

Publish

FEBRUARY 2023



PAPER & PRINTING

THE ASSOCIATION OF COMMUNITY PUBLISHERS **acp**



Providing Print Services to over 50 Publications and Associations across the Country.

We'll help you cut costs and maximize profits!

Digital Press

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

Web Press

- Flyers
- Inserts
- Wraps
- Booklets

Circulation Sales

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

Direct/Solo Mail

- Turnkey Pricing
- EDDM
- Targeted Direct mail
- TrackDirectMail



45# Coated Flyer

- 8.5 x 11 (Jumbo 10.5 x 11 size available \$11.95 per M*)
- Glossy Paper
- Full Color Two Sides
- Low minimum of 25,000
- Fast Turn Around
- *\$300.00 set up/plate charge plus freight

SOLO DIRECT MAIL SATURATION POSTCARDS

- As low as .182 postage per piece
 - 200 piece minimum
 - No mailing list required
 - Fast turn around times
- Call for more information**

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



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



Proverbs 3:5

(909) 947-5292

www.ultimateprintsource.com

Publish

PUBLISHED BY
Association of Community
Publishers, Inc.

EXECUTIVE DIRECTOR
Douglas Fry

5701 E. Circle Dr. - #347
Cicero, NY 13039-8638
Office: 877-203-2327

Email: Loren@communitypublishers.com
Douglas@communitypublishers.com
Cassey@communitypublishers.com

MARKETING REPRESENTATIVES
Wendy MacDonald
Kristi Dale

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

DESIGN AND PRODUCTION
Design2Pro
www.design2pro.com

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

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

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

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

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

Cover Graphic
by [Flas100 / shutterstock.com](https://www.shutterstock.com)



IN THIS FEBRUARY ISSUE...

- 7 FROM THE TOP by Manuel Karam
A BREAK FROM LIVIN' ON THE EDGE
- 8 THE ONE THING by Douglas Fry
PAPER AND INK
- 10 PERSPECTIVE by Loren Colburn
DOES PAPER AND PRINTING MATTER?
- 13 DESIGN FEATURE by Brian Coale
5 TIPS FOR DESIGNING ON NEWSPRINT
- 14 **CONFERENCE INVITATION**
- 16 **THE SURVEY SAYS...**
- 18 **ASSOCIATE MEMBER PROFILES**
- 21 PAPER UPDATE by Mary Reardon
PAPER CHASE
- 22 REFERENCE MATERIAL
GLOSSARY OF TERMS RELATED TO PAPER AND PRINTING
- 23 **ADDITIONAL RESOURCES**
- 25 A WALK DOWN MEMORY LANE by Lee Borkowski
GROWING UP AS A "FREE PAPER KID"
- 26 THE LEADERSHIP INSTITUTE by Jim Busch
BIG FISH IN A SMALL POND
- 27 AD-LIBS by John Foust
SEE THE OTHER PERSON'S POINT OF VIEW
- 28 GRAPHIC HOOKS by Ellen Hanrahan
ALL IN THE DETAILS
- 29 **BUSINESS & SERVICE DIRECTORY**

COMING NEXT MONTH

The March *Publish* plan is to take a look into training options for community publications. As always, we will also cover the people, information and issues that are influencing the community publishing industry.

ACP Member Benefit For Your Employees

Bob Wright Memorial Scholarships

Have your student apply for one of four scholarships!



Bob Wright Memorial Scholarship Requirements:

- Parent, guardian or grandparent must work for a community paper that is a current member of the Association of Community Publishers (ACP).
- Applicant must be a high school graduating senior or current college student.
- Applicant must be attending a 4 year college, vocational trade school or community college.
- Application must be received by March 31, 2023

DOWNLOAD APPLICATION AT:

www.communitypublishers.com/scholarships

2023 ASSOCIATION OF COMMUNITY PUBLISHERS BOARD



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



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



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



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

AT-LARGE DIRECTORS



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



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



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



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



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



SECRETARY
Farris Robinson
Clay Today
 3513 U.S. Hwy 17
 Fleming Island, FL 32003
 Farris@claytodayonline.com
 904-264-3200



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



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



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



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



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

PUBLICATIONS LISTED FOR SALE

KAMEN & CO. GROUP SERVICES, LLC

516-379-2797

info@kamengroup.com www.kamengroup.com

Please contact our New York office for an NDA.
 This is a partial listing of titles we have available for purchase.
 Need to have your publications financially valued correctly?
 Want to sell your title? Contact our firm confidentially.

Florida free distribution Senior Magazine with massive circulation from Palm Beach to Fort Lauderdale to Miami. Published decades; aligned with boomer expos, symposiums, and festivals. Inserted into 17,000 copies of Miami Herald monthly. Wonderful social media platforms in play!

Northern California rural area adjudicated weekly 100-year community newspaper. Attractive gem of a title w/inserts & loyal readership. Fabulous steady growth w/\$500k in annual sales. Great digital platforms; borders Oregon. Wonderful rural part of the country with clean air, water, and no traffic! Building/office available for purchase.

Iowa based National Horse Magazine created in 1964. Distribution across the USA & in 14 countries. Profitable subscriber-driven title with in-depth features, best-show results, and vet & legal advice focusing on the heavy horse and mule population. **UNDER CONTRACT**

Georgia Lake Country award-winning weekly paid broadsheet community newspapers with additional glossy regional niche magazines. A fantastic growing region within Georgia!

Florida healthcare advertorial newspaper with testimonials. Established in 1987 and circulated to nearly 900,000 via mail and bulk distribution quarterly. **UNDER CONTRACT**

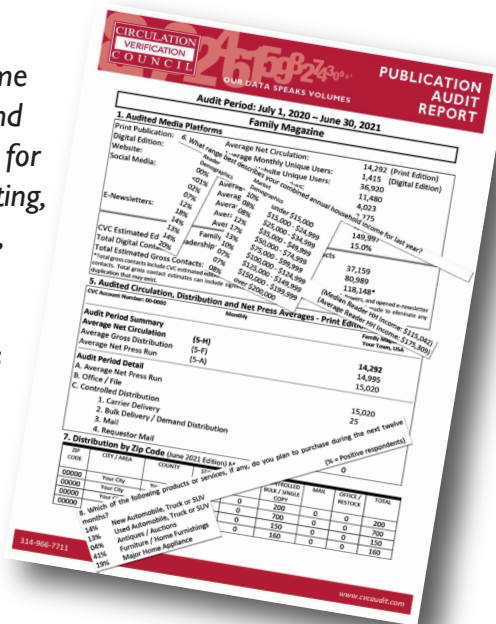
B2B Ohio construction, realty, architecture glossy Magazine in business 75 years. **SOLD**

North Carolina regional glossy attractive lifestyle Magazine started in 2005. Major market saturation; solid growth potential. **SOLD**

KAMEN & CO IS PROUD TO BE THE EXPERT MEDIA FINANCIAL RESOURCE FOR FORBES 400 LIST OF AMERICAS RICHEST PEOPLE. 2015-2023

Audits & Readership Studies for additional publications you own at ACP rates!

Enjoy the same great data and CVC benefits for Bridal, Parenting, 55+ Lifestyle, Home, Business, or Niche Guides that you also publish.



Call now to get started! (314) 966-7711



OUR DATA SPEAKS VOLUMES

GET MORE PRESS.

The Republican is your go-to source for high-volume, high-quality commercial printing. We can meet your deadlines and deliver the final product to your door. At the heart of our operation you'll find two state-of-the-art presses; a Goss Magnum and a MAN Roland Regioman.

Our print capabilities include:

- Full color on all pages
- Inserting
- Standard to specialty grade stocks available
- Stitch and trim
- Mail fulfillment
- Ad note application

The Republican.

Contact Dan Gancarz
413-788-1013 or dgancarz@repub.com to get started.



A BREAK FROM LIVIN' ON THE EDGE



BY MANUEL KARAM

From 2020 until now, many of you experienced the challenges of finding reliable paper supply, either firsthand or through your printer(s). At times it wasn't easy, and you may have had to shop around, accept alternative types of paper, or even change your layout if you switched printers. At our plant (we are both publisher and printer) there were a few instances where customers needed orders the following week and we didn't have the paper to fulfill the jobs. We were waiting on (hoping for!) the trucks to arrive, never sure if they would get here on time or not.

Thankfully the deliveries usually made it, and if not, customers were willing to accept alternative types of stock. However, it made for a few anxious planning meetings on our end. Due to the scarcity of supply, we also saw a number of price increases that we had to either absorb or pass on to our customers. Last spring it felt like we were getting price-increase notifications every month.

Now as we look ahead to 2023, what's in store for all of us that rely on the printed word for revenue? A recent article in *Editor & Publisher* addressed this question and the news was generally positive.¹ It seems experts think paper supply will stabilize and prices will decrease. If you haven't had a chance to read the story yet you can find the link in the footnote below.

Our printing division can't speak for the entire industry, but I will share our perspective from Western New York. First, perhaps the best sign is that salespeople with ready supply are starting to call on us for a change. Hopefully that will result in paper prices decreasing as competition heats up. For now though,

we're really only seeing costs level off rather than go down. At least we aren't getting increase letters anymore though.

While it may be tempting to think your printing bill will decrease it's still too soon to tell. As the E&P article suggests, there are several other price factors besides paper that come into play. Labor rates have gone up (probably permanently), plate costs have almost doubled, ink, utilities, parts, and transportation costs have all increased as well, and these may or may not go down in the near future.

In our market we've also seen a number of printing operations close shop. When GateHouse and Gannett merged leading into the pandemic, they had two substantial production facilities in our region. One in Canandaigua was closed soon after the merger. The other in Canal Ponds (outside of Rochester) continued producing until it was announced in early January that it too would close in April this year. All of Gannett's regional jobs will now be moved to New Jersey. If this trend continues there may be fewer shops operating, which means some publishers might have to settle for longer distribution routes and higher transportation costs.

My advice therefore is to plan for printing costs to hold for now. If you haven't instituted any price increases since the pandemic, your window is probably still open to update your rates (our own increases started recently in the fall). If your current rates are covering your costs then you've probably tightened your belt some and that's OK too. The good news is that if you've absorbed the increases so far, you're probably in for a reprieve this year, or at the very least a more predictable budget. ■

¹ Reardon, Mary. "Paper chase. It's been a tough go in recent years for those in charge of newsprint supply at our nation's newspapers. Are things settling down?" *EditorandPublisher.com*, December 6, 2022. <https://www.editorandpublisher.com/stories/paper-chase,241091>. Accessed January 8, 2023.



PAPER AND INK



BY DOUGLAS FRY

In the last issue of Publish magazine I went down memory lane sharing a newspaper clipping from my hometown publication. This clipping demonstrated how I honed my climbing skills on a nearby bank building. That probably wasn't my best idea. But when I worked for the local newspaper I made some very good decisions, learned a ton, and developed interpersonal skills at 12 years of age.

I delivered the afternoon edition of the "Bremerton Sun" Monday through Saturday. There was no morning edition then and they didn't publish on Sunday. Since the typical weather pattern outside Seattle calls for 100% chance of rain I learned to

be responsible to my customers. No one told me they wouldn't like wet newspapers but I figured that out pretty quickly. Customer service was important back then as well as today.

I learned that every expense takes away from the bottom line. Even small expenses could add up. For example, The Sun offered to sell its carriers enough rubber bands to secure each paper so that it wouldn't blow away in the wind. The cost was \$5 per month for 3100 rubber bands. I made roughly \$60 per month so that 8.3% rubber band expense was just too high. As a result of me wanting to maximize my income, I learned to fold the paper on itself so that I could throw it on the customers' porch, keep it dry, and keep it from blowing away. The "Tomahawk" was my favorite fold because it looked like a scalene triangle and flew like a rocket.

My customers were happy with dry newspapers each day and I was happy not to have a \$5 rubber band expense each month. I also learned that the sooner I was able to deliver the paper to the door, the happier my customers were. It was a challenge for me to leave Dewey Junior High, walk to the paper drop off point, load all 120 papers into the bags on my back, and walk the 2.5 miles to

deliver the papers while folding each paper for its upcoming flight. I had to finish delivering the papers by 5:00 pm each afternoon or my customers would complain.

In an attempt to please every customer, each day I attempted to get the job done a little faster than the day before. Some days it was easier as the paper wasn't that heavy. Wednesdays were particularly difficult because "The Bremerton Sun" was full of stuff we miss today: lots of ads, lots of inserts, and lots of news. Even on the heavy days I tried my best to complete the route by 4:00 pm. I ended up running a bit, walking for a while, running again, etc. Eventually I was able to run the entire route with the papers on my back all while folding them like a mad man.

One good result of my land speed records was that I never got any complaints. Even more importantly, I noticed that when I went to collect payment from my customers they were more willing to add an extra quarter for my efforts. The Sun cost \$2.25 per month and it wasn't unusual for my customers to pay \$2.50 and tell me to keep the change. I thought I was a Rockefeller.

I had to collect the funds each month from my customers and pay

The Sun their \$1.75 per customer by the 5th of each month. If I paid for my papers before the 5th of the month the Sun circulation department would reduce my bill by \$5. As a result, I learned some useful collection techniques. I typed out 8-up collection notices on my mother's Remington typewriter on a sheet of special paper, copied them on our Mimeograph, cut each sheet into 8 small rectangles, and inserted those requests for payment into the paper around the 25th of each month. Quite often this gentle reminder would result in payments taped to the doors of my customers. This saved me time and allowed me to pay the newspaper before the 5th which resulted in another \$5 per month.

If you don't know what typewriters or mimeograph machines are ask an old person. They can tell you. It may take a while, but they'll get to the point eventually.

“ Our industry, as I pointed out last month, can house the memories of our readers. That's a sacred trust we hold with them. We are also a business incubator for those that will take advantage of it.

Around the holidays I bought the least expensive Christmas cards I could find, hand wrote a note to each customer, thanking them for their business, and inserted the cards into the paper on the 10th of each December. Again, I found envelopes

taped to many customers doors with Christmas cards for their “paper boy” along with a dollar or two. I made more in December on tips than I did delivering the paper.

I delivered “The Bremerton Sun” for three years until I got a job offer at the local department store, oddly enough called “Bremers.” Anyway, my point with this article is: where else could a 12 year old kid learn business skills, make mistakes and learn from them, develop himself physically, and expand his network of friends and associates, all while making a little money?

Our industry, as I pointed out last month, can house the memories of our readers. That's a sacred trust we hold with them. We are also a business incubator for those that will take advantage of it. My paper route was the beginning of a long love affair I have with paper and ink. I hope you have one too. ■

**OWN YOUR MARKET,
BY OWNING
YOUR AD PROCESS**

Call us, write us, or knock on our door.
Request a demo!



303-791-3301
FakeBrains.com

FAKE BRAINS

Proud to be the expert media financial valuation resource for
the FORBES 400 List of America's Richest People 2015 - 2023

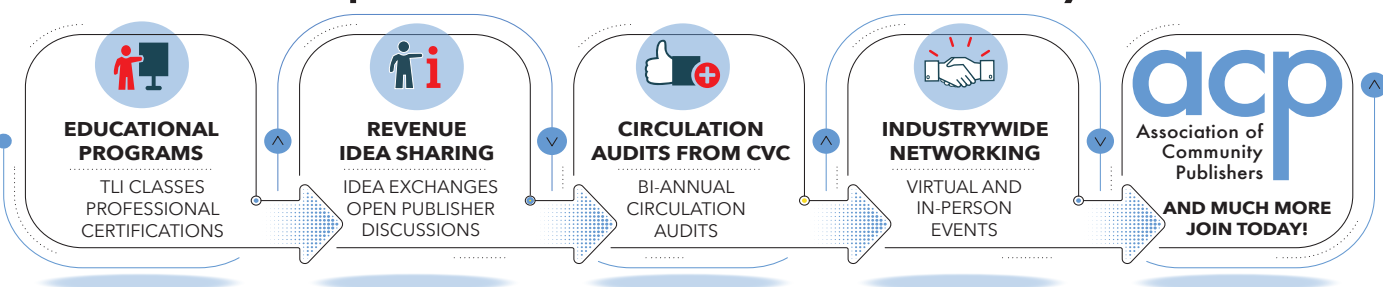
KAMEN & CO. GROUP SERVICES, LLC
Media Appraisers. Accountants. Advisors & Brokers



626 RXR Plaza
Uniondale, New York 11556
Phone: (516) 379-2797
Cell: (516) 242-2857
E-mail: info@kamengroup.com
www.kamengroup.com

Kevin B. Kamen
President/CEO

Membership has its benefits - benefits you need!



EDUCATIONAL PROGRAMS
TLI CLASSES
PROFESSIONAL
CERTIFICATIONS

REVENUE IDEA SHARING
IDEA EXCHANGES
OPEN PUBLISHER
DISCUSSIONS

CIRCULATION AUDITS FROM CVC
BI-ANNUAL
CIRCULATION
AUDITS

INDUSTRYWIDE NETWORKING
VIRTUAL AND
IN-PERSON
EVENTS

acp
Association of
Community
Publishers
**AND MUCH MORE
JOIN TODAY!**

Association of Community Publishers - 877-203-2327



BY LOREN COLBURN

DOES PAPER AND PRINTING MATTER?

This question has echoed in the halls of publishers since the very first publications were printed. The time spent considering newsprint VS high-bright news, newsprint VS offset, offset VS glossy has consumed thousands of hours over the years. As has the discussion about black & white VS spot color, spot color VS process color, and the number of color pages has consumed a similar amount of time!

When you step back, the actual debate is about the balance between presenting a desired level of quality for your readers and advertisers VS maintaining the most profitable cost required to produce your publications. Let's face it, if heatset, glossy/process color printing was the same price as coldest, newsprint/black & white, everyone would jump to the visual power of gloss paper and sparkling color.

Since that is not the case, how do we balance the scale between high quality and affordable cost? The best example of exploiting quality and perceptions to brand their products has to be Apple. How many of us have a closet shelf devoted to empty Apple packaging from iPhones, iPads, iPods and computers? The packaging is so impressive, we all place a value on them that would never allow us to send them off for recycling!

The Apple packaging is a cornerstone of Steve Job's attention to detail in branding all of Apple's products. Apple's head designer, Jony Ive commented, *"Steve and I spend a lot of time on the packaging. I love the process of unpacking something. You*

design a ritual of unpacking to make the product feel special. Packaging can be theater." Right down to the "whoosh" sound the box makes when you lift the cover from the iPhone box, every detail of the opening process was designed with a specific purpose in building the desired experience. Those elements all lead you to one conclusion, "If the packaging is this good, I can't wait to see what the product is like!"

Apple also put the same attention to detail into their products, every little detail right down to the appearance of the circuit boards that none of us would ever see. Walter Isaacson describes how Steve Jobs got his attention to details from his father. *"[Once Steve and his adopted father Paul Jobs] were building a fence. And Paul said 'You got to make the back of the fence that nobody will see just as good looking as the front of the fence. Even though nobody will see it, you will know and that will show that you're dedicated to making something perfect.'*

Steve Job's commitment to this belief is best illustrated by the fact that when the finished mac design was agreed on, Jobs assembled the Macintosh team together, stating "Real artists sign their work!" He then got out a sheet of drafting paper and a Sharpie and had them all sign their names. Those signatures were engraved inside each Macintosh. Although no one would ever see them, the team members new they were there, just as they new the Apple circuit boards were laid out as exquisitely as possible.

So how does all of this relate back to paper and printing? I believe our publications are really the packaging for the information that is contained within its pages. As we determine the best overall design for our publications as it relates to paper, colors, graphic design and printing – it is im-

portant to take a step back and make sure we understand all the aspects of our reader's experience. Does the packaging (our publication) promote the experience that will get readers excited about the product (publication's content) inside? Not taking anything for granted in that process is critical to the outcome.

All too often the decision to include or not include is based solely on "can we save any money by doing it differently?" If that were the only consideration, the answer to the following questions would be "Absolutely".

- Can Apple save money making the iPhone packaging less expensive?
- Can Apple save money not engraving the team members names on the inside of the computer?
- Can Apple save money by not applying for a patent on the iPhone box?

But it wasn't only about cost. It was about the complete value that each particular aspect brought to the overall experience of having an Apple product. Some related to the user experience, some related to the producer's experience, but all of them were aligned with the overall vision for the product and the company's objectives.

That same scrutiny needs to be applied to our publishing products. What role does paper play in our product's design as it relates to our reader's experience? What role does color play? What role does overall image play? When we have fully answered those questions, we are prepared to make a decision related to each aspect. But it is important to understand that cheaper may not be the best answer (even though it gains the quickest acceptance).

Here is what attention to the user experience did for Apple's iPhone as of 2022:

- More than 1.2 billion iPhone users

PERSPECTIVE



- Over 2.2 billion iPhones sold
- iPhones have a 50% market share in the US smartphone industry
- iPhones generated \$50.6 billion for Apple in the 2nd quarter of 2022 alone!
- Allows Apple to sell an iPhone for as much as \$1,599 in an industry where the average smartphone sells for \$553.52

There is a product expectation that Apple has created and continues to

invest in which produces the desired sales results, even after 15 years of being on the market.

Here are two Steve Jobs quotes that I need to share that relate to the importance of our products:

“My passion has been to build an enduring company where people were motivated to make great products. Everything else is secondary. Sure, it was great to make a profit, because that was what allowed you to make

great products. But the products, not the profits, were the motivation.”

“I have my own theory about why decline happens at companies like IBM or Microsoft. The company does a great job, innovates and becomes a monopoly or close to it in some field, and then the quality of the product becomes less important. The company starts valuing the great salesman, because they’re the ones who can move the needle on revenues, not the product engineers or designers. So the salespeople end up running the company.”

We have to believe in the value of our publication products to that same extent. We also need to nurture a belief in our readers via their reader experience that keeps them coming back issue after issue. Their regular readership will drive results for our advertisers and assure we are delivering a product that outperforms other options. If we do that right, media buyers will fully support “If it’s free, buy it!” ■

NETWORKING EVENT OF THE YEAR



**COMING
MAY 11-12
REGISTER
NOW!**

LIFE IN THE FAST LANE

**20^{acp}23
CHARLOTTE**

CONFERENCE & TRADE SHOW

www.communitypublishers.com/in-person

Is your one-size paywall actually costing you money?

Audience+ is the smart metering solution that targets users with custom offers and converts drive-bys into paying subscribers.

SPECIAL OFFER

Digital Access

\$1 for 3 months

Then \$10/mo.

Save 90%

Cancel anytime

Subscribe

Audience+
BY TOWNNEWS

Learn more at: TownNews.com/Audience

Have some of the world's most talented newspaper and ad designers up your game, make you look great and save you tons of money!



Join the hundreds of publishers who've eliminated **50-75%** on their production expenses

Switch to us and you can produce your publications for a really low flat rate, all-inclusive from cover to cover including all your print and web ads and all your design needs.

- ✓ **FREE** unlimited spec ads.
- ✓ **FREE** changes and corrections.
- ✓ **FREE** charts and infographics to embellish your stories.
- ✓ **FREE** stock photography.
- ✓ **FREE** e-book files.
- ✓ **FREE** posting and uploads to your CMS.
- ✓ **FREE** design of your promotional, marketing and media kit materials.
- ✓ **AND MORE!**



Give us a few minutes today and you could be saving thousands next month!

Howard Barbanel

☎ 516-860-7440 (m)
✉ Howard@design2pro.com

Design2Pro

5 TIPS FOR DESIGNING ON NEWSPRINT

BY BRIAN COALE – CREATIVE DIRECTOR / MARKETING MANAGER FOR CASEY PRINTING

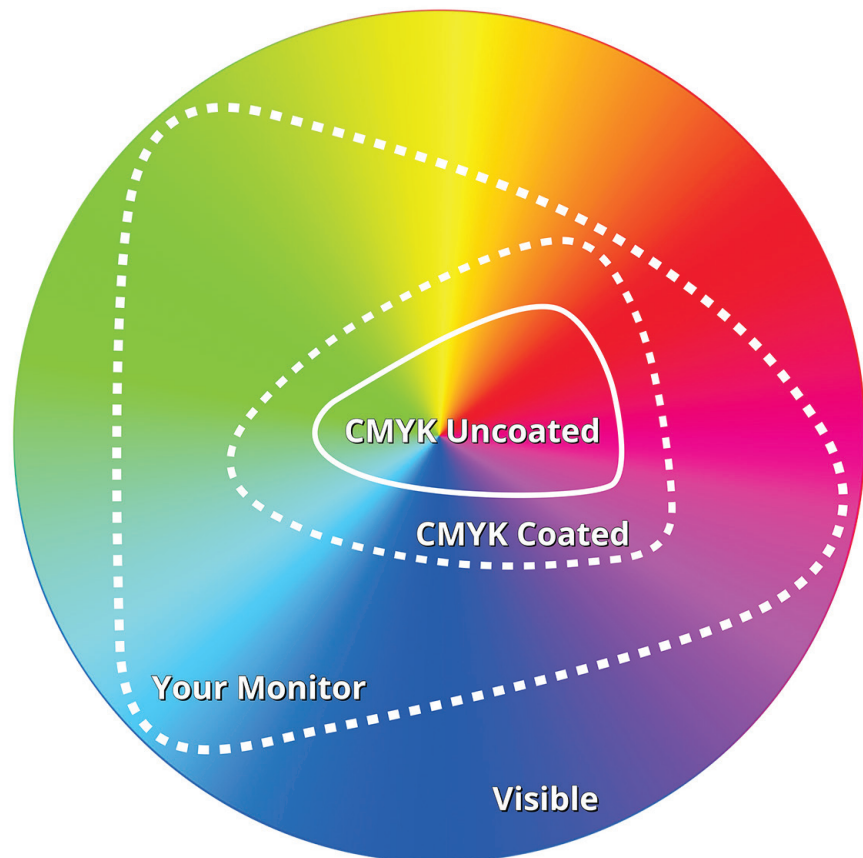
Newsprint is a highly-economical non-archival paper that best-known for its widespread use by news publishers, high-frequency magazines, classified publications, handbooks, phone books, textbooks, journals, guides, manuals and a variety of other common print products. Despite the recent decline in print publishers, newsprint is still widely used in many modern print applications.

In today's [article], we'll be going over some basic tips for designing on newsprint, and why they are important for newspaper printing, or any other kind of print that uses newsprint paper.

1. UNDERSTAND COLOR GAMUT

Color Gamut is the entire range of reproducible colors by any media or device. Paper, printers, presses and your monitor all have limits to the range of colors they can reproduce. This is that device or media's Color Gamut.

Newsprint is a highly porous, uncoated paper consisting primarily of wood pulp. Because of this, the color gamut for newsprint is very narrow – a bit less than coated paper, and significantly less than your computer monitor. To get an idea of the difference, have a look at my (very non-scientific) graph above. Imagining that the circle is the entire spectrum of visible colors, the inner-most graph would be the gamut for newsprint. Now compare this to coated paper. Neither come close to the gamut of your monitor, which is important to keep in mind when designing for print using a computer screen.



2. LESS INK = BETTER COLOR

You will never be able to reproduce all the colors available on your screen on any paper, and even less colors will be available to you on newsprint. For this reason, it's important that you not try to saturate your colors too much. Instead, use color combinations that use no more than 2-3 of the four CMYK inks. There's a reason why yellow and red are such popular colors on newsprint: red is two inks (yellow & magenta), and yellow is one ink.

Watch your coverage. You should never go over 260% coverage if you can help it, and honestly, I think even that is way too much

(e.g. 100% Cyan + 100% Magenta + 60% Black = 260% coverage).

Less ink will result in better, brighter colors.

3. COMPENSATE FOR COLOR SHIFT

One important thing to consider about newsprint is that it's typically not a very bright paper. In fact, it tends to be downright grayish-brown in color. Newsprint also has a much higher acidity than other papers. This is so it will break down quickly in landfills, and results in the paper 'yellowing' over time.

With the lack of bright whites, your images will have darker highlights



LIFE IN THE FAST LANE

20^{acp}23 CHARLOTTE
CONFERENCE AND TRADE SHOW

NEED TO KEEP PACE WITH THE COMPETITION?

JOIN US IN CHARLOTTE TO EXPLORE "LIFE IN THE FAST LANE"



On behalf of the ACP Board of Directors and the ACP Staff it will be my privilege to say, "START YOUR ENGINES" and prepare to meet us in Charlotte, North Carolina!

The 2023 ACP Conference and Trade Show will be the industry's premier networking event of the year. We are excited to bring everyone together for this ACP Superspeedway gathering.

This year's conference will be fast paced and full of information that you can use to fill your tank. Expect some new ideas, to see some old friends, meet the Rising Stars, and to spend time with the best Pit Crew in the industry, our Trade Show Partners.

The Hilton Charlotte University Place is an outstanding location for the 2023 conference. Plan on a short 20-minute drive from the airport. It runs along a picturesque lake and offers the perfect environment for both business and pleasure. All for only \$149 per night.

The Conference Team has put together a full track. There are educational and networking road courses for everyone. You will find your favorites, TLI classes and Leadership Roundtables. If you are looking for ways to slingshot through the digital media world or how to take the pole position from your competition this conference has it all. Here are a few highlights you can expect.

Sam Richter's Every Sales YES Begins with a KNOW

The Demystifying of Digital with Dan Buendo

Idea Exchange "NASCAR Style"

Pit Row with our Trade Show Partners

Tom Silvestri of The Relevance Project with Tools to Help Community Newspapers Grow

We won't slow down for our afternoon and evening events. The Club ACP gathering is set up to be a real winner. It will be located on a beautiful, covered patio, with a fire pit, corn hole (bags) pit and of course a pit stop for a cold beverage. If speed is what you seek visit our Trade Show Partners on Friday afternoon to experience the first ever ACP Remote Control Car Series Race.

The Conference Committee has worked hard to develop a conference valuable to you, our members. We do not take for granted your investment of time and money to attend. Our hope is that you will drive away feeling rejuvenated and ready to do a Victory Spinout.

Barb Perry

2023 Conference Chair

and your colors may appear muddy or dull. You can compensate for this by adjusting the mid-tones of your images. Images that look slightly over-exposed or washed out will darken and look normal on newsprint, whereas saturated images or images with heavy shadows will look muddy and dark. You can compensate for dark or muddy colors by using less coverage (i.e. less ink).

You'll also want to watch for color corruption. Blues and yellows are very susceptible to this. For instance, you may have a swimming pool ad that, because of yellowing paper, turns all of the water green. No one wants to swim in those pools now!

4. IF YOU USE GRADIENTS, BE BOLD

Gradients, if you use them, can be tricky on newsprint. Because of the narrow gamut and sometimes unpredictable color, they may not turn out the way you want them to. Usually your best bet is to avoid them altogether, but if you want to use them don't be shy. Favor dramatic color shifts over slight color shifts that may get lost or not reproduce faithfully.

Here's a few tips for gradients on newsprint:

- A 10% - 20% black gradient, if you notice it at all, may look like ink starvation or a mistake. Go bold, do a 25% - 75% gradient, or a 0% - 100%!



- Try to avoid gradients that shift from one color to another. Instead, consider shifting your gradient to white or black.
- If your going from a color to black, try adding black instead of shifting to it (e.g. red to red+black). This will prevent the color from shifting to gray in the middle, but mind your ink coverage if you do this!
- Getting good at gradients for newsprint takes a lot of practice. Use them sparingly.

5. AVOID MULTI-COLOR TYPE & KNOCK-OUTS

One of the most common mistakes designers make when designing for newsprint is using 4-color black.

It is near impossible to register on a web press running newsprint. The result is blurry text, or text with 'ghosting' (when all the colors don't line up). Even if you do get it to register, you're likely to cause registration problems on the other side of the sheet. It's just bad design.

If you need to use color text, try limiting it to one or two colors and make the type bigger (the bigger the type, the easier it is to register).

Knock outs, or white type on a colored background, follow similar principles: limited colors, and bigger type is better. Avoid backgrounds that use too many colors or have too much coverage.

If you're designing in PhotoShop for newsprint, you may want to check out our blog post about Designing Type for Print in PhotoShop (listed below). ■

Original Blog Article:
<https://www.caseyprinting.com/blog/5-tips-for-designing-on-newsprint>

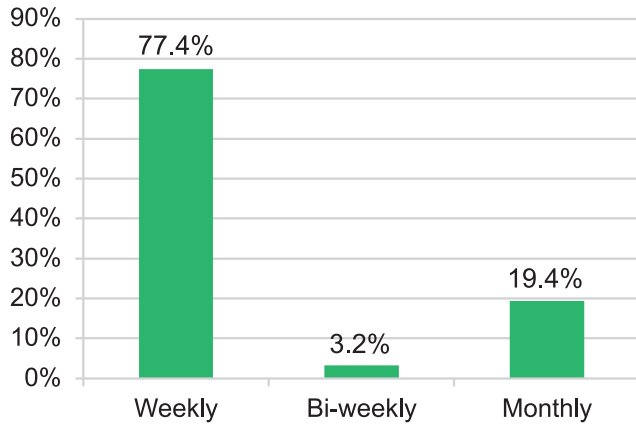
Editor's note: For more information related to getting the best looking printing results, the Casey Printing Learning Center has some excellent materials. There are several Casey Printing blog articles in this month's Additional References section on pages 22-23.



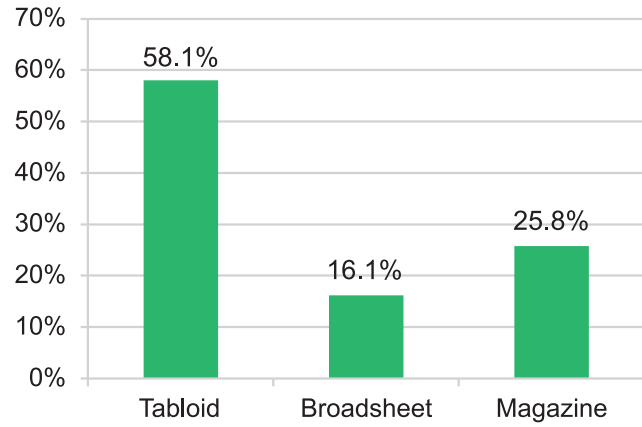
THE SURVEY SAYS...



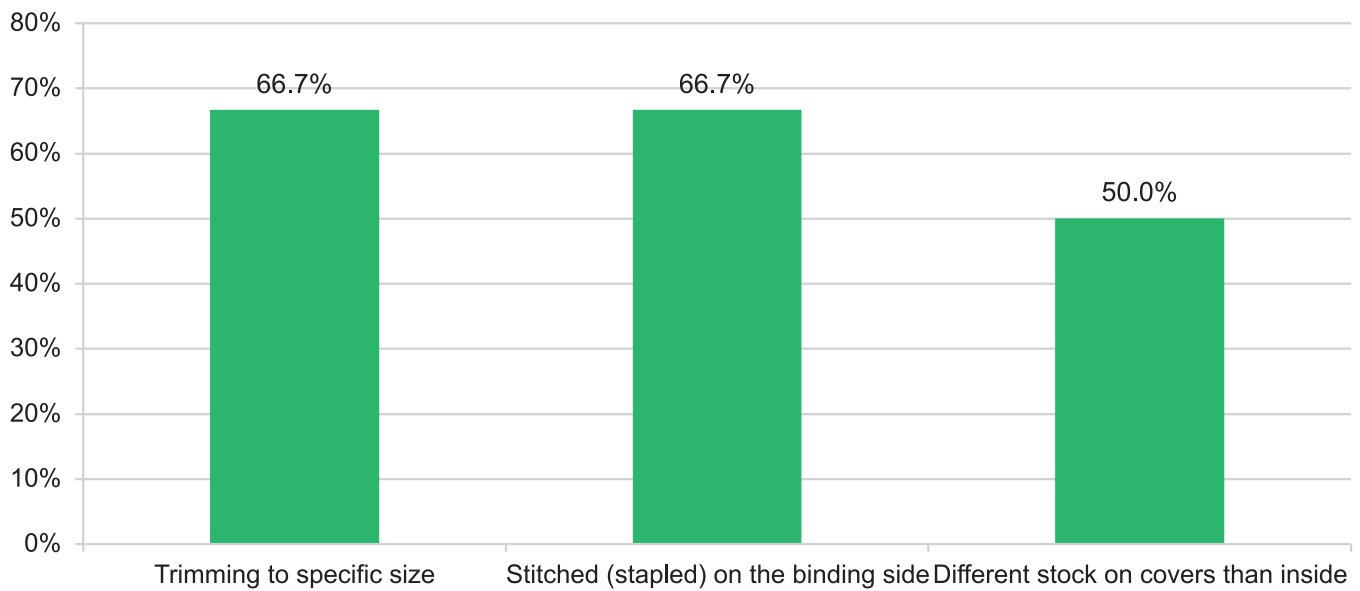
What frequency do you publish your core product?



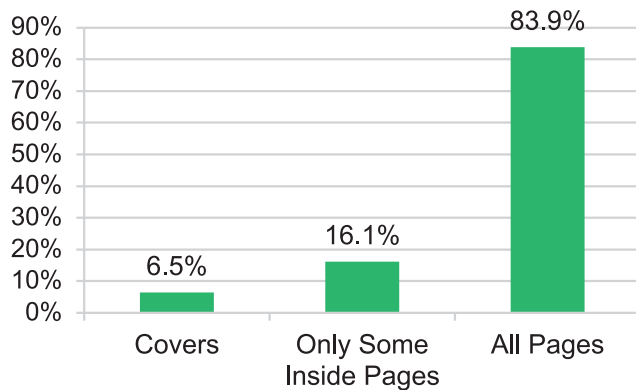
What format is your core publication?



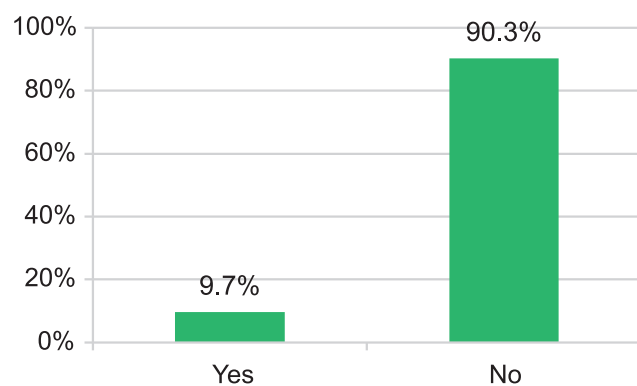
If you answered magazine, do you utilize the following?



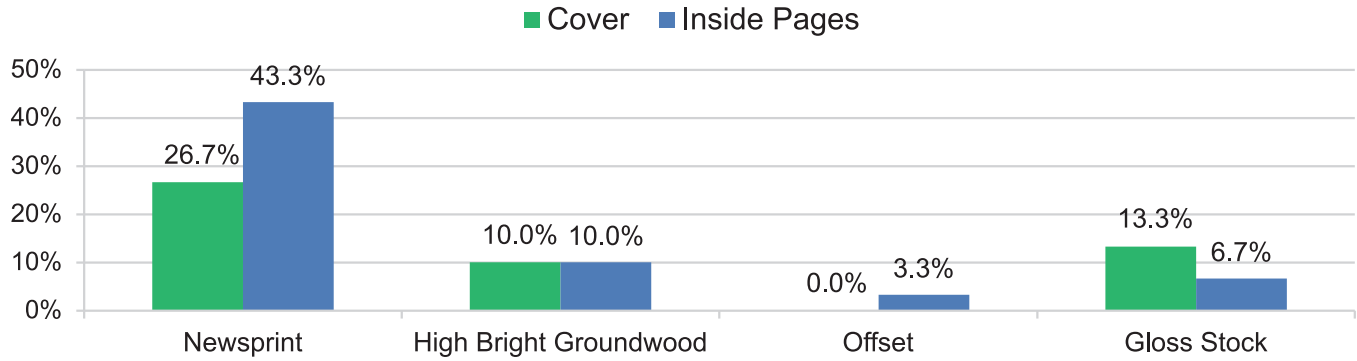
What is the availability for process color in your core publications?



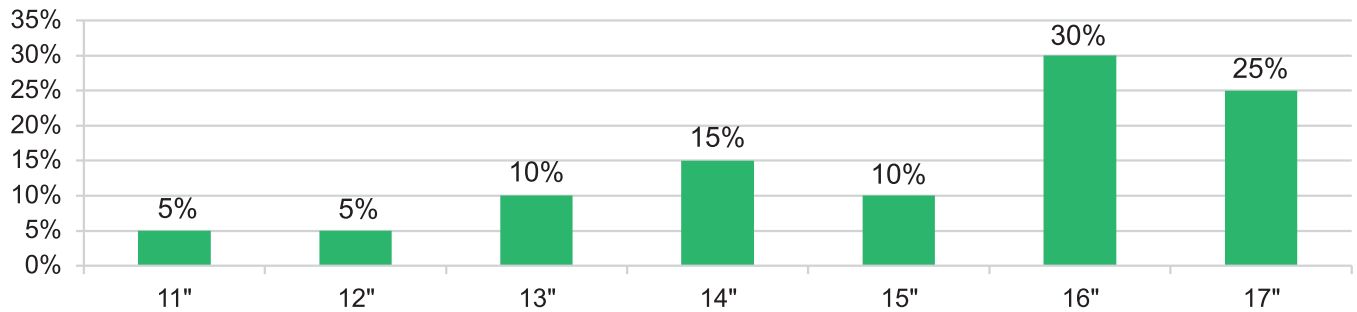
Do you use single spot color on any pages (not one of the process colors)?



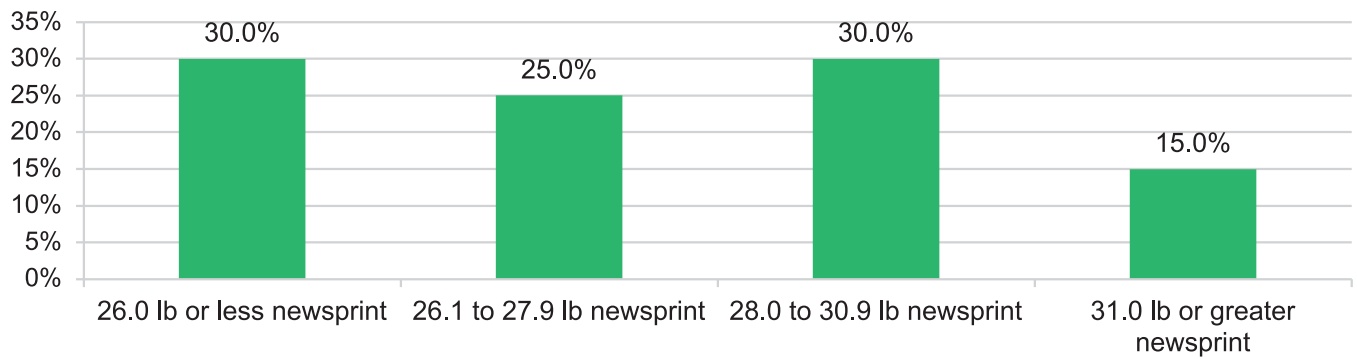
What paper stock do you use for your core publication?



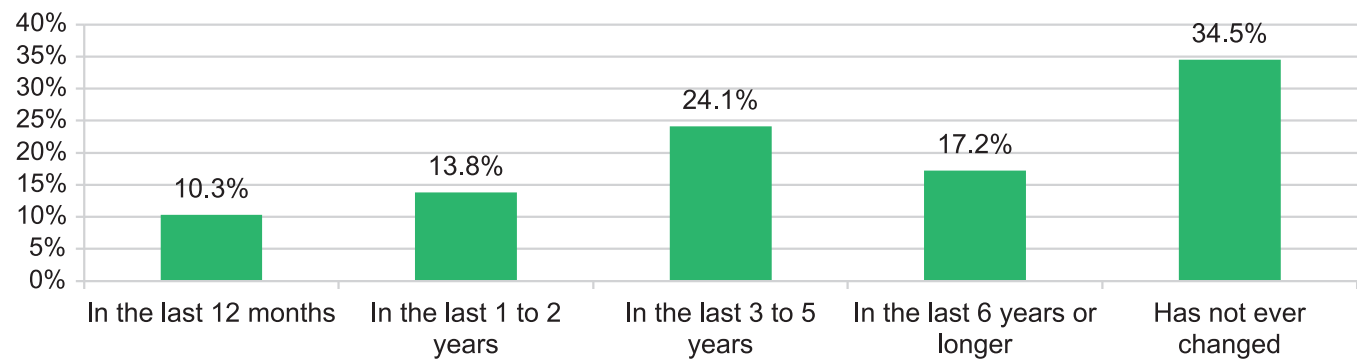
If you answered tabloid, what size tabloid do you use (rounded to the nearest inch)?



If you answered newspaper, what weight paper do you use?



When is the last time you changed stocks on your core publication?



ASSOCIATE MEMBER PROFILES

CUMMINGS PRINTING

In 1914 Lew A. Cummings and two employees opened a small commercial printing company and began operation. Over the next 109 years Cummings Printing has evolved into a magazine and catalog printer competing on a national scale.

The first building was located in Concord, NH and there the business slowly grew until sometime in the late 20's when a fire damaged much of the facility. At that point Lew decided to move to a building he bought in Manchester, NH on West Central Street. He believed the opportunities for growth were better closer to Massachusetts and in the more populous city.

His instincts were correct, and by 1954 the company had outgrown the inefficient 3floor structure on Central Street and began construction on a new facility on the former Manchester Public Gardens on 215 Canal Street.

It was Canal Street where Cummings changed from a local commercial letter press printer to a sheet-fed offset company producing a number of out-of-state publications. Only 4 years after moving to his new plant, Lew A. Cummings passed away and his son John W. Cummings became owner.



The 60's and 70's were an up and down period. John was ill for much of the time that saw lows of a near union takeover and a narrowly avoided bankruptcy, to highs of a new addition and the complete transition from "hot type" to 4-color offset.

By 1988, the company's equipment and methods had become dangerously antiquated. Magazines were increasingly being printed by "web" technology and Lew A. Cummings Co. had neither the space nor the finances to make the transition. It was late in this year Jack L. Cummings was made president.

Over the next 5 years the company updated equipment, stream-lined processes and managed to construct (1993) a new 65,000 sq ft plant at 4 Peters Brook Drive in Hooksett, NH. For over 6 months production took place in both facilities as one machine at a time was slowly disassembled, moved and reassembled. This was a long and expensive process and Lew A Cummings Co. Inc., now d.b.a. Cummings Printing, struggled for the first few years.

However, the new location enabled Cummings Printing to purchase

heat-set web equipment and therefore compete much more effectively. Soon sales increased, one 8-page web press was replaced by two 16-page web press, printing plates were made using digital files rather than film flats stripped by hand, and ISO 9000 became the method by which production was managed.

Now, over 100 years later, Cummings Printing Company is thriving in its expanded 100,000 sq. ft. building. We added a Komori 38D 32pg heat-set web press along with multiple saddle and perfect binders plus a complete mailing department. We are equipped to handle all aspects of publication printing with a level of service unsurpassed in the industry.

Our objective at Cummings Printing has been simple: provide customers with a quality product, delivered on-time and within budget. Quality is an overused cliché at most companies, but at Cummings it is a way of doing business. As an ISO 9002 company, Cummings has implemented a quality management system that involves every employee, from customer service to shipping.

Cummings Printing
4 Peters Brook Drive
Hooksett, NH 03106-6495
info@cummingsprinting.com

THE REPUBLICAN

SPRINGFIELD – With about 35 commercial contracts and printing 2 million pieces a week, The Republican is eager to bring in even more commercial printing business, says Daniel J. Gancarz, production director.

"We're a high-quality, low-cost printer with quick turnaround and multiple capabilities," Gancarz said.

The company does 120 unique press runs a week, including daily

The Republican

and weekly newspapers and monthly publications. The Republican team also does 10 million inserted pieces a week.

The Republican prints five daily newspapers, including The Republican based in Springfield, added John Kulak, assistant production manager.

It all adds up to an average of 12 metric tons of paper a day for an average of 320 metric tons of paper a month, said Kulak.

The production side of the operation has 170 workers in 14 shifts – two a day – each week.

For daily newspapers, The Republican can go from file transfer to having the job done and ready to ship in an hour, Gancarz said. Most other printing jobs can be ready from

ASSOCIATE MEMBER PROFILES

file transfer to ready to ship in a day or two. The Republican's capabilities also include stitch and trim.

"There is an unusual amount of turbulence in the commercial printing business," said George Arwady, publisher and CEO of The Republican with commercial clients that also include weekly and monthly publications in New England and upstate New York. "We have added customers and are preparing bids for others. Some publishers are actually adding print publications, filling holes created by the pullback of others."

Gancarz said COVID-related supply chain problems made it both dif-

ficult and expensive to get newsprint in 2022. Besides problems with staffing shortages at paper mills, trucking costs went up, truck drivers were not available, and some shipments had difficulty getting over the Canadian border into the U.S.

"All that is opening up (now)," he said.

And, Gancarz added, prices are now starting to moderate. With mills having added or reactivated capacity there is more paper available, and The Republican and others have been able to rebuild their inventories, he said.

"One good thing in 2023 is that we expect less volatility in the price of

various grades of newsprint, as well as an easing of the supply crunch that occurred during the pandemic," Arwady added.

Gancarz noted that The Republican also offers high bright papers that are white and printing on heavier stock.

"We see ourselves as a high-quality, fair-priced operation that still has substantial availability of print windows," said Arwady. "We're happy to talk with anyone."

The Republican
1860 Main Street
Springfield, MA 01103
dgancarz@repub.com

ULTIMATE PRINTSOURCE

We are a Christian owned and operated business. We seek to serve the Lord Jesus Christ in all that we do and we love what we do. The passion we have for our work enables us to take ownership of our client's projects. We constantly strive to not only meet but exceed our customer's expectations and deliver the highest-quality products possible.

There is no greater satisfaction than delivering a finished product that helps a client reach their goals and objectives.

OUR MISSION AND PROMISE TO YOU

Our goal is to meet and exceed your expectations by providing you with the highest-quality products and services possible in a timely fashion and at a competitive price. We promise to listen to you and help you achieve your business goals. We will always be there with honest, expert advice and quick, friendly customer service.

Some of our standard products

- Single Sheet Inserts
- Short Run Magazines/Booklets start at 25



- Magazines/Booklets
- Direct Mail
- Saturation Direct Mail
- 4/8 Page Inserts
- We print everything regardless of quantity except a newspaper!

ORIGIN STORY

The Ultimate PrintSource, Inc was created in 1994 with a merger of two companies; JL Printing (owned and operated by Jon & Edith Le Leux) and Dez DeZign Printing (owned and operated by Jeff & Desirée Ferrazzano). The merger was born when Jeff saw a need for a reliable wholesale/trade printer who could offer more than just one specialized product. He had a vision to create a Christian owned and operated company that could provide a source for all kinds of wholesale printing from one source. He sought out a Christian partner who was spiritually

grounded and also had a vast printing knowledge including maintenance and repair of equipment. Jon and Jeff's paths crossed at a Calvary Chapel Chino Valley men's retreat. They started with three employees, three sheetfed presses and a purchase of a six color web press. The company has grown to twenty employees, multiple locations, over 10 Printing Presses, AGFA Avalon CTP plate setter and full bindery with mailing services.

RESOLVING ISSUES

While we strive for excellence and are always improving, we understand that no one is perfect and issues come up. We believe how a company resolves issues can set them apart.

Our philosophy is simple: If we make an error, we fix it, period. No matter the cost, no matter the discomfort of admitting an error. Integrity is EVERYTHING! If our precious customers make an error, we do everything we can to minimize the effects and cost of that error. We view our customers as our partners.

Ultimate PrintSource
2070 South Hellman Ave.
Ontario, CA 91761
csr@ultimateprintsource.com



LIFE IN THE FAST LANE

20^{acp}23

CHARLOTTE

DESIGN THE BACK OF THE CONFERENCE T-SHIRT!

Deadline to enter: Friday, March 31

Send questions or design entries to Cassey Recore:
cassey@communitypublishers.com

Your design must reference the 2023 Conference and Trade Show in Charlotte. The conference logo does not have to be used in the design. The shirt color will be black. No more than 4 spot colors may be used.



Best of the Best Awards



Enter ACP's 2023 Best of the Best Publication Awards contest and show the rest of the world your best work. Use your winning entries to promote your staff, your advertisers and your national award winning publication!

MARK YOUR CALENDARS!

Entries must be received digitally by 2/24/23

Information and entry instructions for this year's *new digital submissions* process available at:

www.communitypublishers.com/best-of-the-best

PAPER CHASE

IT'S BEEN A TOUGH GO IN RECENT YEARS FOR THOSE IN CHARGE OF NEWSPRINT SUPPLY AT OUR NATION'S NEWSPAPERS. ARE THINGS SETTling DOWN?

MARY REARDON | FOR EDITOR & PUBLISHER (REPRINTED WITH PERMISSION)

Relief may be at hand for newspaper operations dogged by newsprint supply chain snarls and the rising costs of the paper over the past three years. Newspapers should expect significant changes in the market by early 2023 along with downward pressure on prices, according to Derek Mahlburg, director of North American paper and packaging analysis for Fastmarkets, an information provider for the forest products industry that newspaper operations pros turn to for data.

The cost of newsprint production went from around \$470 a tonne in Q1 of 2019 to \$552 a tonne in Q3 of 2022, according to Fastmarkets.

Fading by mid-November were the supply-chain disruptions and trucking challenges wrought by the pandemic and the effects of certain geopolitical events, such as trucker protests in Canada and the war in Ukraine.

“Buyers who are still having difficulty sourcing newsprint or finding transportation for that newsprint is not necessarily something we expect to last for too much longer,” Mahlburg said. “It is just night and day as far as things like trucking availability this year compared to last year.”

The strength of the U.S. dollar is also a factor in keeping supply in North America rather than going overseas, Mahlburg continued. Most North American newsprint comes from Canada.

Given how global events affect supply, conditions could always be more difficult. As of November, the industry was still seeing pockets of the country, like the Southwest, more starved for newsprint supply, said insiders.

SHARING TIPS & INTEL

Publishers and operations executives told many a tale of woe over the past few years concerning the

paper supply. “I will say it's as scarce as I think anybody that's been in this business for any time has ever seen,” Leonard Woolsey, president of Southern Newspapers, told E&P in May.

“The newsprint market has been in a quite steep, permanent decline for at least a decade. Even in a normal economic year, we're expecting newsprint demand to decline on the order of 10% per year,” said Mahlburg. “Obviously, the pandemic had a huge impact on newspaper demand – really accelerating a lot of the changes that we have seen in the market.”

Publishers were also closely monitoring rising printing plate costs.

Newspaper executives share tips and intel with one another, and now that industry conferences have started up again, they will have more chances to do that. When paper was most scarce, some newspapers drew on partnerships and deals between companies, some informal and some formalized.

“More people are entering into agreements with purchasing consortiums than ever before,” McClatchy's Richard Rinehart, corporate vice president of operations, told E&P. McClatchy has a newsprint agreement with Gannett and benefits from that company's “large ecosystem,” he said.

“We have a great relationship with them.”

EYE ON SUPPLIERS

With numerous mills having shuttered in recent years – some converting to producing packaging – operations executives keep a wary eye on major suppliers such as Kruger, White Birch and Resolute, the world's top newsprint producer. Monitoring their news, one finds that Paper Excellence Group, through its subsidiary Domtar Corporation, is buying Resolute and, in October, announced plans to sell

Resolute's Thunder Bay, Ontario, pulp and paper mill.

“I wouldn't necessarily say that this one mill leaving the market is a huge thing for the newsprint market, especially if you think about it in the long term. Because whenever you take out a mill, two or three years later, the amount of demand that that mill was supplying will disappear anyway,” said Mahlburg of that news.

Among other companies still in the newsprint game are Inland Empire, NORPAC and GreenFirst, which restarted a second paper machine at their paper mill in Kapuskasing, Ontario, after getting funding from the provincial government in the spring of this year. It was a rare case of a newsprint mill starting back up.

SPEAKING OF MCCLATCHY

Finding carriers for newspaper delivery is another longstanding challenge exacerbated by the pandemic and its aftermath. McClatchy is conducting a pilot program in South Carolina that involves their carriers delivering boxes of magazines to stores. “The initiative comes from the desire to get more pieces for carriers to deliver,” says Bernie Kosanke, director of distribution services for McClatchy.

McClatchy is expected to roll out a second program next year in Charlotte, North Carolina. McClatchy has been collaborating with Canada's Postmedia on the initiative, which could expand to delivering products for local retailers, says Kosanke. “It's gone very well,” said Kosanke of the pilot. ■

Mary Reardon is a writer and editor based in Wisconsin. This article was originally published in Editor & Publisher and is available at: <https://www.editorandpublisher.com/stories/paper-chase,241091>

GLOSSARY OF TERMS RELATED TO PAPER AND PRINTING

ACID FREE PAPER: (Also referred to as alkaline). Paper of neutral or basic chemical makeup. Often this paper is brighter and more opaque than traditional “acid” paper. It has a longer shelf life and is therefore often specified for archival reasons.

BASIS WEIGHT: Weight (in lbs.) of 500 sheets of a certain “basis size.” Typical “basis sizes” for roll papers are:

- 25”x38” for offsets, opaque offsets, groundwoods, and catalogs
- 24”x36” for newsprints and directories
- 17”x22” for bonds

Note: From the above, we can deduce that 32 lb. newsprint (basis size 24x36) is the same actual weight as 35 lb. groundwood or offset (basis size 25x38). And, 50 lb. offset (basis size 25x38) equals 20 lb. bond (basis 17x22).

BOND PAPER: Writing paper with slightly different characteristics than paper designed for general use, frequently used for letterhead and stationery. Occasionally colored bonds are interchanged for colored offsets.

BOOK PAPER: Equivalent to offset paper. Sometimes referred to as text paper.

BRIGHTNESS: The capacity of paper to reflect light. The brighter the paper, the “whiter” it may appear. Standard newsprint has a brightness of about 56 to 62, high bright groundwoods typically 65 to 78 and offset stocks can be up to 98 (opaque offset).

CALENDERED PAPER: Extremely smooth, uncoated paper, usually requiring heatset printing.

CALIPER: The thickness of paper, measured in 1/1000 inch or “points.” 1/1000 inch = 1 pt. Approximate caliper of our standard 50 lb. offset is .0038 or 3.8 pt. (See also PPI).

$CALIPER = 1 / PPI \times 2$

COATED PAPER: Paper with special substances applied to its surface during manufacture which gives it a varying degree of gloss. Requires ovens for drying while printing.

COLDSET/OPEN WEB: (Also referred to as NON-HEATSET). No ovens are employed in this printing process used to print on uncoated papers.

COLORED PAPER: Many papers, including offsets and bonds, are available in a variety of colors. Users are cautioned that a given color (eg. “canary”) will vary between competitive grades from different mills and sometimes between separate lots from the same mill.

FINISH: The surface of paper – how rough or smooth it is. Many printers utilize paper that has a very slight roughness or “tooth” to prevent smearing or setting off of ink from one sheet to the next. Different mills use a variety of terms to describe the finish of their papers. Some commonly used terms for finish are given here with the smoothest papers being at the top:

- Super calendered
- Calendered
- English
- Fine
- Smooth
- Machine Vellum
- Antique Textured
- Hi-Bulk
- Regular

FREE SHEET: Paper containing no groundwood fibers. May be either acid or acid free (alkaline). Offset and opaque offsets are wood-free sheets, characterized by their whiteness and comparatively long shelf life.

GLOSS: Degree of “shininess” a paper exhibits.

GROUNDWOOD PAPER: Paper containing minute unbleached or partially bleached wood fibers (“groundwood”) in varying degrees. Brightness ranges from 59 (newsprint) up to 80 (specialty hi-brite groundwoods).

HEATSET: A term describing the printing process which employs ovens to flash out the volatile organic compounds (VOCs) from the ink, leaving the pigments behind. The heatset process is necessary when coated or calendered papers are used.

HOLDOUT: Ability of paper to resist ink penetration.

OFFSET PAPER: The standard uncoated free sheet typically used is in weights of 40 lb. to 70 lb. (basis 25x38).

OPACITY: The capacity of paper to stop light and prevent show-through of printing. A numerical rating is used to specify opacity, with 83 being low and 94 high for uncoated stocks.

OPAQUE OFFSET PAPER: (Also referred to as OFFSET OPAQUE). Higher quality offset paper, generally having both greater opacity and brightness. Available in weights of 25 lb. through 80 lb.

OPEN WEB/COLDSET: (Also referred to as NON-HEATSET). No ovens are employed in this printing process used to print on uncoated papers.

PPI: Abbreviation for Pages Per Inch. $PPI = 1 / CALIPER \times 2$

ROLL WIDTHS: A wide range of roll widths (which determine the width of folded signatures and depth of tabloid pages) are available and subject to the printing press’s limitations and specifications.

SNAP: Specifications for Newsprint Advertising Production. SNAP is a comprehensive set of guidelines developed for advertisers, agencies, publishers, pre-press and anyone else required to produce the best possible images on coldset, newsprint based publications. The latest version of the 100 page SNAP Guidelines can be downloaded at this QR code:



UNCOATED PAPER: Paper which is homogeneous throughout, with no extra substance applied to its surface during making. Uncoated paper requires no ovens for printing.

WHITENESS: The “color” shade of white paper, which is not to be confused with brightness. Some papers are “blue-white,” others tend to be “cream-white.” ■

NextPage – Blog Article

Are Paper Prices Going Up? 2023 Trends

Offers some interesting insights on what's driving prices, options to manage price increases and Are these prices here to stay.



YCharts – Website

US Producer Price Index: Pulp, Paper, and Allied Products: Newsprint

Designed as an investment tools service, this gives solid information on recent pricing changes since 2018 without having to subscribe.



ocreations – Blog Article

Newsprint Design Guidelines

by Laura Smith

This article is by a designer for designers. Covers the complete cycle, including setting up files, color & images, design recommendations, design don'ts and finalizing files for press.



Casey Printing – Blog Article

Designing Type for Print in PhotoShop

by Brian Coale

Article addresses the use of type in Photoshop. Even though type is better left to InDesign and Quark, good information on how to get type to work in Photoshop when you need to get decent results and don't have any other option.



Casey Printing – Blog Article

How to Prepare Files for Print

by Ryan Casey

Each medium has different design specs. This article steps through designing for print so that you can assure a result that is satisfactory, covering tools, photos, spot colors, vector art and a whole lot more.



ADDITIONAL RESOURCES

Casey Printing – Blog Article

InDesign: Print Ready PDF Files in 5 Easy Steps

by Brian Coale

This article boils creating press-ready PDF files down to five easy steps using Adobe InDesign. This article is for people familiar with InDesign and its technical side.



Daily Herald Media Group – Article

Preparing Ad for Newsprint

Written for designers, this gives lots of pointers to avoid the common file problems and quality issues that are common with submitted ad files.



Florida Sun Printing – Article

Tips on correcting photos for newsprint in Photoshop

Filled with information that will help photos reproduce on newsprint with the best quality. Technically oriented but understandable to your average photoshop user.



Susquehanna Printing – Article

A Guide to Newsprint in High-Speed Commercial Printing

This well formulated article on taking advantage of the economy of newsprint while not suffering with quality issues. Also reviews pricing and supply concerns as well as what products work well on newsprint.



Newest addition for your “Advertiser Help Page” Listings

Designerly – Article

5 Compelling Newspaper Ad Design Tips

By Eleanor Hecks

A great article to share with advertisers. It presents basic, easy to understand information that will make perfect sense to your customers. If all advertisers followed these tips – life and results would be better!



GROWING UP AS A “FREE PAPER KID”

***Editor’s Note:** Lee Borkowski believed it was important to keep the history of our industry and the stories of the early free paper pioneers accessible to today’s participants. With that thought in mind, she has begun assembling a series of stories about the people and companies that have built community papers. We will share one of these stories each month in Publish – “A Walk Down Memory Lane”. If you have a history to share and the inclination to write, we welcome your story as well, but it’s only fitting for Lee to agree to share her own story to kick this monthly feature off.*

Like many of you I was raised in the free paper industry.

My grandparents started a shopper in August of 1949. Their office was the dining room table of the multi-generational family home. Grandma handled sales and layout. Grandpa, who worked as a tool and die maker by trade, was in charge of pressing the paper when he came home from work. The paper was collated and then bundled for delivery by the USPS. My Mom still remembers being lulled to sleep by the sound of the mimeograph machine running the single pages one at a time late into the night.

It didn’t take too long before the business outgrew the dining room table. The family moved to a new home and the paper was run from the basement. It stayed in that location for about 10 years and was then moved to a remodeled home located just off Main Street.

Like so many shoppers this was a family business and everyone got to play a part. At about 12 years of age, I got my first delivery route. Our town was very long and narrow. I was assigned the North side of Main Street and delivered about 225 papers each week. Remember I said the town was long and narrow....my route was 2 miles long! Delivery wasn’t too bad in the good weather but when the snow was deep, I hated it! And, there was no one to help me. Mom and Dad were both working and it was my job to deliver the papers... period!

Our carrier guidelines required that I rubber band the paper to the door

knobs of every home and I was to make sure I used the door that they used the most. That meant having to walk down the side of most houses to deliver to the back door. Added steps, more snow!

As I recall I earned \$2.65 every two weeks for carrying the papers. This would have been in 1970. My Dad offered to cash my checks on his way home from work. He strongly recommended that I save a good portion of the check. And, he said that if I were to save the whole check, he would round up the deposit for me. I agreed and he made the deposit for \$5.00. I thought I was rich! I loved looking at my saving book and seeing how much the account was growing. Between the paper route and babysitting I amassed a small fortune. I used some of the money to buy a record player (because I was cool!) and a registered Quarter Horse (because I was not too smart!).

During the summers I would volunteer my time at the paper. Usually, I was answering phones and taking classified ads or delivering papers. What meant the most to me was that I was getting to spend time with my grandparents.

In 1976 I graduated high school and headed to college. My course of study was in Pre-Veterinary Science. I did okay in my studies but my heart just wasn’t in becoming a veterinarian. Toward the end of my junior year while home for a weekend I told my grandma that I wished to join her in the business. She was thrilled! Turns out my timing was pretty good, too.

As this conversation took place on a Friday night, I discovered that she was meeting with a man from upper Michigan on Saturday morning who was going to present her with an offer to buy the paper.

I returned to college and began taking as many business/marketing classes as I could while still staying on track to graduate in four years with my Bachelor of Science degree.

Though Grandma welcomed me into the business she didn’t just hand over the reins. I started work in June of 1980 and was earning a whopping \$3.10 per hour (which happened to be the national minimum wage). Too bad my dad wasn’t still alive at that time. I could have benefited from his rounding up my deposits!

Grandma’s plan was to have me learn the business from the ground up. My first assignment was to learn typesetting and layout. From there I was assigned to the distribution department, then accounting and finally sales and sales management. My training through all of the departments took over five years.

During this time, I was also encouraged to become active in the state and national associations. I served on the board of directors for Shopping Guides of Michigan (later renamed Community Papers of Michigan) and the National Association of Advertising Publishers (which is known today as ACP). My employment took me from Michigan to Wisconsin where I joined the Community Papers of Wisconsin. No matter the association, my time served was invaluable. I learned so much from the people I met while serving and made many lifelong friends along the way.

Today I have the honor of serving as the Executive Director of the Midwest Free Community Papers association. I still stay in touch with many of the “old timers” and they all have interesting stories to tell. It is my intention to help them share their stories with you. ■

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

BIG FISH IN A SMALL POND

BY JIM BUSCH

“The reports of my death have been greatly exaggerated.

— Mark Twain

This quote dates to an 1897 report of Mark Twain’s death. The popular author actually lived another 13 years. It is easy to understand why people believed the reports of his demise; they made sense. Twain was 61 years old, a ripe old age at a time when average life expectancy was 42 ½, plus he was a chain smoker of cigars and liked his liquor. This bit of “fake news” makes a case for paying attention to the facts rather than what so-called common sense tells us. This Twain quote could also be applied to our industry, “The reports of the death of print have been greatly exaggerated.” There is no denying that the rise of digital communication, the internet, and social media has impacted our industry. We are no longer the “only game in town” for small advertisers. Digital advocates point out that digital advertising can reach large numbers of advertisers at virtually no cost; that businesses can reach their market with nothing more than a strong social media presence. They imagine a consumer sitting at home when they are suddenly struck by a desire to make a purchase, perhaps a new television. The shopper picks up their smartphone and searches “Television dealers near me,” and is directed to their local appliance store. The neighborhood dealer makes the sale and everyone lives happily ever after. In the real world, when the shopper does this search, he/she is assailed with ads from Amazon and other online retailers; down below these are the paid ads from several “big box” stores. The local retailer’s post may appear if they have used the right keywords and they post daily. Even if a shopper searches for the retailer by name, this alerts other online marketers that this person in the market for a particular type of product so they can bombard them with e-mails and posts. It’s fun to do this exercise with a prospect. We must remind local businesses that when they advertise online, they open themselves up to global competition. They are going up against competitors who invest a lot of money in digital and possess a lot of online expertise. The “old-fashioned” local paper allows retailers to be a “big fish in a small pond” and helps them avoid the competitive traps inherent in online advertising. ■

SEE THE OTHER PERSON'S POINT OF VIEW



BY JOHN FOUST
GREENSBORO, NC

A friend told me about the time his mom took him to the shopping mall to help her pick out a birthday present for his father. He was about six years old at the time, and it was no surprise when he headed straight for the toy store. That gave her a chance to have a little talk with him about the gift selection process: we're supposed to look for something the other person would like, which is not necessarily what we would like for ourselves. She then guided him to another store, where they picked out a more appropriate gift. All these years later, he still remembers that important lesson.

The adult version of this story happens all the time. I remember attending a strategy meeting at a nonprofit agency. The group was discussing ways to express appreciation to donors, and someone suggested framing a list of names and displaying it in a prominent place in the office. The leader of the group said, "That won't work. I don't want my name publicized." Someone pointed out that people could remain anonymous if they wanted, but she stood firm against the idea. It wouldn't have been a shock if an outsider had made that statement, but she should have known better. If you ask me, it was obvious that the wrong person was leading that meeting.

I've heard the same kinds of things in advertising meetings. A retailer refuses to run an ad in the sports section of the paper, because he doesn't like sports. (He doesn't understand that his products appeal to the demographic group that follows sports.) A business owner decides against a digital ad presence, because "digital is only for national news." (She doesn't realize that her

target audience is relying heavily on digital for local news.) A salesperson hesitates to recommend a higher ad budget, because that advertiser has never spent that much money before. (In reality, the advertiser may have plenty of money to spend on the campaign, but the salesperson can't think beyond his own perceptions.)

Henry Ford said, "If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own."

Yes, anyone can see things from their own point of view. But it requires special talent to see things from the other person's perspective.

Advertising requires its practitioners to follow Henry Ford's advice on many different levels. Salespeople have to see things from their advertisers' perspectives. Then they have to help those advertisers see things from their target audiences' viewpoints. Along the way, they have to help their production departments create audience-relevant messages.

It's human nature to believe that everyone will like this new business proposal...or that headline...or this ad schedule. That's why it takes discipline to understand what the other person thinks. In the end, you'll develop better advertising, better marketing partnerships and better internal working relationships. ■

(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. Email for information: john@johnfoust.com

Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net © 02/2023

In the early 1980s, I was beginning a career in publishing. Using my skills as an art teacher, it was not hard to transition to graphic design, especially with a brother who was very passionate about the process. On the spur of the moment, my dad and I went to our first conference dedicated to the free paper industry (IFPA, held in St. Louis, MO)... and never looked back!

It was mid-1995 when I started to do a column dedicated to addressing issues that “graphics departments” were dealing with (the transition to “desktop design”).

All this to explain that I may repeat some of the fundamentals of design, because they don’t change... so whether it’s new information for you, or a refresher, I do try to keep it relevant and if you have ideas, just click my e-mail address!

ALL IN THE DETAILS: Quotes & Apostrophes

All the basics of design are still relevant, even today. Attention to detail gives your work a professional look, so do not let the default functions of the computer stop you from the correct use of quotes, apostrophes and prime numbers.

In the following examples, the top example is what you usually see and the bottom example is one of those “typographic details” that I am talking about...

‘09 The ‘tail’ should point in the direction of the missing numbers. See the lower example. The top example is found in car ads, but a simple “find and replace” can update all your information quickly.

Remember the ‘60’s, baby? Remember the ’60s, baby?

Besides the wrong use of a quote mark, you don’t need the apostrophe before the letter ‘s’. You’re referring to a number of years... not showing possession.

He’s 6’2” tall. The top example uses quote marks. **He’s 6'2" tall.** Use prime number marks instead. The **Glyphs** Panel contains uppercase and lowercase letter forms, figures, accented characters, and punctuation. These fonts also contain a myriad of currency symbols, standard ligatures (fi, fl), common fractions (1/4, 1/2, 3/4), common mathematics operators, superscript numerals (1,2,3), common delimiters

and conjoiners, and other symbols (including daggers, trademark, registered trademark, copyright, paragraph, litre, etc.).

DETAILS: Ligatures

Ligatures are a combination of two or more characters to help streamline awkward letter combinations. Just as you kern certain letter pairs to visually adjust letterspace for easier readability, so too with ligatures. The most common ligature combos are the fi and fl. Depending on the typeface, (especially italics) you run into the problem of these letters bumping into each other. Most typefaces carry the basic ligature combinations. Expert typeface sets usually carry an expanded version of the ligatures.

flabby fish The above mentioned letters show the awkward spacing arrangement. Correct use of the ligature streamlines these letters for better readability. The glyph palette makes it so much easier to choose characters because it packs more choices into the typeface itself.

Years ago, you purchased an “expert set” to get the characters you needed...the following examples of ligature combinations in the **Utopia Expert** set.

fi ffi ffi fl ff *fi ffi ffi fl ff*
REGULAR ITALIC

DETAILS: The Dotless i

Ligatures are not normally used in display type and some ligatures do not work well with italics. At times you may be able to take advantage of the dotless i—accessed by selecting Option Shift B on the Mac or looking in the glyph palette.

Fish Vice vs Fish Vice

DETAILS: Small Caps or rather SMALL CAPS

Sometimes small caps can be used to lead into a paragraph. There are certain typefaces that contain “true” small caps—in other words, letter forms specifically created to work in combination with each of the other letters in that family. However, these special typefaces usually were part of an expert collection, or at the very least were part of a type family that had a more expensive price tag. With all the typefaces available now, you certainly will not see these as part of a free or relatively inexpensive type set.

CHECK OUT THIS SENTENCE AND NOTICE THE SMALL CAPS.

The typeface above is **ITC Officina Serif Book SC**, designed so the weight of the lower case letters complement and coordinate with uppercase letters.

Compare to the default setting below. Proportions of those letters vary greatly depending on the typeface and use.

CHECK OUT THIS SENTENCE AND NOTICE THE SMALL CAPS.

The above headline example is also 11 points in size, but the default setting in **InDesign** is 70% of the cap height, with no compensation for weight or line thickness.

Lower case caps no longer seem to be the same “visual weight” as the upper case caps. If I increase the text size it only calls more attention to the “weight” change.

This is one reason why the first letter of each word in a small cap sentence can appear visually darker than the other letters. In large type sizes that can be visually distracting—as in the example below.

CHECK OUT THIS SENTENCE AND NOTICE A DIFFERENCE IN THE SMALL CAPS NOW.

Below, I change the default setting (found in the Preferences > Advanced Type setting dialog box in **InDesign**). The type size is still 11 point type, but I changed my default preferences to small cap of 88%.

CHECK OUT THIS SENTENCE AND NOTICE THE SMALL CAPS.

I don’t always have a typeface with true small caps, so I changed my default setting so I’m in control of both readability and legibility.

... and a Little Bit of Dash

At times I see people use a hyphen when a dash is more appropriate. There are three types of dashes:

hyphen used between parts of a compound word or the syllables of a divided word.

En dash a line longer than a hyphen, about the width of the letter N. Used primarily to indicate a length of time.

Em dash about the width of the letter M. Used in a sentence to set off a thought or a change in thought without using a comma or colon.

- State-of-the-art **hyphen**
- 8:30am–5:30pm **En dash**
- Typography essentials—they’re back!
Em dash

Sometimes I add a little space before or after the dash—depending on the font.

Community Publications Business and Service Directory

ADVERTISING SERVICES & SOLUTIONS CREATE. SELL. PROFIT.



METRO
metrocreativeconnection.com

CREATIVE SERVICES



**TIMES-SHAMROCK
CREATIVE SERVICES**

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

855-614-5440 WWW.TCSDIRECT.COM

DIGITAL SOLUTIONS FOR PUBLICATIONS

YOUR FREE DIGITAL SOLUTION

whutsFREE

Call us, email us, or visit us online:
(833) WhutsFree (833) 948-8737
publishers@whutsfree.com
whutsfree.com

APPRAISALS & BROKERING

Newspapers
Magazines - Shoppers
Book Publishing

Confidential
Customized - Comprehensive

KAMEN & CO. GROUP SERVICES
516-379-2797 WWW.KAMENGROUP.COM
For more information - see our ad in this issue.

CUSTOMER RELATIONSHIP MANAGEMENT

ARE YOUR MEDIA SALES... HELP YOUR TEAM...

Just floating? Soar instead.

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

DIRECT MAIL AND PRINTING

Direct Mail?

Turn-Key Saturation
Direct Mail Programs
• Easy • Fast • Profitable

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

AUDIT & READERSHIP STUDIES

CIRCULATION VERIFICATION COUNCIL

CVC Audits and Readership Studies

Third Party Print & Digital Verification
Increased Exposure to Media Buyers
Learn What Your Readers Want
Call 800-262-6392 or visit www.cvcaudit.com

DIGITAL GROWTH PROGRAM

Digital Growth Program

Helping small to mid-sized news organizations grow their digital businesses with free playbooks, workshops, and interactive exercises.

Google News Initiative
g.co/ignidigitalgrowth

E-COMMERCE CLASSIFIED SOLUTIONS

BLUEFIN PLACE AD
THE BEST SELF-SERVICE AD PLACEMENT SOLUTION AVAILABLE TO PUBLISHERS

978-662-3323
WWW.GETBLUEFIN.COM

Bluefin Technology Partners
Advertising Solutions for Publishers

CIRCULATION SUPPLIES

Your trusted source for circulation supplies

Poly Bags - Rubber Bands
Event Bags - Bundle Rain Covers - Carrier Bags

PDI
CIRCULATION SUPPLIES

Contact us at:
800.634.0017
sales@pdisaneck.com
fax: 614-890-0467

DIGITAL MARKETING

FRESH AIR FOR DIGITAL MARKETING

WE DO THE SALES & OPERATIONS HEAVY LIFTING

New digital revenue in 90-days
Proven go-to-market approach
3 to 5 x margin
January Spring

EDITORIAL RESOURCES

High-Quality, Free Print & Digital Content

Food and Recipes
Lifestyle and Health
Home and Garden

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

CONTENT AND DATA MANAGEMENT

Digital Publishing Solutions For News and Media Organizations

TN www.townnews365.com
800-293-9576
Online Solutions.
Bottom-line results.

DIGITAL REVENUE CONCEPTS

START A BUSINESS DIRECTORY WEBSITE

ideal directories

Launch your BIG idea today!

Perfect add-on to your Wedding & Home Improvement Special Sections
www.idealdirectories.com
From the owners of Page Flip Pro & SiteSwan

ENTERTAINMENT CONTENT

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

NMB MEDIA

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

888-584-6688 ntvbmedia.com/edge

COMMUNITY PUBLISHER NEWS

Keeping the industry informed... one issue at a time.

Publish
MAGAZINE

DIGITAL SALES TRAINING

SPARK
Digital Sales Group
"Igniting digital media advertising sales!"

INCREASE YOUR DIGITAL MARKET SHARE
HANDS-ON DIGITAL SALES TRAINING

800-917-0820
info@sparkdigitalsalesgroup.com

LEGAL & PUBLIC NOTICE AUTOMATION

Your Legal Notice Experts

LNS LEGAL NOTICE SERVICE

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

866-672-1600
info@legalnoticeservice.com

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

Community Publications Business and Service Directory

YOUR LISTING HERE

This Space Available

NETWORK CLASSIFIED ADS

Deliver Your Message To
Over 7,000,000 Homes



ADS
ADVERTISING
DISTRIBUTION SERVICES
Formerly the NANI and CADNET Networks

PUBLISHING SOFTWARE

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



603-323-5077 WWW.MERRSOFT.COM

MAILROOM CONTROL SYSTEMS



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

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

PAID CONTENT

MODULIST

Publish life's stories.

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

devlyn@modulist.news
701.412.8733
modulist.news

PUBLISHING SOFTWARE

M THE NEWSPAPER MANAGER

How Publishers Profit

CRM · SALES · PRODUCTION · BILLING
INTEGRATED MARKETING

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

YOUR LISTING HERE

This Space Available

PRINTING AND PROMOTIONAL SUPPORT



800-270-1769

PUBLICATIONS PRINTING

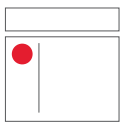
Cummings
Publication Printers Since 1914

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

800-647-0035 CUMMINGSPRINTING.COM

MEDIA CONSULTING

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



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

401-455-1555

Creative Circle
MEDIA SOLUTIONS www.creativecirclemedia.com

YOUR LISTING IN THIS SPOT

This Space Available

SOFTWARE SYSTEMS FOR PUBLISHERS

FAKE BRAINS
A Software Company that Cares About the Details

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

303-791-3301
FakeBrains.com

MEDIA SELLER SOLUTIONS

SRDS Solutions for Media Sellers
*Premium visibility packages deliver your
information where media decisions are made!*



847-375-5000 ♦ srds.com

PRINTING - FULL SERVICE

We specialize in the art of printing!
Newspapers * Publications * Shoppers
Catalogues * Magazines * Directories * Coupan Books



205 Spring Hill Road, Trumbull, CT 06611

203.261.2548

www.trumbullprinting.com

SOFTWARE SYSTEMS FOR PUBLISHERS

INNOVATION. LONGEVITY. SERVICE.

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



phil@newspapersystem.com
800-568-8006

MERCHANT CARD PROCESSING

Payment Processing



MSG PAYMENT SYSTEMS

msgpay.com/publishing

PRINTING FOR PUBLISHERS

WE PRINT FOR PUBLISHERS.
DIRECT MAIL - MAGNET MAILERS
AUTO DEALER MAILERS

Contact us today!



715.273.4601 - 800.533.1635

info@helmerprinting.com
www.helmerprinting.com

SPECIAL SECTIONS DONE RIGHT

Publication Printers corp.



The Official Printer of the Denver Broncos

Nate Sanders

303-944-5699

Jeff Martoz

303-435-9161

pubprinters.com

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



Introducing the ACP Health Plan

Built exclusively for Members of ACP

Enjoy the cost of savings of level-funding, without added risk with the ACP Health Plan

Our program gives employees access to broad, national healthcare provider networks and RBP (Reference Based Pricing) models, to provide quality health benefits.



Why a level-funded program?

- * Multiple plan designs make it easy for you to find the right fit for your situation.
- * Level funded plans leverage the organization's power to purchase healthcare benefits at competitive rates. Unlimited major medical coverage for organizations of all sizes.
- * An experienced team is always ready to provide expertise before and after you have chosen your plan.

I saved over \$1,000 per month switching to the ACP Health Plan with basically the same coverage I had prior.

*Joe Nicastro
My Life Publications - Budd Lake, NJ*

Contact your agent today!

Terrence Gorman

948-456-8600 (x162)

terrencegorman@worldinsurance.com



SILENT AUCTION DONATIONS NEEDED!

- MUSIC MEMORABILIA
- AUTOGRAPHED ITEMS
- UNIQUE ARTWORK
- ELECTRONICS
- GIFT BASKETS
- TIMESHARES
- GIFT CARDS
- SPECIALTY ITEMS
- JEWELRY & WATCHES

LIFE IN THE FAST LANE

2023

CHARLOTTE

CONFERENCE & TRADE SHOW

Contact Cassey Recore:
cassey@communitypublishers.com

All proceeds from the silent auction go to the Bill Welsh Foundation to help provide scholarships for Rising Stars to attend the ACP annual conference.



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

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

Publish

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

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

TRADE SHOW PARTNERS A PUBLICATION'S ULTIMATE PIT CREW



LEGAL
NOTICE
SERVICE



LIFE IN THE FAST LANE
2023
CHARLOTTE
CONFERENCE & TRADE SHOW

MAY 11-12, 2023
HILTON CHARLOTTE UNIVERSITY PLACE



JUST A SAMPLING OF OUR COMMITTED PIT CREW