

Publish

MARCH 2024

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

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

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Cover Illustration:
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COMING NEXT MONTH

The April *Publish* will focus on the upcoming trade show at the Norfolk ACP Conference. As always, we will also cover the people, information and issues influencing the community publishing industry.

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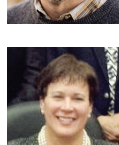
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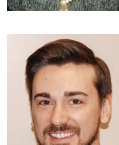


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ASSOCIATION OF COMMUNITY PUBLISHERS CONFERENCE & TRADE SHOW **NORFOLK • 2024**

“ALL HANDS ON DECK” - MAY 1-3, 2024

DESIGN THE BACK OF THE CONFERENCE T-SHIRT!

Deadline to enter: Friday, March 29, 2024

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

Your design must reference the 2024 Conference and Trade Show in Norfolk. The conference logo does not have to be used in the design. The shirt color will be Ice Gray. No more than 4 spot colors may be used.





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“ALL HANDS ON DECK”

ASSOCIATION OF COMMUNITY PUBLISHERS
CONFERENCE & TRADE SHOW
NORFOLK • 2024

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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.

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Lynn Telleen, 3/7/23

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A LOOK-YOU-IN-THE-EYE INDUSTRY

This month I want to take an opportunity to recognize our industry's up-and-comers; a group rising through the ranks with their futures ahead of them, and permit me to guess, no clue what they're getting themselves into! (kidding). Truly there is an extraordinary amount to celebrate in this industry and I'm not sure anyone that's new appreciates all that comes in a career with a free community publication. I'll give you a hint- there's way more here than meets the eye.

Let me explain by taking you back to my first ever industry event. I joined our company in 2017 after practicing corporate law for several years and I was fortunate enough to attend the AFCP conference in Baltimore the next spring. During an award ceremony there, one of the publishers (who I won't name) was called up to receive an award plaque. After a few words were said he got the award, thanked the audience briefly, and shed a tear or two before returning to his seat. Sounds normal to most of you right?

Believe it or not this was confusing to me at the time. In my previous career, awards occurred of course, but usually it was all smiles, longer speeches, and photo opportunities. Maybe a social media post would follow. But I hadn't really seen a humble, brief, but also emotionally impactful awards reception before. The moment stuck with me, and I'd think about it from time to time after. It took me a few years and passing through the pandemic to figure some of it out.

Not until our first in-person get-together in 2021 did it finally start to click. At another awards ceremony (we love our awards), a few people came up to the podium to be honored. Their words were brief, but again incredibly impactful. This time, and now after spending a few more



BY MANUEL KARAM

years in our industry, I found myself tearing up in the audience with the recipients!

I had to think about it some more after that event as well, but here's what I can share about the difference you feel in community publishing. In the corporate world, your advancement is based on what you do with the opportunities that come your way. That might mean playing internal politics, surviving a round of layoffs, jumping jobs, or most importantly: advancing your personal brand. In other words, what you achieve in a corporate setting is sometimes about internal competition, guarded personas, and self-promotion. This probably isn't a universal truth, but at least an observation of my own experience.

In our industry, my experience has been quite the opposite. Our businesses are based on providing service to everyone around us. We serve our neighbors, families, friends, local businesses, non-profits, etc. Our paychecks come directly from how well we're providing a val-

ue to those nearest us, not how we market ourselves as individuals. We get to know our customers' needs and goals and we sincerely root for them. When we drive down the road, we don't see business signs and products, we think "this place is owned by so-and-so, they live nearby and have this many kids..."

Fast selling is not an option because we need to stand by what we do every week. You can't sell a million dollar "thing" and move on. Advertisers will leave if we give them something that doesn't help them. And if a lot of them leave, we're out of business. Knowing that as a publication owner, salesperson, or anyone else on staff, ensures that you don't take your revenue for granted. Every week you should be infused with gratitude. Local business owners are willing to spend their hard-earned money with us because they trust us. It's up to us not to let them down.

To that end, our media is meant to be a pillar of the community and made to last. And why not? It's an industry built on service, honesty, and long-term success. In serving our neighbors and customers for the long term, we are what I'll call a "look-you-in-the-eye industry". Meaning, we have to be honest in all that we do because there is no other way to succeed. Up-and-comers: what else could you want in a career?

So to everyone new or rising in the industry, know that you've made a good choice to be here. Our publications continue to change and evolve but what business isn't these days? Given all that comes with the job besides a paycheck, there's plenty worth preserving here. If you haven't felt the connection yet, give it time. You might just shed a tear at the next awards ceremony. ■



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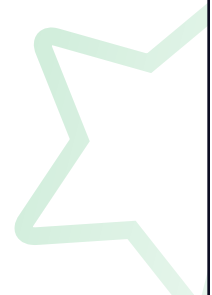
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BY DOUGLAS FRY

When I began selling display ads for the Ad-Pak in 1984 I didn't have what many might call "skill" or "talent." However, I did have experience in customer service. I knew how to treat my customers but cold calling presented a new challenge. I felt like I needed something to "break the ice" with new, potential customers, something they hadn't seen a sales rep do before. Something that would set me apart and make me more memorable than I was.

My need coincided with a trip to visit my parents outside Seattle. While there I saw a juggling kit for sale called a "Tossed Salad" with a bean bag carrot, tomato, and cucumber. I decided that juggling was going to be my ice breaker with my new clients. So I purchased the kit. For the next couple of days at my folks house I tossed and dropped those bean bag veggies thousands of times until the magic moment happened when I made a complete toss, toss, catch, toss, catch, toss, catch cycle and didn't drop a single item. I kept practicing until I could juggle without a slip as long as I wanted to.

When I returned to work I walked into my first cold call account and after a

few pleasantries, like who I was and why I was there, I juggled until the prospect had pity on me and agreed to talk to me. I won't say juggling opened doors for me but it helped me get over my fear of rejection and new customers. They remembered the guy from the Ad-Pak that juggled a tossed salad. Even now when I pick up three balls or three of just about anything I still try to juggle them. Sometimes with limited success, sometimes completely failing, and rarely throwing those three items and catching them without dropping a single item.

As a result of my inability to completely trust my juggling prowess I have chosen two alternatives that I

continue to use well into my twilight years. (Yep, I'm officially there.) I have chosen to wear funky socks. Yes that means, weird geometric patterns, bright colors, polka dots, and Argyles are now part of my podiatric accoutrement.

The other alternative I recommend is that you replace the shoelaces in your shoes with colored ones. I have chosen red laces to replace the black or brown ones that come with the shoes. This doesn't work very well for loafers or ladies shoes, unless they are wearing boots. I don't have a lot of experience wearing ladies shoes but I don't recall many of them that are lace capable. Regardless, take out the old and put in the new colored laces. It is astounding to me how many people notice my shoe laces and comment on them. Oh, one other thing. Always keep a nice polish on your shoes. Nothing says, "I don't care about anything" more than scuffed shoes.

I think that's enough about footwear. The question is, "Will people remember me?" It's really hard to tell for sure. But last Sunday at church a lady came up to me and complimented me on my choice of socks.

When you come to the conference in Norfolk, Virginia May 1-3, 2024 look me up and take a gander at my socks or my shoelaces. Just don't expect me to juggle. ■

JUGGLING VEGGIES



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BY LOREN COLBURN


Surprised by the “In-Your-Face” cover to this month’s Publish Magazine? We decided it was that important to get your attention to help us clean up our mailing list. The cost of printing and mailing Publish continues to rise and our commitment to controlling association costs remains a critical focus. Our goal is to reduce costs without negatively impacting our member benefits and communication with industry participants.

Please take the time to respond to our ad on the opposite page in order to make sure this is not your last issue of Publish Magazine. The last few years has seen a good deal of changes, consolidations and sad to say, closings in the industry. That means our mailing list needs a fresh update to be efficient. We have tried to make it as quick and easy as possible and want to say “Thank You” in advance for helping keep the lines of communication open. Publish Magazine remains a critical component of ACP being able reach the entire community publishing industry.

With that piece of business out of the way, let’s talk about another ACP industry objective – to facilitate quality face-to-face interactions between participants of the community publishing industry. With the ACP Conference and Trade Show coming up in Norfolk, Virginia on May 1 – 3, it is time for each of you to make some serious plans to attend. The conference team has built a program that accommodates all the aspects of a fantastic experience for all attendees.

The setting is the Sheraton Norfolk Waterside Hotel that sits on the edge of the Elizabeth River within a short walk to downtown Norfolk, historical sites and numerous restaurants and bars. The convenience and casual charm of this waterfront setting will create the perfect backdrop for attendees to enjoy the after hours networking that is the cornerstone of ACP conferences.

The presentation schedule includes a wide variety of classes, roundtables and speakers that will provide content that is sure to facilitate business building activities when you get back home. From Meridith Elliott Powell’s workshop and opening keynote “THRIVE – Turn Uncertainty To Your Competitive Advantage” all the way through to the “Sail Away Session” that wraps up the program, you will find answers to questions,



“ALL HANDS ON DECK”
**ASSOCIATION OF COMMUNITY PUBLISHERS
 CONFERENCE & TRADE SHOW
 NORFOLK May 1-3
 2024**

solutions to problems and resources to rely on down the road.

Mix in some time invested in the industry’s most extensive trade show to solve operational issues, a couple TLI classes to keep your sales moving in the right direction and answers to your individual questions discussed at one of the topical roundtables, your trip is sure to provide enough benefits to more than cover the cost of attending.

So what are you waiting for? You spend so much of your time working IN your business, here is the perfect opportunity to spend a little time working ON your business. Do you know how good that is going to feel and how important it is in this time of rapid-fire changes? The whole argument for “I can’t afford to

be away from the publication for 3 or 4 days” should really be centered around “I can’t afford not to take the time to focus on business improvements!”

The theme for this year’s conference is “ALL HANDS ON DECK” which stems from a British naval command for everyone is needed to help in a given situation. That’s what a conference needs most is to have everyone participate. That makes for more discussion, more inputs and more solutions to everyday common problems. Your participation is sure to help your business and it just might provide the spark to help someone else in the industry overcome one of their issues. That information trade is provided for free, and you know I believe that “If it’s free, buy it!” ■

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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 April 1, 2024

DOWNLOAD APPLICATION AT:

www.communitypublishers.com/scholarships



ASSOCIATION OF COMMUNITY PUBLISHERS CONFERENCE & TRADE SHOW NORFOLK • 2024

IT IS “ALL HANDS ON DECK” IN NORFOLK!

IT IS THAT TIME OF YEAR WHERE WE UNITE AS SHIPMATES

It is my privilege to invite you to this year's ACP Conference in Norfolk, Virginia.

Norfolk is the home to the largest naval base in the world. We will be at the helm as our conference is being held seaside at the Sheraton Norfolk Waterside Hotel. We will be located directly on the Elizabeth River and walking distance from downtown. All for only \$139 per night.

The 2024 conference is set to be an amazing expedition. Prepare to set sail by meeting up with old friends, encountering the Rising Stars and assessing what our trade show partners can do for you and your crew.

The conference team has been busy preparing the ship. You will be guided on both educational and networking courses.

Embark on your adventure with this year's Leadership Certificate Program, “THRIVE - Turn Uncertainty To Your Competitive Advantage”. Meridith will guide you through these unprecedented times!

Prepare your crew for four NEW TLI classes. Manuel Karam will guide us in his course Digital Sales Success and Will Thomas will help us perfect our digital journey

with Mastering Online Sales Tools.

Be sure not to miss the new Innovation Spotlights featuring our industry partners.

We will gather on the water Thursday night for our first “networking” dinner aboard the Norfolk Signature Dinner Cruise. We will dine and dance on the Elizabeth River with views of the city's magnificent skyline on this casual evening out.

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. Our hope is you will man your battleship and join us in Norfolk.



–Lisa Miller, 2024 Conference Chair



CONFERENCE OPENING KEYNOTE

THRIVE: TURN UNCERTAINTY TO YOUR COMPETITIVE ADVANTAGE

with MERIDITH ELLIOT POWELL



These are unprecedented times! A marketplace where disruption is happening on steroids. One where there is more change building outside of your organization than in it. And a relentless pace of uncertainty that can radically impact your ability to grow your organization and keep your team motivated.

The only guarantee you have – is more change is coming. And if you're not prepared - if you don't have a plan – then research proves this level of uncertainty will negatively impact your ability to drive innovation, attract top talent and achieve bottom line results.

While uncertainty can seem daunting, the truth is uncertainty has an upside – it always has an upside. In fact, it can be your greatest asset to thrive, grow and turn disruption into opportunity. But you need a plan, you need a strategy, and you need the research that shows the path you exactly how to turn disruption to opportunity.

Join Business Growth Strategist and Award-Winning Author, Meridith Elliott Powell in this high powered keynote where she reveals the research, the stories and the methodology.

KEYNOTE TAKEAWAYS:

- **Quantitative Research** – learn what more than 800 of your fellow CEOs think, feel and are doing in the face of uncertainty. This keynote starts with the powerful benchmark study that gives you insights into how today's leaders are dealing with and solving today's toughest challenges.
- **Qualitative Research** – we follow-up with the commanding stories of 9 companies that have stood the test of time by thriving in business for more than 250 years. You'll hear their overwhelming obstacles, their ingenious strategies for success, and the proven methodology they used to thrive through every crisis.
- **The PROVEN Methodology** – then we share the code, the secret, the plan, exactly the path you need to follow to put you in the driver's seat and in control in the face of uncertainty.
- **You'll Gain The Secrets** to staying highly flexibly and highly focused to strike the delicate balance of progress and seizing opportunity.

CONFERENCE WORKSHOP SESSION

"THRIVE" WITH MERIDITH ELLIOT POWELL

THRIVE IS THE ROADMAP OF HOW TO GROW YOUR BUSINESS AND DRIVE SALES IN HIGHLY SHIFTING, CONSTANTLY CHANGING ECONOMIC TIMES.

This Workshop will take a deep dive into Thrive. Participants will roll up their sleeves, work through the exercises and get your plan in place to begin to implement as soon as you are back in the office.

In this session, you will run through a series of exercises that will cover the following:

- ✓ **THE POWER OF CERTAINTY** - How to focus on the opportunities rather than the obstacles.
- ✓ **VISION QUEST** - To help you create a new vision or reconnect with your current one.
- ✓ **REALITY CHECK** - To identify which factors you can or can't control to determine where your focus should be.
- ✓ **SKEPTIC TOOL** - Help your team weave "uncertainty training" into their regular business processes.
- ✓ **VALUE FINDER** - Identify what your company stands for to the outside world.
- ✓ **STAYING RELEVANT** - Securing your base and staying relevant.
- ✓ **PURPOSE** - The true purpose of a business can get lost in the day-to-day. How to move that back to the forefront.
- ✓ **INSTILL OWNERSHIP** - Make sure you are giving your employees an opportunity for ownership.
- ✓ **STABILIZE THE BUSINESS** - Your first goal when uncertainty strikes is to do whatever it takes to make sure your business survives.
- ✓ **GROW THE BUSINESS** - Once your business is stabilized, you'll have the mental bandwidth to search for growth opportunities that are inevitably lurking in the shadows.
- ✓ **TRANSFORM THE BUSINESS** - Successful companies use the challenges they've experienced to transform their businesses.



Every workshop participant will receive a copy of Meridith's book, "Thrive"

PROFESSIONAL EDUCATION PROGRAMS

OPEN FORUM ROUNDTABLE



BRING A QUESTION TO SHARE

Set sail for a unique and inspiring Leadership Roundtable that will help guide you and your team to success! This session will be a thought-provoking open mic roundtable that invites leaders to chart the course for strategic excellence. This is your chance to make sure your questions, concerns, or topics of interest are discussed.

LEADERSHIP SESSION

CHARTING A NEW COURSE



Shane Goodman



Will Thomas

Embark on a transformative session that explores uncharted waters. "Charting a New Course" is your compass to navigate the currents of growth and change, providing insights into new trends, events, niche publications, transitioning from weekly to monthly formats, and embracing the digital horizon. Shane Goodman and Will Thomas invite you to join them as they share their experiences and insights gained during the recent changes in their respective businesses.



The Leadership Institute

PROFESSIONAL DEVELOPMENT PROGRAMS

TLI 253 - DIGITAL SALES SUCCESS

NEW CLASS! In TLI230, you acquired knowledge about what to sell in digital. This course aims to guide you in effectively integrating your print and digital sales efforts for success. Explore the techniques for selling your current product offerings, identify successful approaches adopted by members, and determine the target audience for your products. Enhance your skills in harmonizing print and digital sales to achieve optimal results. TLI Instructor: Manuel Karam

TLI 254 - MASTERING ONLINE SALES TOOLS

NEW CLASS! In today's dynamic and competitive business landscape, the effective use of online sales tools is crucial for success. "Mastering Online Sales Tools" is a comprehensive course designed to equip participants with the knowledge and skills needed to navigate and leverage the latest tools and technologies in the realm of print & digital sales. TLI Instructor: Will Thomas

TLI 249 - UNDERSTANDING THE MODERN ADVERTISER'S MINDSET

NEW CLASS! Learn to think like today's buyer by exploring the psychological and behavioral factors influencing their purchasing decisions. Gain insights into the evolving preferences and



and meet the needs of today's buyers effectively, ensuring your approach aligns seamlessly with the dynamic landscape of consumerism. TLI Instructor Rob Zarrilli

TLI 153 - THE UNIQUE FEATURES AND BENEFITS OF PRINT UNVEILED

NEW CLASS! You'll embark on a journey to explore the distinctive qualities that set print apart in a digital-centric world. Delve into the tangible advantages and unique attributes inherent in print media. This class will equip you with the knowledge and skills to leverage the unique features and benefits of print in a variety of contexts. TLI Instructor Rob Zarrilli



ASSOCIATION OF COMMUNITY PUBLISHERS
CONFERENCE & TRADE SHOW





CONFERENCE SCHEDULE

WEDNESDAY • MAY 1

12:00 PM	Registration Opens
1:00 - 5:00 PM	Trade Show / Assembly Set-up
2:00 - 5:00 PM	Leadership Workshop with Meridith Elliott Powell **
5:00 - 6:00 PM	Rising Stars Orientation
6:15 - 7:30 PM	Cocktail & Hors d'oeuvres Welcome Reception
Evening	Enjoy Norfolk with Friends

THURSDAY • MAY 2

7:30 AM	Registration Open
7:45 - 8:45 AM	Breakfast in Trade Show Area
7:45 - 8:45 AM	Breakfast Meeting Hosted by January Spring
8:45 - 9:15 AM	Opening Ceremonies
9:20 - 10:50 AM	Opening Keynote with Meridith Elliott Powell
11:00 - 12:30 PM	Speed Networking
11:30 - 12:30 PM	Rising Stars Session with Meridith Elliott Powell
12:30 - 1:30 PM	Recognition Lunch in Trade Show Area
1:30 - 2:40 PM	Breakout Sessions: • TLI Class • Innovations Spotlight • Trade Show Open
2:45 - 3:45 PM	Coffee & Vendor Interaction
3:45 - 4:45 PM	ACP Idea Armada
5:30 - 8:30 PM	Networking Dinner Cruise **

FRIDAY • MAY 3

7:30 AM	Registration Open
7:45 - 8:45 AM	Breakfast in Trade Show Area
7:45 - 8:45 AM	Topical Breakfast Forum
8:45 - 9:55 AM	Open Forum Roundtable
10:00 - 11:00 AM	Coffee & Vendor Interaction
11:00 AM - 12:10 PM	Breakout Sessions: • TLI Class • Innovation Spotlight • Trade Show Open
12:15 - 1:15 PM	Recognition Lunch
1:15 - 2:25 PM	Breakout Sessions: • TLI Class • Leadership Session: "Charting a New Course"
2:30 - 3:30 PM	Trade Show Open Trade Show Activity and Prize Drawings
3:30 PM	Silent Auction Closes
3:30 - 4:40 PM	Breakout Sessions: • TLI Class • Sail Away Session
4:45 - 5:30 PM	Closing Presentations and TLI Graduation

**** Don't forget to add these special events when you register!**

Leadership Workshop with Meridith Elliott Powell: \$89
Networking Dinner Cruise: \$109
Conference T-Shirt \$20

AUCTION & RAFFLE

We will be holding a Silent Auction in Norfolk. All proceeds from the auction will go to the Bill Welsh Foundation which supports educational initiatives for young professionals (such as the Rising Stars) in the Community Publication Industry. **We are always in need of donations so you can find the form and instructions at communitypublishers.com and we encourage everyone to bid on the items at the conference as well.** We appreciate your participation and support!

Back by popular demand, the lottery board will be in play at the Norfolk conference to benefit the Bill Welsh foundation also! This exciting raffle has been such a huge success at past conferences that we decided to bring it back again in 2024. ACP will purchase \$100 worth of scratch off tickets and we will sell raffle tickets throughout the conference for one lucky winner to have a chance at winning millions! Winner takes all, so be sure join in on the excitement!



ALL WORK & NO PLAY - NOT A CHANCE!

WEDNESDAY:

Join us on Wednesday evening to kick off the conference with a cocktail and get reacquainted with your fellow attendees! Mingle with friends and meet new faces and then pair off into groups to enjoy a nice dinner at one of the many local restaurant options that downtown Norfolk has to offer!

THURSDAY EVENING:

On Thursday, we set sail for an exciting evening on the water with a very special dinner cruise. Join us for dinner and cocktails while we sail away on a scenic cruise overlooking the city. Indulge in exquisite dining, thrilling activities, and breathtaking views, and create memories that will last a lifetime. Let the magic of the sea take you on a voyage of wonder! Unwind and let loose at this one-of-a-kind networking experience you won't find anywhere else! This event can be added to your registration for \$109 per person (alcohol not included).

FRIDAY EVENING - EXPLORE NORFOLK:

We have partnered with the Norfolk CVB to offer our group special offers and discounts that you can use around town for deals on activities, shopping, dining and more.



INNOVATION SPOTLIGHT

The Innovation Spotlight is not intended to be a sales pitch. These sessions are meant to be educational and offer the attendees proven case studies on ideas, tools and resources that can enhance their businesses.

For ACP trade show Platinum & Diamond Partners, it's a unique way to prove that the products and/or services they offer can make a measurable difference for a community publication.

VENUE: During the annual conference, there will be an opportunity to for our Platinum and Diamond Partners to present a case study during an allotted time slot where they can share examples of products and/or services being used to increase revenue, provide cost savings, generate additional readership or circulation and more.

We encourage the presenters to partner with a publisher they work with to help provide specific, proven results that they can speak to that will help prove their case.

PRESENTATION PARAMETERS: Presenters will be given an allotted time slot to convey the following information:

- Name and company name
- Brief description of company
- Publishing Partner Information (if applicable)
- Brief description of the challenge being solved
- Description of the company's product and/or service that was used
- How the product/service was used
- The measurable results of the product/service use (numbers, \$)

IDEA EXCHANGE

WELCOME TO THE ACP IDEA ARMADA where creativity converges like a fleet of innovative ships, each idea a vessel ready to conquer the vast expanse of possibilities! Bring us your ideas - new & old - even if it isn't your original idea, we want to hear them all!

You'll enjoy watching our contestants navigate the sea of ideas in a spirited competition! The stakes are high for the presenters who will compete in this annual attendee favorite and newest version of the 3-Minute Idea Exchange. Contestants will present their idea to the audience to sway them for their votes. The audience will hold a live phone vote to determine the winning captain who will not only claim victory, but also earn the distinction of having charted a course for their fellow attendees.

The finalists will compete to win the \$500 first place, the \$250 second place and \$100 third place prizes. The fun and entertainment of this event are sure to be a conference highlight! But the true opportunity will be the value of the ideas presented as a resource for attendees to take home a revenue generating idea or an operational improvement that could potentially cover far more than the cost of attending. Bring your best idea with you to Norfolk and be ready to present!



ASSOCIATION OF COMMUNITY PUBLISHERS
CONFERENCE & TRADE SHOW

REGISTER TODAY AT COMMUNITYPUBLISHERS.COM

ATTENDEE TYPE	ATTENDEE FEE	GUEST FEE	SHERATON NORFOLK WATERSIDE HOTEL
Non-Network Participants and Publishing Professionals	\$599 per person	\$249 per person (meals only - no sessions)	\$139.00 Per Night + taxes Reservations: 888-236-2427 Group Code: AC7
ADS Network Participants	\$199 per person Up to 4/1/24 ---- \$299 per person After 4/1/24	\$249 per person (meals only - no sessions)	\$139.00 Per Night + taxes Reservations: 888-236-2427 Group Code: AC7

BOOK YOUR ROOM!

You must contact the Sheraton to book your hotel reservations directly. If you are planning to take advantage of the reduced room rates offered to ACP attendees, you **MUST** follow these instructions:

All hotel reservations must be made directly with the Sheraton Norfolk Waterside by calling the hotel directly at (888) 236-2427 and using code: AC7, or you may book by using the link in the QR code below.



To receive the group rate, you must state that you are a part of the ACP group or provide the code. **All reservations must be received by 4/8/2024** and must be guaranteed with a credit card. Any cancellations or changes are the responsibility of the attendee and must be made directly with the hotel. Please contact the ACP office with questions.



WELCOME TO NORFOLK!

Norfolk is the cultural, financial and entertainment hub of the mid-Atlantic coast and will never disappoint! Norfolk is a vibrant, urban destination with 144 miles of shoreline waiting to be explored. You can feel the Southern hospitality and creative grit when walking around Downtown, which is full of entertainment, shopping, attractions and cuisine. Many of the city's celebrated cultural centers and arts facilities, including Nauticus and Battleship Wisconsin, the Virginia Zoo, Chrysler Museum of Art and Norfolk Botanical Gardens, and much more, await your arrival in the heart of the Virginia Waterfront.



RESTAURANTS



THINGS TO DO



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Over 28 hours of sales training on all aspects of the sales process, available free to ACP member's whenever they are ready to learn!



MEMBER BENEFITS TO BUILD YOUR BUSINESS

For more information go to:
<https://www.communitypublishers.com/on-demand-training>

POSTAGE DISCOUNTS

2024 USPS EMERGING AND ADVANCED TECHNOLOGY PROMOTION

The 2024 Emerging Tech promotion differs from previous years in that you will need to determine your start date. The first mailing date claiming the discount will begin the 6-month period you are eligible for claiming the discount and the period will be the 6 consecutive months following the start date. The mailing dates must fall within the 2024 calendar year, so to maximize your opportunity, your start date should be no

later than July 1, 2024. Note: Discounts MUST be claimed at the time of mailing during the promotion period and CANNOT be rebated at a later date.

The ACP supplied ad from Penny Lane Printing will qualify for the Enhanced Emerging Technologies' 4% Discount under the Video in Print Technology (ViP) option. For step-by-step instructions on getting approved and claiming the discount, here are some helpful aids.



This link takes you to a video created by Midwest Free Community Papers (MFCP) that will guide you through the process step by step. This 23-minute video is very helpful if you have not taken advantage of the discount programs in prior years.

<https://youtu.be/yTDRcwEWGWM>

This link takes you to a document put together by Midwest Free Community Papers (MFCP) that walks through the steps that are needed to obtain the necessary prior approvals. Each publication needs its own prior approval as a requirement to be able to claim the 4% postage discount.

<https://www.dropbox.com/scl/fi/e93hctfsgvrhfuc9r5m2/VIDEO-IN-PRINT-4.pdf?rlkey=gcgzqgel0lwj3f59prkbs6bv0&dl=0>



This link takes you to a 7-page document supplied by Midwest Free Community Papers (MFCP) that takes you step-by-step through the claiming process to receive your 4% postal discount each week for your 6 month claiming window. Make sure your 6 consecutive month window falls within calendar 2024 to take full advantage of the promotion.

<https://www.dropbox.com/scl/fi/1owphq3rf2d00o1714jxo/CLAIMING-DISCOUNTS-IN-POSTAL-ONE.pdf?rlkey=z57sazonou44xbb39r53ss7z&dl=0>

ACP CONFERENCE TESTIMONIALS



2021 Des Moines ACP Conference Attendees

The takeaways and networking you get from these conferences are invaluable. You always learn something new from the classes. Employees always come back with a fire in their souls and creates great morale.



There's no better place to find a room full of people who know EXACTLY what you're going through.

It's a chance to find solutions that can contribute to your bottom line through better sales ideas or better business practices.



2023 Charlotte ACP Conference Attendees



ADDITIONAL RESOURCES

The Hartford – Small Biz Ahead Blog Article

Cost Control Strategies for Your Small Business

By Anne Shaw

With inflation punishing profit margins for small businesses everywhere, this offers a great overview of the importance, areas and methods to develop an effective cost control strategy for any business.

<https://sba.thehartford.com/finance/cost-control/>



Federal Election Commission Website

Advertising and Disclaimers

This reference page is worth bookmarking as we enter the 2024 campaign cycle for both primaries and fall elections. Understanding the federal requirements for disclaimers is an important piece of staying compliant.

<https://www.fec.gov/help-candidates-and-committees/advertising-and-disclaimers/>



LinkedIn – Website Article

The Importance of Buying Local: Why it Matters for Community Economies

By Stephen Findlay

Great talking points for discussing why merchants and consumers need to support the “Buy Local” mentality. Being able to articulate the why issues when out in the community never got any easier!

<https://www.linkedin.com/pulse/importance-buying-local-why-matters-community-findlay-bsc-chso/>



EICC – Ideas Hub Article

Conferences: Relevant & Convincing Boss for Attendance

This article walks you through 5 solid points that prove in-person conferences are not only relevant in today’s technology driven world, but more important than ever before!

<https://www.eicc.co.uk/ideas-hub/why-conferences-are-more-relevant-than-ever-and-how-to-convince-your-boss-to-let-you-attend/>



Newest addition for your “Advertiser Help Page” Listings

Yelp – Article

Why is advertising important for small businesses?

Looking for a refresher on all the reasons a business needs to maintain an active advertising campaign – these 7 important benefits available through a commitment to this critical business investment.

<https://business.yelp.com/advertise/why-advertising-important-small-businesses/>



A WALK DOWN MEMORY LANE

CELEBRATING 50 YEARS OF CONNECTING THE COMMUNITY

BY JOHN ADAMS, JR.

Exactly 50 years ago, on December 12, 1973 the first-ever Lakes News Shopper was distributed to 7,000 homes and businesses in Dickinson County. My parents, John, SR and Mary had taken a huge risk with three young children all under the age of five, and steady jobs as teachers at Milford High School and Spirit Lake Elementary School to start this new brand of “Shopper” that also featured local news and current events. With a loan from my Grandma Adams, my mom and dad went all-in and gave up their teaching jobs to start The Lakes News Shopper, and what a journey this has taken the Adams Family and our wonderful community on!

My first job ever was delivering The Lakes News Shoppers with my dad driving as a 4th grader at Milford Elementary. It didn't seem much like a job though, as we got paid to deliver papers with a group of friends, and even got an additional \$.50 to spend at Super America in Spirit Lake after the route. We also got to travel every summer with all the carriers and drivers to Valley Fair and a Twins game, which was always a highlight of the summer, and helped make up for the cold days of delivering the paper. When I “retired” from delivering The Lakes News, I figured that would be the last time I worked there. However, back in 2006 as I started to think about getting out of college coaching to spend more time with Michelle, Shaelyn, and Tyler, as well as getting closer to home, I visited with my mom and dad about the possibility of buying The Shopper from them. We made that big leap in the spring of 2006, and purchased



John and Michelle Adams

The Lakes News Shopper from my parents in June of 2007.

There are so many people to thank for the 50 years of success that this publication has enjoyed.

First and foremost, we must thank my parents, John SR and Mary for taking the leap of faith that they did back in 1973 to start something new in this area, as well as for having

A WALK DOWN MEMORY LANE

faith in us that we could continue the strong tradition that they started. The countless hours of hard work and sacrifice that they put into The LNS is what this paper and our current staff is built upon.

The biggest thing that I appreciate about the job that they did was it never interfered with our family life, as dad coached many of my sports teams growing up, mom hauled us around to all of our activities, and they were at all of my games as well as my sisters' Heather and Julie. The family-first attitude that mom and dad held true was carried over at work, as they treated their employees like family and always made sure that their employees put their families ahead of their jobs. This is one main reason that we have had such little turnover at The Shopper, with many of our loyal employees working for 20-40 years at The LNS.

We must also thank all of the fantastic employees who have worked here, and who are currently working here. This group of people work(ed) hard every week to put out a product that we are all so very proud of. Every employee takes great pride in publishing The Lakes News Shopper and making it the most read paper in the surrounding area. We truly have the best employees that anyone could wish for and could not do what we do every week without them!

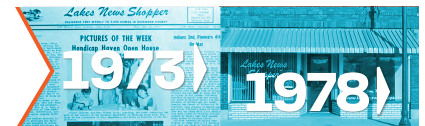
A huge thank you goes to all of our loyal advertisers, as without them we would not be able to offer the free paper to our readers and would not be in existence. We have a great relationship with many of these merchants and greatly appreciate the fact that they trust us with helping grow their businesses.

Last, but certainly not least, we thank our loyal readers. You are the people who get out and support our local businesses who advertise with us. You are the ones who are waiting for The Shop-



OUR HISTORY OF MAKING MEMORIES

FIRST LNS PRINTED It contained 12 pages and was all black and white. The first circulation was approximately 7,000 and covered all of Dickinson County as well as Harris and Fosteria. Prints at Emmetsburg Publishing.



FIRST LOCATION 1002 Okoboji Avenue in Milford.

SECOND LOCATION Moved from 1002 to 918 10th Street in Milford.

USPS LOCAL DELIVERIES Started using the US Post Office for all of their residential deliveries ending a nearly 40-year tradition of having Milford / Okoboji 4th-6th grade students hand-deliver the paper.

DIGITAL The LNS goes digital with our first online edition.

FIRST COLOR PAPER The LNS switches to House of Print for printing due to the large amount of color ads. The LNS still prints at House of Print today.

ADDED MORE ROUTES Due to an increase in demand, The LNS increases their circulation to include routes in Estherville, Spencer, Jackson and Lakefield, MN and Ocheyedan.



NEW OWNERS John and Michelle Adams purchase The LNS from John Sr and Mary Adams making it a second-generation family-owned business.

THIRD LOCATION Moved from 918 10th Street to our current location.

FIRST AWARD The LNS earns the first of many "Shopper Guides of Iowa" First place in General Excellence Award. Since that date The LNS has over 200 awards from The Midwest Free Community Papers competitions.

40TH PARTY The LNS celebrates their 40th Anniversary with a concert and party in the Roof Garden.

BOJI BILLBOARDS Partners with Boji Billboard to sell ads on the digital billboard.



UPDATED BRANDING Updated masthead to the current logo and colors.

SPENCER Begins full circulation in Spencer increasing their overall circulation to over 21,000.

50 YEARS We celebrate our 50 years of Connecting the Community! Our current circulation is 21,000 with over 47,000 weekly impressions. Our largest paper to date is 50 pages.

per every Tuesday, and who make it so enjoyable for us to publish it. We love hearing the stories of how much you enjoy the ads and news stories in the paper and you help push us to publish the best product that we can.

Here's to another 50 years for The Lakes News Shopper.

It is truly a privilege to publish The Lakes News Shopper every Tuesday and we do not take one day for granted. We realize how blessed we are to be a part of this paper and this area, and can guarantee that we will work hard every day to continue the tradition of connecting the community that started 50 years ago! ■

SHOW AND TELL

There's the old adage that a picture says a thousand words. Have you ever considered what stories they tell? A photo of a group people can give you an insight into who they are: their temperaments, their relationships, all based on body language and who stands next to who.

I know technically you're not supposed to judge a book by its cover, but what is it about it that captures your attention? Or does it not? Does the cover tell you what to expect from the story? What does the art tell you that reviews or summaries couldn't?

An article highlighting a local community member who's gone above and beyond is only bolstered by pictures of their work, of their bright smiles that tell you they really love what they do. (We love putting names with faces too, after all!) Don't the pictures make you feel like you're a part of it too, and doesn't it make it just a little more real?

Now, have you thought about ads? Each advertisement can tell a story, too. What graphics

do you use, what verbiage? Look at it this way: the text can tell you what to expect, but it doesn't show you anything. Added visuals not only add a creative appeal, but they can make an ad stand out against a wall of text and draw the reader's focus. The art isn't just pretty window dressings; it gives you an impression of who an advertiser is as a business, how they carry themselves, and a glimpse into who they are as people. They reach out to your customers, tell them who you are and why you do what you do.

An employment ad for a local farm isn't just a call for another driver, it's a welcome into the fold of three generations of family. Another ad for 50th anniversary special is a glimpse into the past and how they came to be, how they've grown, and the sort of trajectory they're on. Some ads can just be seen as attempts to drum up business, and others showcase the pride the people behind them have in them.

A picture says a thousand words; what kind of stories do yours tell? ■



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TLI CLASSES
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IDEA EXCHANGES
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GET IN THE HABIT OF SELLING VALUE OVER PRICE

BY WALTER ROGERS
PRESIDENT AND CEO – BAKER COMMUNICATION

Because of the relentless pressure to drive revenue and close business, all sales professionals are very familiar with the temptation to discount or give ground on other terms and conditions in order to win the business. With the customer right there dangling the deal carrot, and the end of the month or quarter closing in fast, many sales professionals will take the money and run – especially in a down economy – even if it means giving up margin to do it.

However, highly successful sales professionals understand that their company relies on margin and brand reputation to maintain viability and leadership in the market place. They have also discovered time and time again that you earn bigger deals and build long-term, highly profitable relationships when you sell value over price, because customers are more than willing to pay a premium for something that truly delivers extra value to them. That is why it is so important for sales professionals to understand what the customer truly values.

Simply put, if you want to sell value to your customer instead of being forced to discount price to close deals, the most important thing to remember is not to lead with product features and deals, because customers don't buy products. Instead, they buy solutions that will give them the outcomes they need to make their business more successful. Therefore, before you can present them with an attractive solution, you must be certain that you understand the customer's business drivers so you can connect that solution back to the customer's most important business goals and desired outcomes.

We have already discussed how important it is to focus on helping the customer meet his needs rather than simply trying to sell them whatever your flavor of the month is. We have also emphasized that in order to do that effectively, you have to become highly skilled at asking your customer the right questions and listening carefully to make sure you understand their answers. Perhaps now you can more clearly understand why this is so important; if you can master these first two steps, you are going to be very well positioned to sell value over price.

BRIDGING THE UNDERSTANDING GAP

The challenge faced by most sales professionals is that customers cannot recognize (presale) the value of your solution without your help. When the customer does not clearly understand your value, they will focus on the one thing they do understand, which always comes down to price. Highly successful sales professionals understand this, so they work to bridge that understanding gap by focusing the conversation on the things that truly matter to the customer.

Many sales professionals are not very effective in this area. If they attempt to discuss value with the customer at all, they tend to say things like:

- This product will help you stay on time and on budget
- This "feature" will do this, and that "feature" will do that
- This product or service will improve your process by doing X

As important as these points are to make, they don't go far enough because they don't clearly spell out

the ultimate value of what is being offered. Selling value requires that salespeople have the ability to justify – in terms that the customer cares about – how the customer will benefit from their solution. Unless the sales professional can deliver this message and connect the dots very clearly, they leave the customer no choice but to view their solution as just another commodity where price becomes the only consideration.

Remember, the only reason a customer buys anything is because he has goals and problems that affect his business, and he needs solutions. Most concerns that become buying forces fall into three main categories, known as PPI:

- Productivity – expediency, efficiency, increased output
- Profitability – making money, return on investment, increased profit margin
- Image – style, reputation, public relations

Never forget: The customer is focused on one thing, his own priorities. It doesn't make any difference how wonderful your product is or what a nice person you are. Your customer isn't looking for a new best friend, he is looking for specific solutions or benefits that resolve the gaps in his business. The key question he wants answered is:

“WHAT'S IN IT FOR ME?”

Now, if you have done an exceptional job of asking good questions and listening carefully to the answers, you should have a very good understanding of what the customer is looking for. Actually, if you did a good job of clarifying and confirming the customer's answers, you have essentially gotten explicit

agreement from him regarding what he is looking for. When the customer explicitly states his needs, the chances of having a successful sale increase. Therefore, it is vital to obtain explicit needs statements from the customer.

However, even when you obtain confirmation from the customer regarding his explicit needs, your job is just beginning. Now you must help him see that your proposed solutions are perfectly aligned to meet those explicit needs.

FEATURE – ADVANTAGE – BENEFITS (FABS) MAKE ALL THE DIFFERENCE

In order to create this alignment, you must create and deliver clear Feature-Advantage-Benefit statements (FABs) that will help the customer see the whole picture.

FABs have three parts:

A FEATURE is a particular design or performance enhancement. Features relate what the product does and especially delineates those characteristics that make it special. For instance, an automobile might have features like a 3.2 liter V6 engine, anti-lock brakes, and side-curtain airbags. Since these things don't come standard on all cars, they become features of a particular model.

This is step one in explaining your product to a customer. Features are very important, but features alone won't sell a product. Sales professional too often get bogged down in explaining features and sometimes lose customers in the process, for the simple reason that a customer also needs to understand the advantage that a feature provides.

An ADVANTAGE defines what the feature accomplishes, and why that is a good thing. For instance, a 3.2 liter V6 engine will generate very good acceleration if you need to merge onto highway traffic. However, it might not be attractive to someone who wants the absolutely highest gas mileage, or who only toodles around city streets in light commuter traffic, so not every feature and advantage will appeal to every customer, no matter how cool that feature may seem to the sales professional.

Finally, the advantage has to offer a **BENEFIT** that the customer identifies as valuable to him. At this point, you, as a sales professional, must be careful. Just because a benefit seems valuable to you is no guarantee that the customer will see it the same way. A huge part of sales success revolves around making sure you clearly understand what the customer cares about. Then – and only then – can you connect your product's FABs with those needs in a way that might interest your customer. Simply put: a **BENEFIT** states how the **ADVANTAGES** of a **FEATURE** relate to the customer's concerns and expectations.

Let's say you are a car salesman, and you are working with a customer who told you he had recently skidded on slick streets while driving a carload of kids to a birthday party. At this point, you would be wise to politely ask if safety was an important concern in his new car purchase. The chances are very good that he will say yes! This gives you the opportunity to point out to him that among the **FEATURES** of the car under consideration include anti-lock brakes and side-curtain airbags, which offer the **ADVANTAGES** of being very effective at eliminating skids, while also providing better protection for passengers in the event of a collision. Now this **ADVANTAGE** becomes a valuable **BENEFIT** to him, because he sees that his family is going to be much safer whenever they are traveling in their new automobile.

Here is how you would set up a FAB statement in this situation that would help the customer see the value of your solution:

Sales Professional: "It sounds like the safety of your passengers – especially your family – is very important to you. Am I right? Well, if that is the case, I would like to show you this model over here:

Feature: "This model has a special inertial dampening bumper system, plus side curtain air bags and anti-lock brakes."

Advantage: "The car will stop faster and more safely, even in dangerous driving conditions, and all of the passengers will be much better protected

in the event of an accident. Also, the government has awarded this model a 5-star crash safety rating, which is only awarded to about 10% of all vehicles tested every year."

Benefit: "If safety is your primary concern, there is not a vehicle on the road today that will keep your family safer than this one."

Until you know what **BENEFIT** (or outcome) is important to your customer, and until he clearly sees that your product offers him that benefit, you don't usually have a chance to make a sale. He may agree that you have wonderful features and advantages, but those things have to meet his needs and fit his motivation for buying. Your challenge is to ask good questions, listen to his needs, understand his motivation, and then and **ONLY** then, recommend solutions that offer real value to him because they solve his problem or meet his need. However, when you do this, your ability to sell value over price increases dramatically, along with your ability to drive more and more revenue with this customer year after year.

Action Items:

- Try writing two or three different set of FAB statements that will connect your products and services to the typical needs of the customers you work with. Make sure that you provide a very focused benefit component that specifically defines how the product will solve the problem or meet the specific need of a customer.
- Review your current questioning and listening strategy. Are you asking enough questions with every client to be able to build a set of FABs that will clearly address their needs?
- Make a list of 5 more questions you could ask that would help you create more effective FAB statements. ■

Walter Rogers is the President and CEO of Baker Communications. Baker Communications is a sales training and development company specializing in helping client companies increase their sales and management effectiveness. He can be reached at 713-627-7700.

BE A BETTER LISTENER AND GET BETTER RECEPTION



BY JOHN FOUST
GREENSBORO, NC

When I was growing up, my father had an old shortwave radio. Although he didn't use it often, I enjoyed playing around with it. There were buttons to listen to different frequencies to find radio stations in North America and overseas.

It was a magical machine. I could hear people speaking in foreign languages. And when conditions were right, I could listen to the New York Yankees, my favorite baseball team. The strongest signal was usually WOWO – “1190 on your dial” – in Fort Wayne, Indiana, which broadcast a hockey team called the Fort Wayne Komets. Imagine the excitement of an eleven-year-old kid sitting in North Carolina, listening to a hockey game being played in a faraway place like Indiana.

The radio had two round knobs, one for volume and one for tuning. The tuning knob moved a red needle back and forth across the dial. As the needle approached a station, there was a lot of static and buzzing, but I learned how to hit the sweet spot by turning the knob ever so slightly.

I thought about that old radio recently – and the challenges of tuning in to a station – when I had a conversation with Karl, who manages an ad sales team. “A lot has been written and said about listening as a sales skill,” he said, “so we should all know the basic rules: listen actively, eliminate distractions, make eye contact, and so on. That's why we go beyond those general rules in staff meetings and talk about the little things we can do to tune in to other people.

Karl said they've been focusing on three small adjustments that can improve in-the-moment listening: ask one question at a time, don't inter-

rupt and rephrase what the other person says. Let's take a closer look:

1. ASK ONE QUESTION AT A TIME. “Because sales people get revved up for appointments – and because they are conditioned to ask questions – there is a tendency to ask a string of questions without giving the other person enough time to answer thoroughly,” Karl said. “It's important to ask a question, listen carefully, then move on to the next question.”

2. DON'T INTERRUPT. “This one is a matter of manners. It's a lot like asking too many questions at once. Not everyone formulates their thoughts at the same speed. While it doesn't make sense to let the other person drone on and on, at least look for a stopping point before jumping in.”

Or move on to Karl's next pointer and rephrase what they're saying.

3. REPHRASE. “This is a good way to stay focused. By restating what the other person says, you show respect and force yourself to pay attention and stay in step. Plus, when they hear their own ideas stated by another person, they're likely think of something else that is important. That's a big help.”

Yes, sales conversations have a lot in common with that old radio. Improve your listening skills, and your ideas will get better reception. ■

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

Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net © 03/2024

As luck would have it (as well as continuing to update and purge info from the last thirty years!), I have one more take on one-column ads. Last month graphics were added; this month, the ads use a minimum of graphics because there is a lot more text to work with.

However, it still takes thoughtful organization to make the smaller ads readable and legible. Our column width was 9p6.5 picas (1.5903 inches) which is not a lot of space to work with (and as you can see, I still use picas and points in my measurements—it's definitely easier than dealing with the inches).

Adding artwork depends on what is necessary for an effective message. I pulled a few older one-column ads so that you could see they aren't just a box with text stuck inside. Depending on the amount of text—

and the depth of the ad—there are a number of different options.

The art used in these ads is of the “ding-bat” variety—special typefaces made up of symbols or glyphs. I used **DF Calligraphic Ornaments** for the art in the “Hand Painted Murals” ad and either **Gubbins Borders** or **Cattawampus Borders** in the “Schedule of Events” ad (maybe both). I made the border and star shapes to fit the space as needed and then I usually save these into a library.

The “Cleaning Person” ad is just a circle with a gradient with a white outline, drop shadow text on top.

The ads are black and white because there was usually no money budgeted for color. Color can be used, but keep contrast strong and use with restraint.

Tilted Type

The “Wanted Boats” ad was revised because tilting type to call attention can be distracting. The eye sees “crooked,” especially since nothing else in the ad has that same tilt or angle. However, if you choose to angle type, make sure it usually runs up—never down. All it takes is for the type to angle 3–4° to be effective... and readable (see below).

The typeface, **HWT Slab Antique** ties the words “Wanted” and “Boats” together and is distinctive enough to call attention to the heading.

The irregular shape behind the word “Wanted” can suggest water lapping against the side of a boat... or maybe it's just an irregular shape. It doesn't matter, it helps to highlight the word “Wanted.”

I also added a very little drop shadow to the shape. Instead of changing type sizes and weights, I kept the typeface the same visual weight and decided to use mostly capital letters to maintain a consistency in leading and make the type look larger than it was. Most of the information was in short “chunks,” so there isn't too much text to read within the ad itself.

Help Wanted!

This type is tilted at 3°

This type is tilted at 12° and becomes a little more

Help Wanted!

“clunky,” not to mention that it takes up a lot of space.

Help Wanted!

And please... don't run the type down hill. Would you like your stock portfolio to look like this? Always best to end on an upward, upbeat feeling!

A few reminders

- 1) If you don't have a lot of text, it's not necessary to make type bigger! We read groups of words and the larger the text, the harder it is to read comfortably.
- 2) The thicker the border, the more space you need between it and the text, otherwise the eye will “drift” into the border area.
- 3) At times a very distinctive typeface can act as your artwork.
- 4) Try to keep type and point size consistent. The info will seem to “flow” better. Too many changes in point size or typefaces add “visual clutter” to an area that already is tight.

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IN HUSTISFORD**

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**Lions Club Venetian Night
Saturday, August 23rd (Dusk)**

Contact: Lion Curtis Krell
555-555-5958

WANTED

**BOATS FOR LIGHTED
PARADE
IN HUSTISFORD**

\$1,000 FIRST PRIZE

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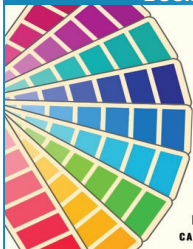


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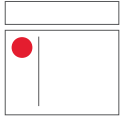
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KURT JACKSON ANNOUNCES NEW START-UP: SN1

Kurt Jackson, owner of long-time publishing systems supplier Software Consulting Services, LLC (SCS), announced the creation of a new start-up – SN1, LLC.

SN1 will specialize in data visualization, utilizing 2D and 3D modeling along with development of native Meta Quest and Vision Pro applications. SN1 opened its office on February 1, 2024 in Bethlehem, PA, within walking distance of SCS’s headquar-

ters. Product development has been underway at SCS for over a year and will now be moved to SN1.

“SN1 will be the deployment platform for our publishing customer’s content into the spatial and virtual reality environments,” says Jackson.

SN1 is looking for up to 9 high school or college computer science and animation interns for the summer of 2024. Please visit <https://www.newspapersystems.com/career-opportunities.html> to learn more.

ABOUT SCS:

SCS offers an extensive line of publishing-related applications, including Layout-8000™. More than 300 sites producing over 2,000 publications in 10 countries in 5 languages use SCS mission-critical software every day. SCS also resells award-winning digital asset management software from FotoWare based in Oslo, Norway. SCS is privately owned by Kurt Jackson. You can learn more at www.newspapersystems.com.

PUBLICATION PRINTERS CORP. CELEBRATES 45TH ANNIVERSARY

DENVER— Publication Printers Corporation is proud to announce the celebration of their 45-year anniversary on February 18.

Now ranked in the top five publication printers in the United States, Publication Printers Corp. began in 1979 as a small print shop with only one press. Since its inception, Publication Printers’ success has been driven by their core values of excellence, integrity, community and service.

Over the past 45 years, these values have propelled the company from a small business consisting of just a handful of customers to an award-winning national corporation serving clients across the country. During that time, Publication Printers has evolved, adapted and thrived in

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an ever-changing print landscape, all while earning a reputation for excellence as one of the most trusted web printers in the nation.

“We’re grateful for the support of our loyal customers and our devoted team, whose trust and dedication have been so essential to our long-term success,” said Zachary Rosenberg, Chief Operating Officer. “This milestone celebrates both the years of hard work and determination and the enormous potential of the years ahead.”

Publication Printers’ commitment to innovation has been central to

their growth. Their determination to always act in the best interest of their customers and team members has lead them to constantly evolve and develop creative solutions that keep them at the forefront of the printing industry. Looking to the future, Publication Printers strives to further enhance their offerings and continue delivering exceptional value to their customers.

For further information, please contact the Marketing department at 303-936-0303 or marketing@publicationprinters.com.



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

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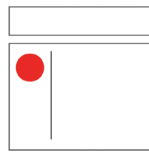


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