

# August 2023 **INFORMER**



**Community  
Papers of  
Michigan**



# Fixing Problems Early

Kevin shares ideas to prevent problems before they print

By Kevin Slimp

My friend, Kari, wrote to me from her newspaper in Indiana this morning. Her message reminded me of the questions I received daily when doing I.T. work for newspaper groups a decade or two ago.

Her email went something like this: “The PDF file of this page looks perfect, but the printed version is missing letters in the subhead. We decided it’s just one of those questions to which we’ll never know the answer.”

Fortunately, my memory still works well enough that I knew what caused the misprint and where she could look to find evidence of the problem before it went to press. Kari’s issues resulted from fonts being converted to CID when the pages were exported as PDF files from Adobe InDesign.

“I would bet money,” I wrote, “that you’ll find CID fonts listed in your PDF properties in Acrobat.”

Sure enough, there they were.

CID fonts don’t show up as often as they used to. Most designers now use Open Type fonts, which don’t convert to CID when exported. And most CID fonts resulted from Adobe Type1 fonts, which no longer work in the newer versions of InDesign. So when a CID font does cause a printing problem, you can bet it resulted from a TrueType font that looked good on the screen but printed incorrectly on the page.

Kari’s email caused me to think of other problems that show up on the printed page but not always on the screen in the design process.

## Images

Newsprint isn’t white. If you haven’t already noticed that, just take a close look. You’ll see gray and brown spots and a tint that might best be described as “off-white.” Through lots of trial and error, we’ve found ways to get our photos looking better, but often don’t have the “pop” we were hoping for. There are a lot of tools in Photoshop to improve the way our pic-

tures look on the page. Before using any of these tools, however, we must set our color settings and resolution correctly.

Once, after working for a few days at a daily newspaper with a press, I received a call from someone at US Ink asking what I had done to the press.

Thinking I had broken something, I answered, “I didn’t do anything to the press. Why are you asking?”

“Well,” he continued, “I’ve never seen a press print this well on newsprint. You must have done something.”

I explained to him that I had simply gone to each computer and correctly set the color settings. He asked what settings I used. I could imagine him frantically writing everything I said to him in his notes.

What did I do that made such a difference in the pages printed on that press? In addition to teaching the staff the best ways to edit photos, I went to each computer and set the “dot gain” to 26 percent and the “black ink limit” to 90. After changing those settings, the correct dot gain and ink limit are saved into each image file. Those two tweaks let the press know how much black ink to drop onto the page.

The other most common issue I experience with newspaper photos is the resolution settings. On newsprint, photos will print best on most presses with a resolution of 240. Not 300. Not 200. 240 works best on most presses. If we were publishing magazines, the optimum resolution would be 300.

## Fonts

Let’s face it: We have fewer font issues than just a few years ago. Software has gotten better, printing devices have gotten better, and the entire process of creating quality PDF files is much easier than it used to be. However, fonts can be very problematic.

As I approach my 800-word limit for this column, let me keep things simple by telling you how I deal with fonts. I redesign a lot of newspapers, magazines, and books. When creating a new

## Saying goodbye to last WWI Vet

Family members and others gather to pay last respects

By Avery Testerman

Reporter  
LIMESTONE — In what turned out to be a beautiful

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the Sun or even war were involved in many civic responsibilities, including graveside services for veterans of both World Wars.

After World War II, more than 1,200 servicemen and women moved to our area to make a new home. These were in addition to

when a son or daughter never returned home was greater than any of us could imagine,” noted Wilky Chote, chaplain of the veterans group.

Edgewood Memorial Cemetery was filled with bright rays of sunlight. The only sound was birds singing, setting the scene for a ceremony to honor William J. Bell.

Mickey Johnson, president of the local chapter of the Sons of the Great Wars was joined by Max Bowman, president of the West Cedar Valley Cemetery Board.

“Several of us were meeting at the lodge recently and we asked our

They stood side-by-side to honor the man who called Edgewood

home. These were in addition to

the lodge recently and we asked our



**Top is how the subhead should look when printed on the page. At the bottom, CID issues resulted in random letters printing instead of the subhead.**

template, I use only two categories of fonts:

- The first is Adobe fonts. Since most publishers use Adobe products, they have access to the entire Adobe font collection. To me, this alone makes the monthly cost of the Adobe subscription worth the price. I remember when newspapers paid \$10,000 or more for Adobe’s font collection.
- In addition to Adobe fonts, I often purchase one or two fonts for a new design. These are always OpenType fonts and always from reputable font vendors.

By using only these two categories of fonts, I’ve eliminated almost all problems that might occur related to fonts.



Kevin Slimp is a popular consultant, advisor and trainer in the newspaper industry. From 1997-2018, Kevin directed The Newspaper Institute of The University of Tennessee. He currently serves as CEO of Market Square Publishing and Chief Guru at NewspaperAcademy.com.

Kevin Slimp, “The News Guru”

kevin@kevinslimp.com



BY JOHN FOUST

# Ad - Libs

## Do You Know Where Your Fire Extinguishers Are?



**We all want to take care of our advertisers and coworkers. Well, there's no better way to do that than to help them stay safe in the workplace. There are some simple things we can do to accomplish this.**

Some years ago, I attended a series of meetings at a large company which had a number of offices in the area. In each of the meetings – whether attended by 10 people or 50 people – someone opened the meeting with a brief safety announcement. Typically, he or she pointed out the fire alarm locations, how to exit the building if the alarm sounded, where to assemble in the parking lot for instructions, etc. Everyone took the information seriously, and it was easy to see that employees were accustomed to starting their meetings that way.

I remember thinking that it was an impressive way to begin any kind of get-together. After all, in a sizable meeting room, most employees may not be as familiar with those details as they would be in their individual work areas. And visitors like me may have never been to that building before. As a result of those brief presentations, everyone felt safer and more confident. I know I did.

This list can be a good place to start:

**1. Designate a safety officer.** This person will open meetings or prepare someone else to open meetings. The officer should

check all safety equipment, alarms and door locks, then prepare a standard script to be read before each gathering. Better yet, designate a safety team, perhaps with representatives from several departments. Give them the authority to

for what to do if an armed person is in the building.

**6. Safety meetings.** Safety and inspection requirements inevitably vary from area to area. In addition to the standard meeting announcements mentioned here, it's important to keep these issues top-of-mind with employees. In view of our specialization in advertising, we all know the importance of repetition in the business of marketing communication. Safety messages should be repeated enough for everyone in the building to have them memorized.

**7. Make a copy of this list – or find a better one.** Offer it to your advertisers, vendors, friends and family members.



interrupt any meeting or conversation for any safety reason they see fit.

**2. Keep all alarms and sprinklers up-to-date.**

**3. Post exit diagrams around the building.** Clearly mark "you are here."

**4. Place fire extinguishers in appropriate places.** Let everyone know their locations. Keep them updated and learn how to use them.

**5. Call in the experts.** This is too important to handle in casual discussions. Invite police officers and fire department officials to do walk-throughs and make recommendations. In a sad commentary on today's world, ask them to map a plan

*The slogan "Safety is Job Number One" applies to every industry, not just those that involve dangerous equipment, technology and materials. And it applies to everyone along the way, from front-line team members to road warriors to the corporate offices.*

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



By Hillary Carroll



# Circulation **TIPS** & **INFO**

## Rack up Revenue with a Periodical Permit

**Most publishers are aware of the benefits of Periodical mail. Aside from being the most affordable commercial mailing class, Periodical permit holders also boast the ability to print legal notices and charge higher advertising rates for products that are requested by the readership.**

In addition to these revenue streams, there are a few lesser known ways publishers can cash in on a Periodical permit.

### Repositionable Notes (RPNs or Post-Its)

Post-it note advertisements are a unique opportunity for advertisers to get front and center with readers. They can be affixed to the cover page of a publication as long as they don't interfere with delivery address, price, etc. While they can only measure 3 x 3 inches, they make a statement and will definitely get noticed. Charge a premium to run these attention grabbing ads. Pro Tip: Use RPNs as a means to renew subscribers (paid or requester).

### Strategic Sampling

Sampling is an important strategy for maintaining or even increasing circulation. Higher circulation equals enhanced market penetration which translates to

increased subscription or advertising revenue. Don't forget, thanks to the Postal Reform Act of 2022, the in-county nonsubscriber allowance went from 10% to 50%! See Requester Pro's article from last summer for more info. Pro Tip: Utilize a circulation software that has a robust sampling feature which allows you to 'turn on and off' addresses at the postal route level. Requester Pro can help suggest vendors if you're looking to make a switch!

### Product Samples

Who doesn't love free samples? Periodical publishers are able to include product samples from advertisers as long as a few requirements are met. Some examples include fabric swatches (think furniture stores), perfume or hair products (beauty retailers), bandages (medical care centers). Charge higher rates for running a featured ad along with tactile items and rack up the revenue!

**For more tips on making the most of your Periodical permit or to get started on your conversion journey today, contact [hillary@requesterpro.com](mailto:hillary@requesterpro.com).**



*It's August, and while my intentions were admirable for my July endeavors... never happened! It doesn't take much for plans to go awry, so looks as if August will be my new "July." In the meantime, here's a little end of summer...*

# Ad Clinic

## Ad Talk

with Ellen Hanrahan

I'm still cleaning up my electronic files, so I am going through some older articles to either toss, revamp or update, this one, caught my eye. Although it is not as simple to update...

While the information is still current, I now have to contend with the lack of support for all the **Type 1** fonts that I have used over the past forty-plus years. Some of these fonts were never updated and those that were present a financial quandry. Do I purchase the updated version, or find a substitute? Some of the fonts I used were for a limited use, but finding a suitable substitute can be time-consuming

Programs change, good design stays relevant... and now I can add "obsolete" type to potential problems. But, graphic designers are "problem solvers," so we carry on.

### Two by two

Below you see a 2 column by 2 inch business builder ad. **Ad # 1** is pretty close to the original...which is the way that the customer wanted to keep the ad. The ad as it stands, however, becomes difficult to read. The types of jobs that he does, Home Improvements, Finish Carpentry and Home Additions are buried below the address. The specific projects that he works on, Siding, Decks, Garages, etc.

are listed on the left side of the ad and separate from the types of jobs. Try to keep similar information together, it's easier for the reader to retain the info.

**Ad #2** below shows the "buried" information as well as the "trapped" white space (the lighter area). There is no selling going on here and leaves a large white whole in the middle of the ad—not the best use of the space in this instance.

### Ad improvements

Your advertising should reflect your business. In this case, Roder Carpentry does home improvements and yet his ad is hard to follow and not the least bit organized.

**Ad #3** below shows a total revamping of the ad. A new graphic was added and all the pertinent information regarding the types of jobs and projects he's worked on are closer together and easier to find. The headline used in all ads, by the way, is **TFAvian** (Treacyfaces); with the text in **Agenda** from Font Bureau.\*

The increased use of the headline type required a little bit stronger border; the rounded corners helped emphasize the curve and sweep of the headline type. Quite a difference in the approach!

If that is a little too radical, I tried a more subdued, less drastic approach in **Ad #4**. I retained the original graphic but made it larger to direct the reader's eye to the name of the business.

While I cut back on the use of the headline typeface, I did keep the services provided and jobs performed in a more prominent place and close together. Without talking to the customer, it is difficult to know what they are thinking, or how much liberty I can take with the information that they give us. Unfortunately the ad that we ran was **Ad #1**.

These small ads were the kind that filled our paper. We don't always have the opportunity to help the advertiser make the most effective use of their space and ad dollars... sigh.

### Final thoughts...

The large headline typeface at the beginning of this column is called **KG Second Chances Sketch Regular**— just trying some new fonts to see how they "look." I think it might be time for a change in some of the text.


Although if I get realistic, my time is better spent eliminating all my **Type 1** fonts. I'm not complaining (maybe a little), but it wasn't that easy to replace the original font that was on the 2x2 ad in this article. It was called **TFAvian**, (a Treacyfaces font from way back in the day.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%\$%^&'()\*=?

\*TF Avian replaced by Hobeaux from Adobe and Agenda was also replaced by Agenda from Adobe— problem solved!

## Roder Carpentry

**Don Roder**



PO Box 123  
555 East Main Street  
Cambelltown, WI 53000  
Phone/FAX 920-555-5555

Home Improvements  
Finish Carpentry  
Home Additions  
rodercarpentry@yohee.com


- ◆ Siding
- ◆ Decks
- ◆ Garages ◆ Kitchens
- ◆ Windows ◆ Rec Rooms
- ◆ Hardwood Floors

**1** The focus of this "demo" is to make sure you're always aware that "negative" space in your ad can contribute to poor readability and legibility within the ad.

It's also easy to overlook, so take time to look over all the information that will be included in the ad space. White space in the ads can be very helpful or can negatively impact the reader's attention.

## Roder Carpentry

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- ◆ Siding
- ◆ Decks
- ◆ Garages ◆ Kitchens
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- ◆ Hardwood Floors

**2** ←

This is called "trapping the white space." See example #1. The type of carpentry work that he does is lost below the address — it needs to be more prominent so move it under his name.

## Roder Carpentry



**HOME IMPROVEMENTS  
FINISH CARPENTRY  
HOME ADDITIONS**

SIDING · DECKS · GARAGES · KITCHENS  
WINDOWS · REC ROOMS · HARDWOOD FLOORS

**Roder Carpentry Don Roder**

PO Box 123 • 555 East Main Street • Cambelltown WI 53000  
Phone/FAX 920-555-5555 rodercarpentry@yohee.com

**3**

## Roder Carpentry



**HOME IMPROVEMENTS  
FINISH CARPENTRY  
HOME ADDITIONS**

SIDING · DECKS · GARAGES · KITCHENS  
WINDOWS · REC ROOMS · HARDWOOD FLOORS

**Roder Carpentry Don Roder**

PO Box 123 • 555 East Main Street • Cambelltown WI 53000  
Phone/FAX 920-555-5555 rodercarpentry@yohee.com

**4**

I was a student, an art teacher, a graphic designer, a writer and again a student. For info, PDFs of articles, or have ideas or comments, e-mail: [hanrahan.ln@att.net](mailto:hanrahan.ln@att.net) Ellen Hanrahan ©08/2023



By  
Mark W.  
Rummel  
Fenton, MI

**YOU'D BETTER SHOP AROUND:**

**Most-famous ad icons  
got that way thanks  
to great advertising**

Media people always tell advertisers that they'll make more impressions by buying more ads and keeping their image in front of their customers more often.

Here is proof that that theory works. These are the "TOP 10 ADVERTISING ICONS OF ALL TIME," as determined recently by CNBC. I'm betting you have heard of every one of these, as I have.

So, here's the U.S. ad countdown of how consistent marketing makes memorable spokes-people:

**10. ELSIE THE BORDEN COW**

introduced in 1939 in a magazine ad, used real cow at fairs and events promoting Borden's Milk and products



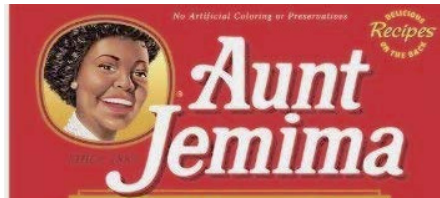
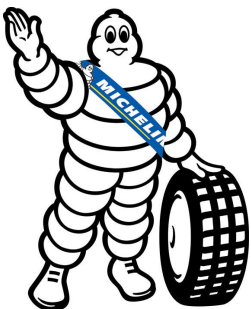
**9. TONY THE TIGER FOR KELLOGG'S**

introduced in 1951 in print and later TV, promoting Kellogg's Frosted Flakes. His phrase – "They're GRRRRREAT!!"



**8. THE MICHELIN TIRE MAN**

introduced in 1898 in store displays and print ads, promoting France's Michelin Tires



**7. AUNT JEMIMA MIXES**

introduced in 1893 via print ads and on boxes. Her symbol was criticized for many years as representing slavery. It has recently been replaced by the non-image Pearl Milling Company concept, but she is still well-known worldwide

**6. THE PILLSBURY DOUGHBOY**

**"Poppin' Fresh"**

introduced in 1965 on packages, in print and TV, his real name is "Poppin' Fresh" and he later gained an entire family



**5. THE ENERGIZER BATTERY BUNNY**

introduced in 1989 on TV, package and print ads, he represents Energizer Batteries... and the famous phrase identifying him says "he just keeps going and going..."

**4. BETTY CROCKER**

introduced in 1921 on cake mix and other ready-to-use food packages and in print ads, the fictional kitchen expert has had



many image updates in promoting General Mills' products

**3. JOLLY GREEN GIANT**



introduced in 1921 in print ads and on packages, he's now a General Mills' canned and frozen vegetable mascot who says "Ho - Ho - Ho: Green Giant"



**2. RONALD McDONALD**

introduced in 1963 in stores, TV and print ads, the colorful clown has been called the world's second best-known icon (after Santa Claus) as he sells food for McDonald's Restaurants – and

**1. THE MARLBORO CIGARETTE MAN**

introduced in 1955 in TV and print ads, the cool, rugged cowboy's image was banned from broadcast ads with all other cigarettes in 1971. He isn't MY #1 icon, but it proves ads DO work!



Mark worked at papers in Saginaw, Port Huron and the Thumb Area, plus served on the CPM Board. He and wife Sally even worked for The Walt Disney Company. He also opened and ran a successful restaurant for 17 years. He's mostly retired in Fenton, Mich., but would love your feedback at [MarkWRummel@gmail.com](mailto:MarkWRummel@gmail.com)





## BUILDING MAIN STREET NOT WALL STREET



### **Apathy:** *The Silent Destroyer of Local Communities*

by John Newby

It is no secret that local communities throughout the United States and beyond are the lifeblood of society, fostering a sense of belonging, support, and shared values. However, there is a valid and growing concern that apathy is eroding the foundations and fabric of these communities. While apathy is a big problem in nearly all communities, regardless of size, we will explore many of the detrimental effects of apathy and why it poses a serious and significant threat to the vitality and well-being of small local communities.

#### *Apathy contributes to a lack of civic engagement.*

Apathy often manifests as a lack of civic engagement, where community members disengage from participating in local affairs and decision-making processes. When individuals fail to contribute their ideas, time, and skills, the community suffers from a loss of diverse perspectives and innovative solutions. This lack of involvement weakens community organizations, stifles growth, and limits the potential for positive change. Apathy allows a small group to dominate decision-making, often neglecting the broader interests of the community. The result is a loss of community spirit, decreased trust, and the erosion of democratic values that are crucial for the functioning of a vibrant local community.

Apathy can be directly attributed to economic decline. Apathy has direct consequences on the economic health of

small local communities. When residents and businesses become indifferent to local commerce, they often choose to support larger chains or opt for online shopping, depriving local businesses of much-needed revenue. This decline in economic activity leads to business closures, job losses, and a dwindling tax base. As the economic vitality fades, essential services such as roads, schools, healthcare facilities, and public infrastructure certainly suffer. Apathy always perpetuates a vicious cycle of economic decline, as residents feel less invested in the community's well-being and seek opportunities elsewhere, further exacerbating the loss of human capital.

#### *Apathy can tear apart or fragment the community's social fabric.*

Strong and resilient communities are built on social connections, mutual support, and a sense of unity. However, apathy erodes these vital elements, leading to a fragmented social fabric. When community members become disinterested in each other's lives and welfare, isolation and alienation take hold. This can lead to a breakdown in social relationships, increased crime rates, and a diminished sense of safety and security. Apathy also weakens the bonds between generations, depriving the community of the wisdom and experience of older members while hindering the growth and development of younger ones. Ultimately, a fragmented social fabric erodes the sense of belonging and diminishes the quality of life within small local communities.

#### *Apathy always leads to a loss of cultural identity.*

Small local communities often have unique cultural identities that are deeply rooted in their history, traditions, and values. However, apathy threatens to erode these identities. When community members lose interest in preserving their cultural heritage, local traditions, festivals, and customs gradually fade away. The loss of cultural identity not only deprives residents of a source of pride and belonging but also diminishes the appeal of the community to outsiders. As a result, the community may struggle to attract tourists, investors, and new residents, leading to further economic and social decline. Apathy disregards the importance of cultural preservation and the rich history that small local communities contribute to the larger societal landscape.

Let me restate again, apathy is a silent destroyer that poses a significant threat to the existence and prosperity of small local communities. Its effects, including a lack of civic engagement, economic decline, fragmented social fabric, and loss of cultural identity, gradually erode the foundations that hold these communities together. It is imperative for community members, local leaders, chambers, the media, and other civic organizations to recognize the dangers of apathy and actively work towards fostering a culture of engagement, innovation, creativity, collaboration, and pride.

*John Newby is a nationally recognized Columnist, Speaker, & Publisher. He consults with Chambers, Communities, Business & Media. His "Building Main Street, not Wall Street," column appears in 60+ newspapers and media outlets. As founder of Truly-Local, he assists chambers, communities, media, and businesses in creating synergies that build vibrant communities. He can be reached at: [John@Truly-Local.org](mailto:John@Truly-Local.org).*



# 3 Ways to Work Positive in a Mutiny

- Dr. Joey Faucette

**How do you react when your teammates mutiny at work? Dig their heels in and say, “Ain’t gonna do it. No way. No how.”**

My mentor, Ed Friedman, had a fourth positive work culture truth: have the emotional stamina to persist in the face of mutinies.

Anxiety drives teammates to look short-range. That narrow focus creates fear. Fear catalyzes mutinies. They revolt in fear and march off in all directions at once.

So with a mutiny going on, how do you have the emotional stamina to persist?

**Here are 3 Ways to Work Positive in a Mutiny:**

**Access Emotional Stamina**

You have more strength within you than you realize. Think back over previous experiences when anxiety surrounded you, short-sightedness afflicted your vision, and fear paralyzed you. Your teammates disengaged.

If you remember it without a heart attack, congratulations! You survived it. That experience matured your emotional stamina.

**Access it as you recall it. Sense it welling up inside.**

**Employ it to face your current situation.**

**Advance with Persistence**

When you access your emotional stamina, you are equipped with the jet fuel that drives your success engine—persistence.

How many times have you said to a friend, “Hang in there!”?

That’s persistence. You call when they fail to answer your email. You mail a card when the call back is non-existent.

Your emotional stamina is strong enough to keep you moving forward toward your goal. You are equipped with persistence.

Persist and hang in there like an old, rusty fish hook.

**Avoid Mutinies**

You’re ready to contribute to a positive work culture when your emotional stamina fuels your success engine with persistence. Your last challenge is to avoid those teammates who would roll you under the bus just to cover their own anxiety, short-sightedness, and fear.

The way to Work Positive and avoid mutinies is to starve them out. Avoid giving any of your emotions or thoughts to the Eeyore Vampires who say, “It can’t be done” and would suck you bone-dry of positive energy.

Attention is your most valuable emotional and mental asset. Divert all of your attention away from mutinies.

Focus on how well you separated yourself from the anxiety, your deep commitment to the goals beyond the horizons that everyone else sees with the courage to define yourself within the community.

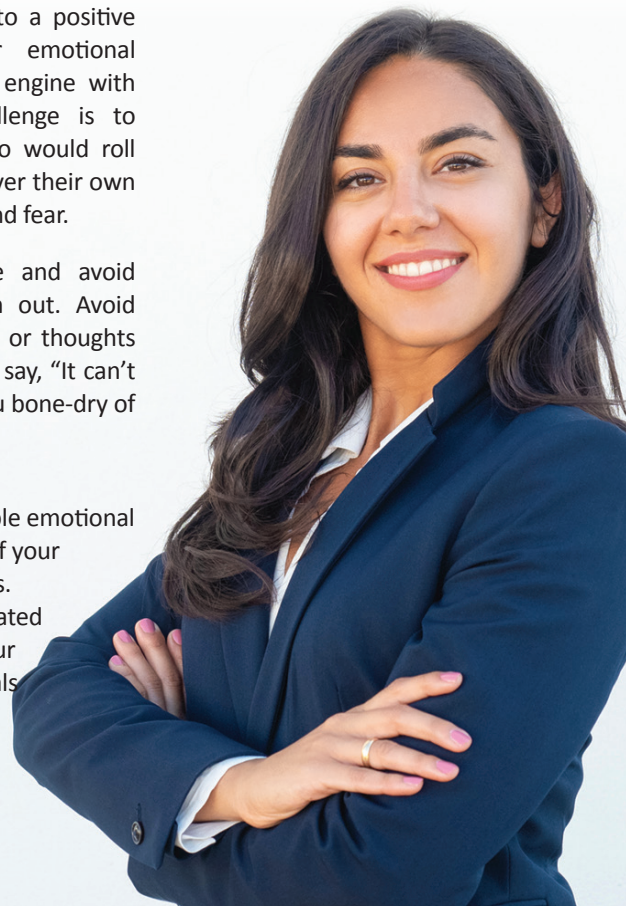
These successful experiences turbocharge your emotional

stamina which fuels your persistence.

**Observe the mutiny. Don’t participate in it.**

Access your emotional stamina, advance with persistence, and avoid mutinies as you Work Positive and create a culture that increases productivity and profits!

Dr. Joey Faucette - Coaching you to attract top talent and reduce team turnover so you create a positive work culture that increases productivity and profits. email: [drjoey@getpositive.today](mailto:drjoey@getpositive.today), [www.GetPositive.Today](http://www.GetPositive.Today)







There are  
**28 MILLION**  
Small Businesses  
in the US

Nearly  
**40%**  
still do NOT have  
a website

**NOW is the  
Perfect Time**  
to Join Our Website  
Reseller Program

• **SMB's Don't Want DIY**

Small businesses don't have the time or know-how to build a website themselves. They just want someone to build it for them.

• **SiteSwan is the Perfect Fit**

SiteSwan websites are affordable, beautifully designed, fully responsive, search engine friendly and only take minutes to build.

• **Complete Web Design Business-in-a-Box**

We're more than just a website builder. We provide everything you need to build a profitable web design business.



Contact us today! [www.SiteSwan.com](http://www.SiteSwan.com)



Don Rush  
 CPM President  
 View Newspaper Group  
 666 S. Lapeer Rd.  
 Oxford, MI 48371  
 Phone: 248-628-4801  
 Fax: 248-628-9750  
 Cell: 810-636-3798  
 don@shermanpublications.org



George Moses  
 Director  
 The Marketeer  
 110 E. North St., Suite A Brighton,  
 MI 48116  
 Phone: 810-227-1575  
 Fax: 810-227-8189  
 Cell: 517-404-7807  
 gmoses@georgemosesco.com



Marty Bennett  
 Vice President  
 Community Shoppers Guide  
 117 N. Farmer - P.O. Box 168 Otsego,  
 MI 49078  
 Phone: 269-694-9431  
 Fax: 269-694-9145  
 Cell: 269-370-9469  
 info@communityshoppersguide.net



Wes Smith  
 Director  
 View Newspaper Group  
 1521 Imlay City Rd.  
 Lapeer, MI 48446  
 Phone: 810-664-0811  
 Fax: 810-667-6309  
 Cell: 810-338-7888  
 wsmith@mihomepaper.com



Jon Jacobs  
 Past President  
 Buyers Guide  
 P.O. Box 128  
 Lowell, MI 49331  
 Phone: 616-897-9555  
 Cell: 269-208-9223  
 Fax: 616-897-4809  
 Jon@lowellbuyersguide.com



Kara DeChalk  
 Director  
 Salesman Publications  
 102 N. Main Street - P.O. Box 205  
 Concord, MI 49237-0205  
 Phone: 517-524-8540  
 Fax: 517-524-8570  
 ads@salesmanpublications.com



Fred Jacobs  
 Sec./Treasurer  
 J-Ad Graphics  
 1351 North M-43 Highway  
 Hastings, MI 49058-0188 Phone:  
 (269)945-9554  
 Fax: 269-945-5522  
 Cell: 269-838-0881  
 fred@j-adgraphics.com



Jeff Demers  
 Director  
 C&G Newspapers  
 13650 11 Mile Road  
 Warren, MI 48089  
 Cell: 586-291-1874  
 Fax: 586-498-9631  
 jdemers@candgnews.com



Jack Guza, Executive Director  
 jackguza@cpapersmi.com



Phone/Fax: (800)783-0267  
 mifreeads.com



Dana Risner, Business Manager  
 danarisner@cpapersmi.com