure that all salespeople were dishonest jerks who would say anything to make a buck. I think he was a bit chagrined when his only son grew up and joined the ranks of the hated hucksters. The sad truth is, most people share my father's low opinion of salespeople. They simply don't trust anything we say, which makes getting our point across a bit difficult. This is why I relied on "Social Proof," which is a fancy word psychologists use for "testimonials." To tout my products, I would put my words in other people's mouths. Instead of saying, "my paper produces results," I would say, "Many of my advertisers tell me they get great results from my paper." This is a variation of the "nine out of ten doctors prefer" approach that has proved so effective on television. You can also put social proof to work for promoting your organization by leveraging your relationship with your best customers. Whenever an advertiser gives you positive feedback, your immediate response should be to ask them to give you a testimonial. The procedure is simple; first interview the customer to get the details about what your products have done for them. I prefer to write the testimonial myself, telling the customer it will save them time. This ensures the message will align with the image you want to present. Once the customer approves the copy, print it on their letterhead and take a picture of them. The photo should be a face-on image that reinforces the idea that the testimonial comes from a real person; from another business owner like the people you are trying to reach. Assemble this information into an ad to run in your publications and websites. I took the added step of collecting these testimonials into binders for all of my salespeople to carry on calls. Invariably, after running these testimonials, we got calls from prospects interested in advertising and calls from regular advertisers asking if they could do a testimonial for us. I always made a point of printing out the testimonial on quality paper, framing it, and presenting it to the customer with a thank you card. Social proof, testimonials, are a powerful tool to promote your business in a way that even my Dad would trust. ■

A FORMULA FOR TESTIMONIAL QUOTES



BY JOHN FOUST
GREENSBORO, NC

Testimonials can be convincing elements in advertising campaigns. Will Rogers once said, “Get someone else to blow your horn and the sound will carry twice as far.” It’s true that happy customers’ statements can be more credible than many of the things advertisers say about themselves.

Not all testimonials are created equal. I’m sure you’ve seen ads with testimonial quotes like this: *“Golf City is a great resource for golfers. Their inventory is outstanding. They do repairs on all types of clubs. And they offer a wide selection of package deals on local courses. I recommend them highly.”*

This quote represents a nice try, but it’s like a flat stone skimming across the water. It touches down several times, but there’s no depth. A better strategy would be to produce three different testimonials – one for each point in the quote – and add a little more depth to each one. For example:

Quote 1: *“Golf City has an outstanding inventory of golf clubs and equipment. I’ve always found exactly what I’m looking for, whether it’s a new set of irons or a pair of golf shoes.”*

Quote 2: *“Golf City does a great job with repairs. They recently regripped my clubs, and it’s like having a brand new set.”*

Quote 3: *“Golf City offers excellent golf packages on local courses. With their combination deals, I have been able to play some of the best courses in the area for much less than the regular cost.”*

How do you get tightly focused quotes like this? It’s all in the questions you ask. Instead of asking “What’s your opinion of this company?” and hoping the subject will say

something usable, it’s better to go into the interview with a strategy. In the case of Golf City, you know you want separate quotes on inventory, repairs and package deals. So you create a progression of questions which are designed to narrow the quote to something which will support the ad’s message. It works like this:

Question 1: *“Thank you for taking a few minutes to talk to me about Golf City. What do you think of them?”*

Question 2: (After a positive response to that open-ended question, ask about something specific. It helps to have advance information from your advertiser.) *“I understand that you just upgraded to a new set of clubs. What was your experience with that?”*

Question 3: *“What would you say to people who are thinking about going to Golf City for new clubs?”*

Three single-focus testimonials are better than one that covers all three areas at once. So talk to three different people about three different features of Golf City – and you’ll have material for a series of ads. Include a photo and a name with each quote, and the campaign will have the ring of authenticity. You can run one quote per ad and even feature all three in a larger ad.

Then “rinse and repeat” with three more customer interviews. That’s using the power of testimonials. ■

(c) Copyright 2022 by John Foust. All rights reserved.

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

Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net © 11/2022

Wow, winter is coming ... at least to us in the Midwest! 2022 will soon be history.

At times finding the appropriate graphic for a headline was difficult... actually it was most times. Eventually, thanks to my brother, I began to think about using a distinctive typeface to fill that need...and space! You will be able to access all kinds of treasures under the “glyph” panel...

What’s a Glyph?

There’s a Glyph Panel, but what is it exactly? According to *Wikipedia*, “In typography, a glyph /glif/ is an elemental symbol within an agreed set of symbols, intended to represent a readable character for the purposes of writing and thereby expressing thoughts, ideas and concepts.

...glyphs are considered to be unique marks that collectively add up to the spelling of a word, or otherwise contribute to a specific meaning of what is written, with that meaning dependent on cultural and social usage.” Basically additions to the alphabet.

Open Type makes the ability to expand these “unique marks” so much easier

Here are the four fonts we’ll use (from top to bottom): **Castrina Typescript**, **Hot Salsa**, **Hipster Script Pro**, and **Feel Script** (the last three are from Sudtipos).

Wonderful
Wonderful
Wonderful
Wonderful

Resist the urge to “go nuts”

Because there are so many different types of swashes, the hard part is adding a swash for maximum impact. Start the word with the flamboyant mark, or end the word... or both? It will depend greatly on the message and my suggestion is to err on the side of subtlety. The above fonts do offer choices in the upper case letters, but lower case—different story! Check out the “n” in **Castrina**...

n n n n n
n n n ... eight choices alone!

A few versions

The “Holiday Savings” text shows the characters (glyphs) that were created when I typed it in **Hipster Script Pro**. A nice script that’s easy to read and can stand on its own, but I am not a fan of the swash characters. **Feel Script Pro** and **Hot Salsa** also offer a number of swash glyphs, but I am looking for something a little more “elegant.” These typefaces would certainly be fine, but I’m looking for a graphic/headline.

Holiday Savings
Feel Script

Holiday Savings
Hipster Script Pro

Holiday Savings
Hot Salsa

“Zelda” to the rescue

Yes, I had a backup plan. The typeface that I have used to sign off before will do quite nicely... **Zelda Regular** (from Mighty Deals, of course). I was sorry that I couldn’t use it in a larger size, so here’s my chance. The first sample was the original type. Now I just need to make it work... and as you can see, not all typefaces work and there’s a bit of “tweaking” involved (a bit of kerning between the letters!).

Holiday Savings
Zelda Regular with swashes

Holiday Savings
Zelda Regular

Below, I used a streamlined swash version, gave it a white .75 stroke, added a drop shadow and hung an ornament from the “g.”

I also increased the point size of the “H” and “S” in these swash samples as well.

Keep a file

The only way that you will be able to tell if you can create a headline with just type is to study successful advertising. Another place is to check out the places that sell type. They will usually show you the family, extra glyphs and layout samples for you to see how the font will work and provide you with some very good ideas!

Sudtipos Type Foundry has some very beautiful typefaces and about every two weeks they offer a typeface at a discount (which I have taken advantage of on a number of occasions).

For my visuals, I have a limited amount of room, but the larger some of these scripts are, the better they look. Also give them “breathing” room. My swash headings are too close together, but I do like to fit as much as I can onto a page.

You need to look at all the glyphs if you plan to purchase a typeface, some can be deceiving.

OK. Other typefaces (that I have) that will work are **Samantha Italic PRO** and **Bickham Script Pro**. These two typefaces also have heavier weights for flexibility. I have also used a typeface called **Candy Script** which is a heavier type and a little more “fun.” See some examples of these fonts in the next column.

Even if I work with one element in an ad... type in this case, I still apply the basic design fundamentals in creating effective visuals.

Holiday Savings

Holiday Savings
Samantha Italic

Holiday Savings
Bickham Script

Holiday Savings
Candy Script

A Happy and Blessed Thanksgiving to all!



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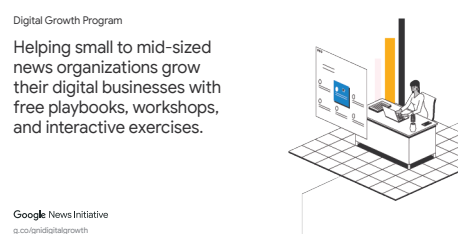
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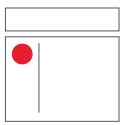
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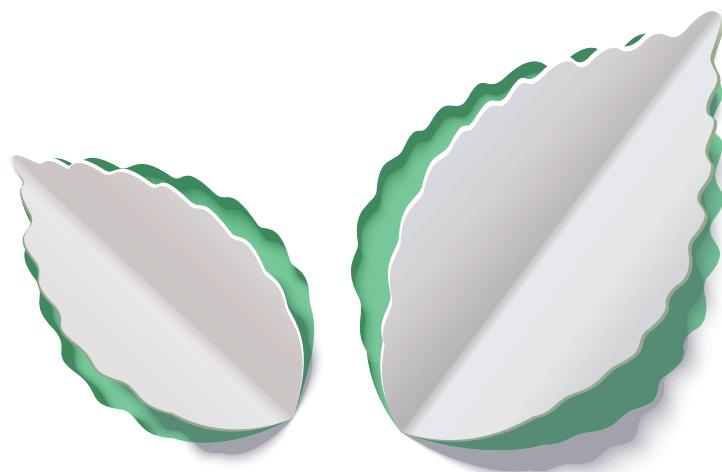
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