

Publish

APRIL 2024



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CONFERENCE & TRADE SHOW

NORFOLK • 2024

"ALL HANDS ON DECK" - MAY 1-3, 2024

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Trade Show Issue

THE ASSOCIATION OF COMMUNITY PUBLISHERS





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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 Photo:
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COMING NEXT MONTH

The May issue of *Publish* will center on the Norfolk ACP Conference and the people, programs and events it includes. As always, we will also cover the people, information and issues influencing the community publishing industry.

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Digital Publishing



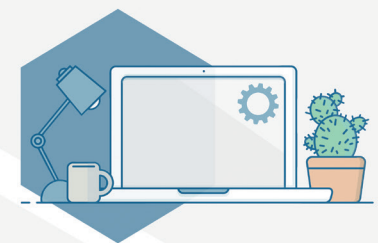
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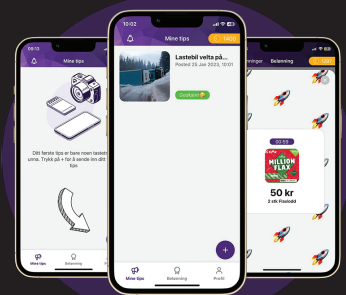
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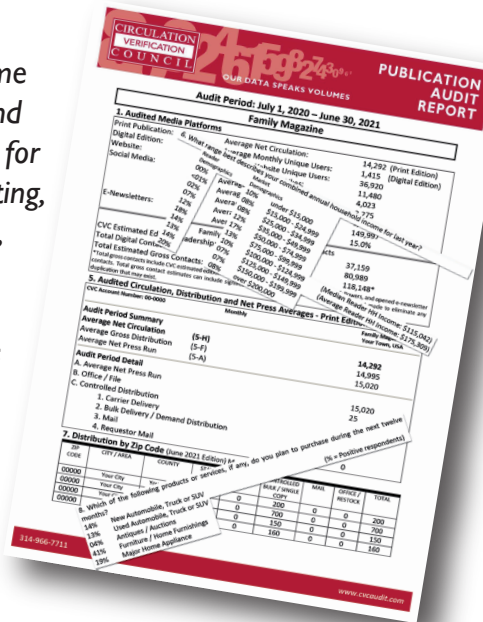
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Chicago, Illinois Jewish Home newspaper; free distribution. Ownership recently relocated and ceased production. Was established for five years; mailed distribution. If you live or work in the Chicago market this local newspaper can potentially be an appropriate fit for you. If you already own a newspaper, magazine, or free distribution shopper and can sell ad space and produce the artwork consider this opportunity.

Georgia Lake Country's weekly portfolio of four paid community newspapers and several free distribution glossy magazines targeting the charming and unique markets within this bustling region of the state.

Northern California weekly paid community newspaper on the Oregon border. Adjudicated publication; serving a rural and high-quality family-oriented lifestyle region of the state.

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VENDOR PARTNERSHIPS – YOUR TICKET TO INNOVATION



BY MANUEL KARAM

Welcome to the trade show issue! This is one of my favorite editions for a few reasons. First, it means that spring is almost here, and business is starting to pick up again. Second, it means conference is right around the corner and with it a chance to see how the industry and all of you are doing. Third, is the gratitude I get to express to our vendors for not only supporting our conference, but also for infusing our businesses with solutions to problems that we otherwise wouldn't be able to solve.

Making big investments in technology, machinery, or support teams are difficult. It's hard to know what the future will bring before things change and it's frankly outside the bounds of what we as publishers do best. That's why I appreciate what our vendors do for us. They've already made the investments so that we don't have to, and we can get back to publishing great products for our readers and advertisers.

Last year I wrote about our vendor trade show as a "shop local" event tailored just for publishers. That hasn't changed in my mind. And if anything, the continued pace of technological change and especially the introduction of Artificial Intelligence makes me believe in the need to maintain our third-party relationships more than ever.

As you "shop local" in the following pages and at conference, remember that our industry's strength lies in unity. The diverse array of vendors at this year's trade show brings plenty of opportunity. From printers to digital sales providers, CRM software to outsourcing solutions, payment processing, audits, art, content, all the way to new vendors that I and we've not yet talked to, we're bound to find something that takes our publications to the next level.

I therefore invite you to embrace the collaborative spirit of "all hands on deck." Remember you don't have to go it alone. The board, staff, members, and of course vendors of the association are ready to help you succeed. ■

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THE ONE THING



BY DOUGLAS FRY

It was the summer of 1971. I was 15 years old when a friend and I decided to ride our bicycles to Canada and back. Before you think I was some kind of Iron Kid you need to know that it was only 350 miles round trip. Devin, the aforementioned friend, and I poured over maps determining the best route, where to camp, and how to avoid freeways where two kids on bicycles weren't welcome.

We obtained permission from our parents to undertake our adventure. To this day I believe my parents were hoping I would get lost, thus resulting in one less mouth to feed. Be that as it may, I had them write a note stating that we were not runaways and that we had their permission to get a sore rear riding and camping on our way to Vancouver, British Columbia, and maybe a return trip.

The days in the saddle were amazing. The scenery was beautiful. Most motorists tried to give us a wide path, we crossed bridges over picturesque tidal rapids, we passed acres and acres of tulips in bloom, it was a magical time.

When we arrived in Blaine, Washington to cross



SMILE TECHNIQUE

the border into Canada the agreeable Canadian agent looked at our bicycles loaded with camping gear, our eager faces, and simply waved us through. We had done it! We rode our bicycles to Canada. We found that Canadians are, as a whole, much more friendly toward kids on bikes and each other.

After our tour in Canada it came time to cross back over the border into the United States of America. Our experience crossing back was not nearly as friendly as the event exiting the country. The US Customs gate agent noted our bicycles load with gear and jerked his thumb toward a building telling us we needed to go there. We parked our bikes and entered a large hall full of grumbling, complaining "hippies" with all their backpacking gear spread out for search and inevitable seizure.

I didn't want to have to go through that inconvenience and decided to try talking to someone to see

what could be done to facilitate our entry back into the US. I showed a very nice agent the letter my parents had written, made sure she noticed my short trimmed hair, told her it was my birthday (which it was), and instead of grumbling I simply smiled and asked what we needed to do.

She told us to follow her. We exited the building, picked up our bikes and were told to have a great trip.

Lesson learned. A smile beats grumbling nearly every time. Try it.

With that lesson learned we headed south toward Bellingham, Washington and our intended camp site in Birch Bay State Park. We must have had a tremendous tailwind because we arrived there in the early afternoon. After a bit of debate, Devin and I decided to continue on to the next stop called Larrabee State Park.

This was well before GPS, cell phones, heck color TV was a novelty. As a result, we got out the trusty paper map of the state and

planned our route from Birch Bay to Larrabee. The problem was that every road we took dumped us out on the interstate, I-5. It's illegal for bicycles to ride on an interstate so we backtracked, tried a different route, and ended up on I-5. After several tries we gave up and got on the interstate.

We had about 30 miles to go before the Bellingham exit. We made very good time because the shoulder of the road was close to the traffic and as each semi tractor trailer passed it would push us along. But even with the assistance of rushing semis the day was waning and darkness was imminent. The next thing that happened can not be made up.

Devin and I swapped turns at the front, saving the person behind some energy, and finally topped a hill to see the Bellingham exit about 1/2 mile ahead. We made it! But then we heard a siren and saw the flashing red lights

of a county deputy sheriff behind us. We couldn't outrun the cops so we stopped and waited to be taken to prison.

The deputy told us in colorful language that we were pretty much idiots for riding on the interstate and demanded identification. Remember I was 15 and didn't have a driver license, only a permit to learn. Devin was in the same situation. But I did have the letter from my parents indicating it was permitted for us to be away from home. After he read the letter he went back to his patrol car and stayed on the radio for about 30 minutes. It was dusk and we were still a stones throw from the exit.

The deputy came back and railed at us for a while longer, "Illegal. Blah, blah, blah. Take you to county jail. Blah, blah, blah." I tried

using the 'smile technique' I mentioned earlier but he was not moved. I was getting used to the idea of spending time in federal prison for riding my bicycle on the side of the interstate. Then the deputy told us to get off the freeway and, essentially, get out of town. We happily obliged. He followed us for about 3 miles but must have gotten bored and left us alone to ride in the dark the final miles to the state park.

So maybe the smile technique can't overcome every situation but it never hurts. A smile disarms and creates instant rapport. It's difficult to see someone smile and not smile yourself. The deputy was the exception to the rule. The bottom line of this long narrative is "smile more, frown less."

See you on the road. ■

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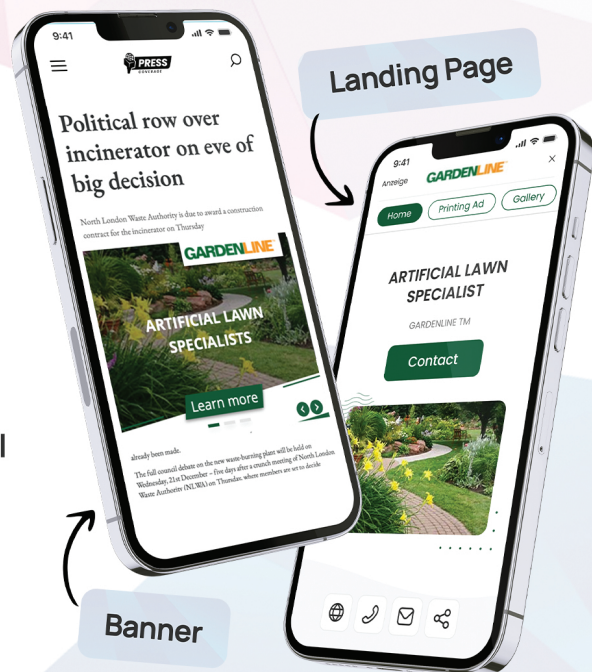


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BY LOREN COLBURN

Putting together this Trade Show edition of Publish always causes some reflection on the psychology of being a buyer. I am always on guard against not being “sold something,” as opposed to arriving at a fact-based decision that some purchase will benefit me. I hear this soft voice in the back of my head (sounding an awful lot like my Dad) saying, “don’t let yourself get sold a bill of goods!” Why is it I immediately take this defensive posture when I start considering a purchase?

It may have something to do with my feeling that I live in the land of unfulfilled promises! Politicians make promises that evaporate on the Wednesday following the first Monday in November. Car salespeople make promises that disappear the minute you get off the lot. Insurance agents assure you’re covered until you make a claim, and they point to the line in their 17 page document that excludes your particular reason for experiencing a need for the claim. Makeup companies even claim their products are “clinically proven” to

PROVEN RESULTS

make skin look “visibly younger” without doing ANY studies to back up their claims!

How quickly we get indoctrinated to the concept requiring extreme caution when being told something good will happen if we support, buy or use something or someone. Looking back, I can’t help but wonder how many times I have missed out on some excellent opportunity because I was too busy mentally trying to shoot holes in the claims of a beneficial outcome. I can more quickly point to the occasional time that my skepticism has saved me from experiencing a big loss. One that immediately comes to mind – Enron and the promise of financial opportunity of the Fortune magazine recognized “America’s Most Innovative Company” for six consecutive years. I could never get comfortable with the concept of “Click Paper” as a means of marketing and controlling newsprint supply worldwide. That skepticism allowed me to take advantage of Enron only enough to leverage pricing with other suppliers, but never abandoned our contracts by going all in and getting stuck at the collapse.

So where am I going with all of this? The point I believe is that there are plenty of opportunities out there to improve business, systems, pro-

cesses and people if we are open to new things. The key is to maintain a willingness to look beyond promises to find proven results. If those benefits can be documented from actual experiences, the opportunity should be strongly considered. Requiring a history or track record of positive results is just good business practice, it’s the starting point you may want to adjust. The fundamental difference between starting from the perspective – “these people are just trying to sell me something” and starting from the perspective – “what do these people have to offer that can help my business” can make a world of difference in the outcome.

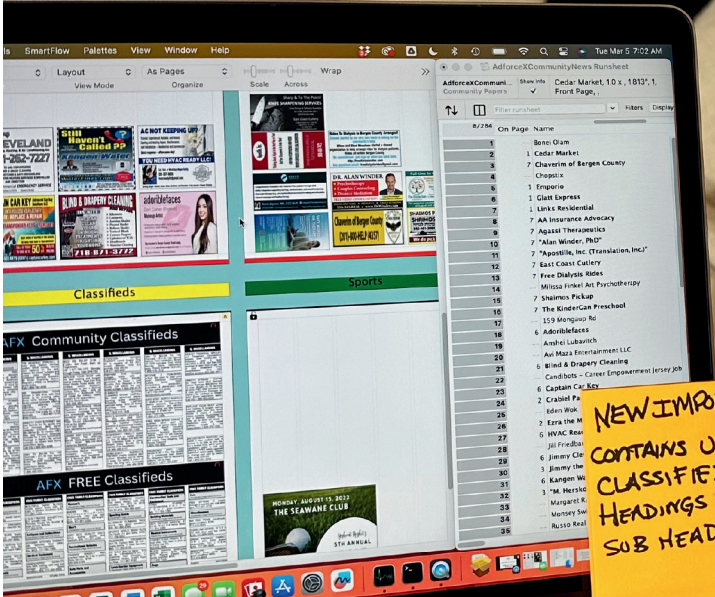
This year’s trade show participants offer a variety of products and services that can benefit community publication businesses. The key is, finding all of those that can produce a positive ROI for your business through working with their business. That will take some analysis time on your part in conjunction with their providing information and documentation to support their products or services. If all goes well for everyone – you get a business improvement and they gain a customer. WIN – WIN.

The rate of change accelerates more every year in not only the community publishing industry, but in every industry. Accelerating your reaction to those changes is critical to the health and growth of your publication. Take full advantage of the upcoming opportunity to meet with an assortment of industry suppliers, all in one place and without the confusion of your office. Then utilize the additional advantage of comparing notes with industry peers while you have the availability of face-to-face discussions while in Norfolk. This free exchange of information at this conference and trade show is provided at no additional cost to attendees! No additional cost means...we really are obligated to support the concept, “if it’s free, buy it!” ■





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- Denver Business Journal "Best Workplace" 2018
- Built In Colorado's Best Workplaces for five years running: 2018 - 2022

Additionally, for five consecutive years, we've achieved a place on the Inc. 5000 list of Fastest Growing Private Companies in America. We believe this achievement is only possible through our people-first approach and continuing to grow alongside our team.



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By bringing in ad lists from any front-end system, AdforceX keeps track of all insertion information, supports site-defined rules for ad placements, manages and prevents conflicts, automatically links digital files so ads can be viewed during layout, and offers tools for both display ad dummied as well as powerful automated classified pagination.

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Vericast is actively looking to partner with community publishers. This partnership will allow publishers to utilize the Vericast national shared mail distribution network to distribute community newspapers and magazines for a fraction of the cost they are paying today. Additionally these community publishers can sell their local and regional clients the Vericast suite of shared mail and digital offerings increasing revenue and profit for the publishers.

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FULFILLMENT – An exceptional product requires an exceptional finish. That's why we have a specialized department designed for customer kitting, packaging, hand-inserting and small parcel packaging.

Our central location makes it easy for us to reach clients from coast to coast.

Anygraaf

ANYGRAAF USA

Anygraaf provides an extensive and integrated suite of solutions catering to the advertising and editorial needs of publishers, combining modern digital approaches with traditional print practices to deliver a simple platform from which to serve your readers and advertisers.

With nearly three decades as an independent software vendor, Anygraaf has established itself as a unique and globally recognized player in the publishing industry. We're grateful for our staff of dedicated professionals who have contributed to the development, revision, and delivery of our solutions to meet publishers' needs. This collaborative effort has positioned Anygraaf as a leading provider of solutions for publishers worldwide.

Your success is our success. Anygraaf views its clients as partners in publishing. Through our regional offices and associates around the world, our network allows us to understand and exceed the expectations of our diverse clientele to provide tailored solutions to meet the evolving challenges of the market. The emphasis on collaboration is evident, as we acknowledge that we are on a journey together, relying on our clients to help drive future innovations.

More than 15,000 end users working across 400 organizations in more than 20 countries benefit from Anygraaf's solutions streamlining efforts to reach readers and to serve advertisers each day. We take pride in our ability to support a global audience, while maintaining our commitment to delivering valuable, tailored solutions to local media outlets.

Highlighted by the Neo Content Management System and AProfit Advertising System, Anygraaf's integrated solutions address all critical

aspects of the publishing process. Websites, epapers and apps are generated while print planning and automation are achieved through Neo. Advertising, sales, content access and subscriptions are managed using Anygraaf's Profit series of comprehensive solutions catering to the diverse needs of publishers and media professionals. Additionally, the company services areas of archiving and digital asset management, delivery logistics, and cloud services. The commitment to high availability and redundancy through global data centers underscores the reliability of Anygraaf's cloud services.

Anygraaf emerges not only as a provider of forward-thinking solutions but as a strategic partner for publishers navigating the challenges of the media landscape. The company's global presence, collaborative approach, and dedication to delivering value position it as a trusted ally for publishing professionals worldwide.



SMARTICO **Digital Ads for Local Advertisers at Scale**

Smartico builds best in class banner ads and landing pages at scale and in budget for more than 500 news publishers around the world. The distinctive blend of artificial intelligence, human expertise, integrated landing page, and hands-on sales support sets Smartico apart.

Smartico's "Smart Ads" transforms regional advertisements (print, social media, TV, etc) into high-performance display ads with linked landing pages that instantly open in an overlay. This process occurs seamlessly, drawing from the source data and additional web information without requiring any instructions from either the publisher or advertiser.

Smartico then trains the publisher's salesforce how to sell "Smart Ads" at scale in bundles and by other means – and takes care of all ad operations.

With a trusted relationship spanning 500+ news publishers, Smartico annually produces hundreds of thousands of "Smart Ads". Their clientele includes prominent media houses such as Ilyse and Axel Springer, as well as numerous regional champions, all benefiting from Smartico's consistent, sustainable, and impactful contributions to their bottom-line growth and profitability.

Reach out to Smartico for insights into business cases, sales materials, sales trainings, and everything you need to capitalise on the 10% loyal local advertisers who still engage in print media and to win back the 90% who have shifted away from local newspapers.

Smartico's pay-as-you-go pricing model aligns their success with that of the news publisher. This approach ensures mutual growth and eliminates additional fixed costs, guaranteeing enhanced profitability. Smartico takes pride in co-establishing profit centres for their partnering publishers.

Ask for your free demo of "Smart Ads" today and start making more money from your local long tail SMB advertisers in digital!

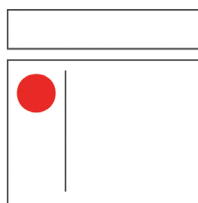


METRO CREATIVE

Metro Creative Graphics, Inc. is a leading provider of advertising, creative, editorial and sales support resources designed to help media companies boost revenue and streamline production with their print and digital products. Metro is unmatched

CREATIVE CIRCLE

Creative Circle can help grow your print and web revenue and readership. This is the year to get better and position yourself for future success! We can



Creative Circle
MEDIA SOLUTIONS

make upgrading your web site or print products easy on you so there is no reason to put off getting better!

- **Our dynamic web CMS would be a dramatic upgrade** from what you have now: more flexible, dynamic and easier to learn and run. It can handle all your subscription, circulation and pay wall needs, your classifieds, e-editions and paid content like obituaries. It will generate more traffic and revenue.
- **Premium Pages is a news and features service** for your web site,

in serving the needs of today's publishers with ready-to-use spec ads, stock-quality images, copyright-free editorial features, print special sections, themed websites, sales and marketing support, and digital ad development tools. The company's responsiveness and passion for performance has been helping publishers create, sell and profit beyond their business expectations for over a century.

and provides fresh content daily and exciting visuals, layouts, video and podcasts to help drive subscription sales and readership. Our 22 pages on topics like pets, food, money, home improvement, health, automotive and real estate can also drive ad sales and sponsorships.

It works with any web site.

- **Print is only dead if you let it happen to you.** If you are willing to rethink print and coverage, we can help you grow again. In print. We can provide training and guidance to rethink your content to engage more readers in new ways. Want more? We have high school sports and election widgets to generate revenue. We've developed the first ad server that defeats ad blockers. We can come to your market and sell digital advertising and coach your sales reps.

Visit our booth at the show. You'll be glad you did!



CUMMINGS PRINTING

Since 1914 Cummings has specialized in the printing of short-run publications. We offer a streamlined pre-press workflow through InSite, multiple heat-set web presses and strategic mailing options like co-mailing and destination drop-shipping. That said, the strength of our company lies with our dedicated employees. We work for you. Clients never get lost in the shuffle. Every job gets the attention it deserves.

As a four-generation, family-owned company with over 100 years of experience in publication printing we know what service is all about. Every day we strive to make sure our clients know that they are never just

another account. We value our relationships and it has served us well through the years. We make sure you utilize all the efficiencies possible and answer any questions you have. That's our job.

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

If you are not getting this same service from your printing company, please contact Cummings Printing and experience what has made us successful since 1914.



MSG PAYMENT SYSTEMS

MSG PAYMENT SYSTEMS

We have been a dedicated ACP partner for 20 years. Our long-term experience is a testament to our unmatched customer service. We

specialize in providing payment processing solutions for the publishing industry. Save time, reduce manual work, and simplify accounts receivables with our easy-to-use solutions.

- Reduce inefficiencies and unnecessary fees
- Create a frictionless payment experience
- Make it simple to collect payments

- Support you with world class service

Help your business grow and make your payment acceptance simple. We look forward to partnering with you. Contact us for a complimentary analysis to see how our technology benefits your bottom line. 888-697-8831 or hello@msgpay.com, or visit msgpay.com/quote.



ASK-CRM

ASK-CRM is an “affordable” Customer Relationship Management (CRM) tool developed and designed specifically for the media industry by seasoned media industry professionals. ASK-CRM is currently deployed to over 200 weekly and daily publications, with distribution ranging from 5,000 to nearly 200,000. Accordingly, our client sales staff’s range in size from a single account executive to more than 100. Regardless of your scenario, ASK-CRM truly is a “tool that streamlines media selling” for everyone. We can help!

For starters, ASK-CRM captures all advertising customer information, along with the associated sales transactions from your business system to present a total picture of your customer landscape. By doing this, your sales team can easily target inactive and churned accounts at the touch of a button. Gone is the time consuming, arduous and complex process of extracting data from your business system so that you can manipulate it into a spreadsheet for distribution to your sales team. Instead, ASK-CRM automatically provides robust, flexible and up to date information to

everyone involved with the sales process; freeing your time for coaching, selling and driving more revenue!

Now that your business system sales history is in ASK-CRM, it is simple for anyone to create targeted lists. Point and click filters are available to isolate advertisers based on their activity in certain publications or rate codes. Perhaps you want a list of advertisers in a specific zip code, city, county or state. Maybe you want to find all of your inactive accounts. One can even create and maintain your own custom groups of accounts based on any criteria you need. All of this flexibility means that you can create call lists at the click of a button for your entire sales team and have the calls assigned to the account owner or anyone of your choosing. You can even use your custom lists for emailing. Whether you want to send individual emails to your contacts or if you want to send the same email to everyone in a mass email, ASK-CRM is up for the challenge.

We have integrated a robust html email editor, complete with tracking statistics (opens, clicks, etc.). Our email editor also allows you to create emails that include mail merge functionality so each email is individually addressed and personalized. Plus, we can include hyperlinks to your sales flyers or to an advertiser’s previous ad.

Yes, we even host final versions all of your prior ad history as part of our integration with your systems. The ads are organized and included as part of the customer information for each and every one of your advertisers. Gone are the days of searching through the archives, looking for an old ad for an advertiser. Just another way we give you more selling time.

Another feature that saves time and finds revenue is our “flexible” advertiser churn analysis. By default, each account executive is provided a year-over-year view of the current month picture. Additionally, they can easily see comparisons by weeks, months or years. Whatever fits their current needs is available in less than 5 seconds. No more waiting on someone to run a report and email it to them. Providing this information aids your team’s account retention and reactivation efforts.

ASK-CRM is loaded with additional features like contact management (complete with email address validation), automated call reports, and mileage tracking/logging; just to name a few.

As they say...the proof is in the pudding and several of your ACP friends are already clients. Please reach out today so we can talk in-depth about your needs and evaluate how we can assist.

Robin E. Smith, robin@ask-crm.com, 410.449.4777



TRUMBULL PRINTING

Trumbull Printing is a full service, state-of-the art commercial printer with complete prepress, binding, mailing, inserting & shipping capabilities. Specializing in newspapers, publications, shoppers, catalogs, magazines, directories, coupon books, college course catalogs, business & financial periodicals, free standing

inserts, advertising supplements. Conveniently located between Boston & New York, and minutes from all major highways. We offer a simple on-line quote request form. Please visit our web-site and/or contact us for a free quote and consultation.

With over 60 years experience as a non-heatset web printer, Trumbull Printing houses all services under the roof of a 60,000 square foot state-of-the-art facility. Our operations take place 24 hours a day, seven days a week.

- Highest standards of quality & performance
- Unmatched color capacity
- Competitive pricing
- Quick turnaround
- Keeps up with latest technologies
- Expert technical support
- 24 hour customer service & production management
- Bilingual communication
- Strong values & ethics

Recipient of Web Printing Association & Printing Industries of New England Awards of Excellence.



CIRCULATION VERIFICATION COUNCIL

The Circulation Verification Council (CVC) plays a pivotal role in the publishing world by conducting circulation audits and readership studies. CVC's audits provide unbiased and reliable information regarding circulation, readership, and market penetration. These metrics empower publishers to make informed choices about their publications. Advertisers, in turn, gain insights into the reach and effectiveness of their ad placements.

Circulation audits go beyond mere circulation numbers. They encompass printing, distribution, digital editions, websites, mobile, email, and social media. By auditing these aspects, CVC presents an accurate picture of a publication's audience. This information is invaluable for publishers seeking to understand their position in a competitive landscape.

Beyond circulation, readership studies delve into audience behavior. They can explore how readers engage with content across various platforms. These studies reveal crucial insights: Who reads the publication? How long do they spend with the publication? Which sections are most popular? Such knowledge informs content strategies and ad targeting.

CVC's sales training sessions empower sales staff with compelling information. Armed with data, they can confidently engage with clients. CVC's circulation audits and readership studies are the foundation of an industry that thrives on data, trust, and strategic decision-making.

CVC acts as an impartial third-party. In the battle for circulation and advertising revenue, CVC equips publishers with the numbers they need. Armed with accurate data, publishers can demonstrate their publication's worth to advertisers. Advertisers, in turn, can allocate budgets effectively based on real-world impact.

SCS
SCS has delivered Innovation, Longevity and Service for nearly 40 years with advertising, production, newsroom and digital asset management software. Family-owned and employing a U.S.-based development, sales, and support staff, SCS has long been a trusted vendor for newspapers ranging from small weeklies to corporate groups.



SCS's Community Advertising System (CAS) packages the advertising systems a newspaper needs to publish. CAS includes retail and classified order entry, accounts receivable, display ad dummyming, classified pagination, and ad production management. CAS also comes with web-based self-service modules for customers to place classified ads, proof display ads, view electronic tearsheets and pay invoices.

If you're tired of paying exorbitant fees for legacy newsroom systems, check out SCS's Community Publishing System (CPS). CPS is perfect for content creation, curation and multi-channel distribution with edition planning and monitoring, is web-based, and integrates beautifully with Adobe InDesign.

SCS's subscription packages are backed by 24/7/365 support with NO PER CALL CHARGES and include either SCS-provided Local Cloud Appliances or a cloud-based instance.

In 2024, SCS announced the creation of a new start-up – SN1, LLC. SN1 will specialize in data visualization utilizing 2D and 3D modeling, along with the development of native XREAL, Meta Quest and Vision Pro applications. One of SN1's visualization efforts will be content distribution, which is extremely relevant to the newspaper industry.



MIRABEL TECHNOLOGIES

Mirabel Technologies is a privately owned, international tech company that provides all-in-one software solutions for businesses. As a former publisher, President Mark McCormick founded Mirabel Technologies in 2003 with the vision to help publishers streamline operations in an ever-changing media environment.

After launching over a dozen successful publications in South Florida, McCormick introduced Mirabel's flagship product, The Newspaper Manager. The Newspaper Manager is a web-based CRM solution designed to help digital and print publishers streamline operations in an ever-changing media environment.

Serving 23,000+ newspapers, magazines, websites, and events worldwide,

Newspaper Manager's rapidly expanding product line includes a world-class customer relationship management platform, a robust sales pipeline opportunities module, an order management system that handles print orders, events, and digital products, a project management module, the most powerful billing module in the newspaper media industry, a detailed accounts receivable system, a complete reporting suite, and an audience development platform that includes a landing page management system, email marketing automation, website visitor identification platform, competitor insights, and an email verification program.

With the addition of DigitalStudio, The Magazine Manager, Digital Media Manager, Flip & Share, Mirabel's Marketing Manager, Clean Your Lists, and ChargeBrite, our suite of SaaS products has expanded into numerous new industries.



Adroitsquare is a 24/7 operation with more than 100 design and support professionals dedicated to providing unparalleled design expertise and support with every project we deliver. Scope of services includes custom ad design, campaign development, and turnkey pagination/layout for newspapers and magazines.

No matter the medium, print or digital, Adroitsquare is a one-stop resource with

amazing turnaround times and attention to detail that is second to none. Typically, partnering with Adroitsquare reduces creative costs by 40 to 60 percent.

Completing another record year in 2023, Adroitsquare serves a rapidly growing client base in the newspaper and magazine arena, including a top 15 news media company and virtually every imaginable size, scope, orientation, and publishing schedule. Whatever the challenge, reach out to Adroitsquare for all your newspaper and magazine publishing needs.



U. S., CENTER FOR SAFESPORT

- **Fostering respect. Ending abuse in sport.** – As reports of sexual abuse in amateur sport made headlines in the 2010s, it had become clear: America deserved a safer sport culture.

To achieve this, a new paradigm anchored by a new organization would be needed. Authorized by Congress to help abuse prevention, education, and accountability take root in every sport, on every court. Dedicated solely to ending sexual, physical, and emotional abuse on behalf of athletes everywhere.

From this need, the U.S. Center for SafeSport was created.

- **Safe Sport Act** – The Protecting Young Victims from Sexual Abuse and Safe Sport Authorization Act of 2017 codified the U.S. Center for SafeSport, a 501(c)(3) nonprofit, as

the nation's safe sport organization. It gave us the scope and authority to resolve abuse and misconduct reports for more than 11 million individuals throughout the U.S. Olympic and Paralympic Movement—from whom we are fully independent.

The Act also charged us with developing and enforcing policies, procedures, and training to prevent abuse and misconduct. The Center's SafeSport Code governs all participants in the Movement, and our oversight authority helps us ensure all Olympic & Paralympic national governing bodies (NGBs) adhere to Minor Athlete Abuse Prevention Policies (MAAPP) that support athlete safety.

- **Expanding Quickly, To Serve Growing Needs** – As demand has escalated for our work—underscored by more than 7,000 abuse and misconduct reports for us to resolve since 2017—we've built many routes to ending abuse in sport.

We've delivered more than 4 million online trainings, created 12 new courses, and developed scores of abuse-prevention resources. We've increased our Investigations staff

by over 400% in two years to better manage caseload, and developed an audit and compliance program that has audited every NGB and the U.S. Olympic & Paralympic Committee. In 2020 we launched an ambitious three-year strategic plan that holds us to a high standard of accountability, as we ask of those we serve.

- **Empowering Olympic, Paralympic, and Amateur Athletes Act** – In late 2020, a game-changing federal law was passed—the Empowering Olympic, Paralympic, and Amateur Athletes Act of 2020—that strengthens safeguards for athletes. The Act strengthens the Center's oversight functions and mandates a reliable annual funding stream from the U.S. Olympic & Paralympic Committee to bolster our long-term sustainability.

We are encouraged by the groundswell of attention toward athlete safety, and the meaningful progress our allies are making with us to reduce abuse in sport. We will not rest until we can ensure that every athlete everywhere is safe, supported, and strengthened.



Column is a public benefit technology company that builds software for publishers to better manage their public notice business.

Founded in 2020 by Jake Seaton, the fifth generation of a newspaper family from Kansas, Column currently partners with over 500 newspapers across all 50 states. Column's cutting-edge public notice platform helps publishers deliver a modern customer experience, streamlining all operations of their public notice business from affidavits to invoicing. Trusted by publishers of all shapes and sizes nationwide, Column's publishing partners include Lee Enterprises, Ogden Newspapers, Wick Communications, CherryRoad Media, and Forum Communications Company. Every minute, a public notice is processed through Column.

Column offers three distinct pricing plans: Column Pro, Column Standard, and Column Starter. Schedule a call with our team at column.us/schedule-demo to find out

which pricing plan is the best fit for your publication.

- **Column Pro** is a full-service public notice and legal ad solution that merges self-serve software with a suite of cost-saving professional services provided by Column Reps, who bring decades of experience as legal reps at newspapers across the country. Column Reps handle the entire lifecycle of public notices, from order intake and design to invoicing and customer support. Column Pro includes automated affidavits, display and pagination services — an excellent solution for publishers with limited capacity or staffing to handle all design and affidavit needs.

- **Column Standard** focuses on unlocking staff efficiency through outsourced affidavit management. With Column Standard, newspapers can deliver a self-serve experience and take advantage of our affidavit automation services. Column handles the entire affidavit process, including notarization, so newspaper staff can stay focused on customer relationships. Publishers also benefit from having a dedicated customer success team to ensure

a smooth transition and a positive experience for their clients.

- **Column Starter** provides newspapers with a self-serve experience for all public notice customers. Governments, law firms, businesses, and any individual who needs to publish a notice have come to expect a modern experience with any online transaction — public notice should be no different. The Starter plan allows staff to automate routine tasks and consolidate information in one place. By empowering customers to self-serve the notice process, newspapers save time on back-and-forth email threads discussing proofs, payment terms, or affidavits. With Column, you can ensure that customers stay informed and that your workflows are as efficient as possible.

“Our county treasurers were ecstatic. Column enabled them to create and place notices by themselves. Column has been absolutely necessary for our publications to compete in the digital world, and it only took a couple of weeks to integrate it with our legacy system.” Francis Wick, CEO of Wick Communications



Merchant Account Review

Publishers use numerous platforms to manage billing for advertisements, subscriptions, obituaries, legal notices, and more. We streamline and unify your sales channels, making it easier for you to manage your accounts receivable.



Reduced
Costs



Operational
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Greater Data
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Accountable
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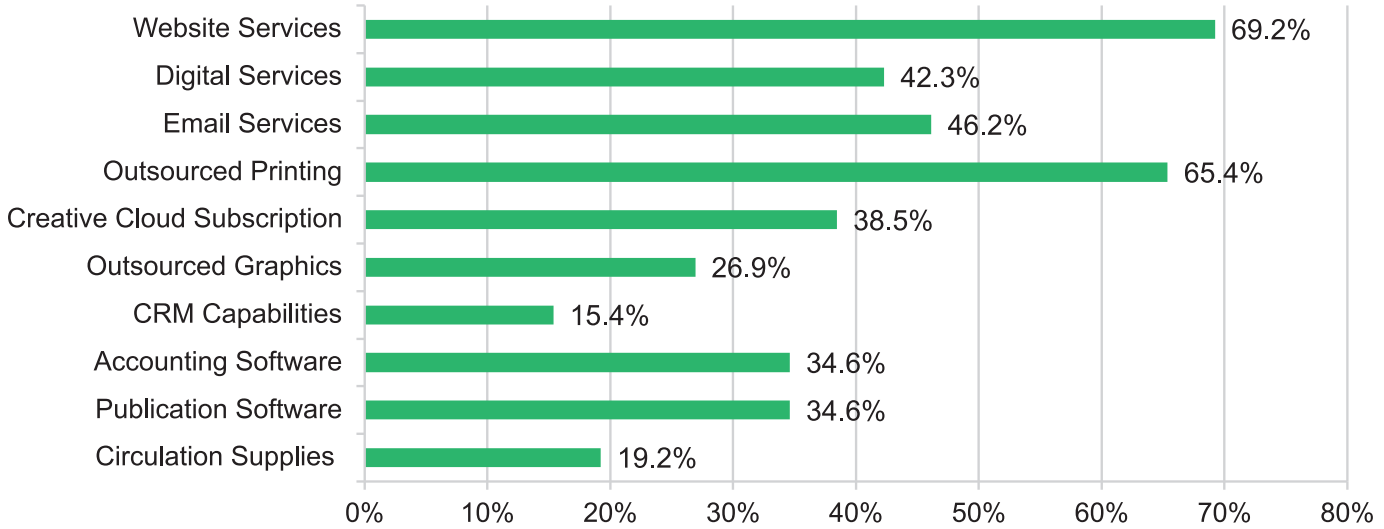
And outsource your affidavit workload.



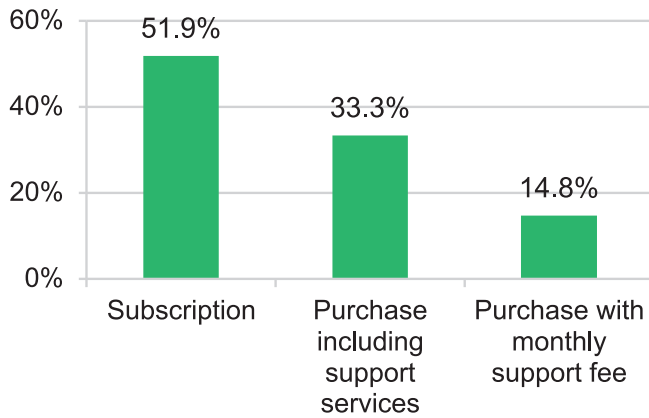
THE SURVEY SAYS...



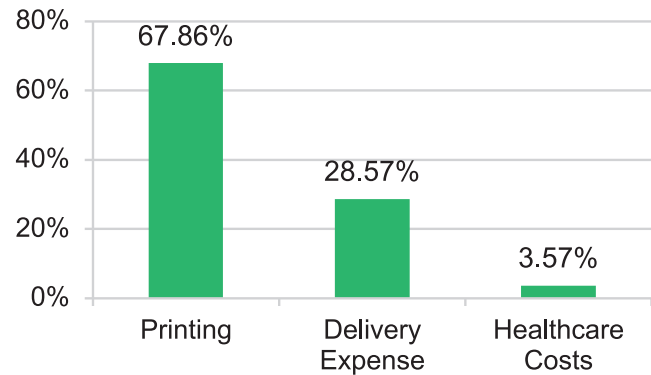
Which of these do you plan on purchasing in the next 12 months? (check all that apply)



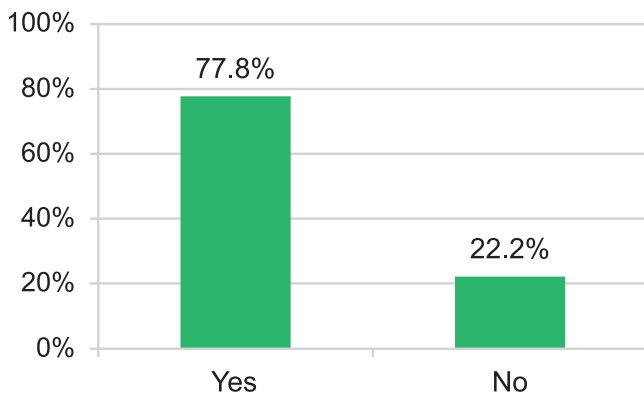
What purchase method do you prefer for software?



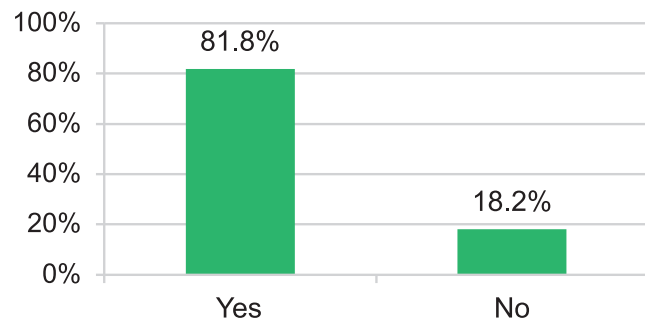
What product or service was your largest expense last year (excluding labor cost)?



Have you ever attended an ACP Conference Trade Show?



Have you ever purchased goods or services from a merchant you met at an ACP Conference & Trade Show?



ADDITIONAL RESOURCES

Speechify – Blog Article

Best Alternative to Adobe Creative Cloud: A Comprehensive Guide

By Cliff Weitzman

Based on the recent Publish survey indicating 38.5% of respondents indicated being Creative Cloud subscription holders and 30.0% of those mentioned it as the top item they would like to find a replacement for, thought this article would provide some excellent information.

<https://speechify.com/blog/best-alternative-adobe-creative-cloud/>



BuildFire – Article

8 Great Places To Get Free Small Business Advice

There is an abundance of of small business advice out there and this article does a great job providing cost free options. All recommendations are supported with reasons and recommendations on how to proceed.

<https://buildfire.com/great-places-free-small-business-advice/>



Hourly – Article

19 Tips for Small Business Owners

By Steve Strauss

These 19 Tips cover a variety of areas including management, money, legal, risk-reduction and marketing. Each recommendation is well supported and easy to understand.

<https://www.hourly.io/post/small-business-tips>



Sparklight Business – Article

Working In vs. Working On Your Business – What’s the Difference?

It deals with the complications involved when focusing on business planning versus day-to-day operations and tasks related to your publications. Provides sound reasons why you have to include both in your activities to be a successful business manager long term.

<https://business.sparklight.com/the-wire/leadership/management/working-vs-working-your-business-whats-difference>



Newest addition for your “Advertiser Help Page” Listings Ff9300

Coffee News of Kansas City Metro – Blog Article

How Local Newspaper Advertising Can Benefit Your Business

A well written piece that walks through the important points emphasizing why including local newspapers in a marketing campaigns is critical. It does a great job covering the effectiveness and advantages of print advertising

<https://coffeenewskcmetro.com/blog/how-local-newspaper-advertising-can-benefit-your-business/>



A WALK DOWN MEMORY LANE

WELL EARNED RETIREMENT

VINTON — After a distinguished and successful 46-year career in the print industry, Mona Garwood created her last ad this week. Her lengthy career saw many changes in the print industry and Mona adapted her skills and rolled right along with the presses. Over the years she has held many titles, from Sales Representative, Sales Manager, General Manager and Special Projects Coordinator at The Gazette where she worked for ten years of her career. Her favorite title though, and one she will not be retiring from, is Grandma.

Mona grew up in Vinton and has fond memories of growing up here as a “River Rat.” When she was in High School, her family moved to Minnesota, so Mona graduated from Brainerd, MN High School. After attending fashion merchandising school in Minneapolis, Mona returned to Vinton and married her junior high school sweetheart Gary Garwood. At first, she tried to work in the fashion field at Black’s in Waterloo, but the winter commuting had her looking for a job closer to home. She heard from Gary’s mom about a job at the Vinton Livewire, and after an interview where she was hired on the spot, Mona began her print career at the age of 19.

“I joke a lot about having ink in my veins now. Once the passion for print gets in your blood, who you are and what you do is forever changed,” Mona said. With her passion for print ignited, Mona soon found she had an innate skill for ad creation, and a love for working directly with people. “I’m a better fit in the people, sales, and the ad design world. People that have creative talent of putting words in prose, well ad design people have that in a different, visual way. And that’s what I can do. I can see it in my head. Somebody can tell me kind of what they want, and I’m already picturing it. I’m already doing it in



Mona Garwood

my head, and I know what I want it to look like,” Mona said.

Over the span of Mona’s career, technological changes have drastically altered how ads are created. In the earlier years, before computers and cellphones, being a sales rep looked very different than it does today. “In my beginning there were no computers or cell phones. I was hired at the Vinton Livewire shopper as a salesperson and was put on the street day one with very little training. I never pictured myself as the “outgoing” personality type that doing sales requires, but for some reason, it became a good fit.

I had a regular sales beat and walked or drove to see my clients every week. We hand wrote ad copy and sketched layouts to take back to the layout department. Pictures and artwork were cut out of books to be pasted on layout sheets with rubber cement or glue sticks. Borders were drawn around ads from an inkwell and pen, or fashioned from a border tape roll. Ads were put together like pieces of a puzzle to fill paper layout

sheets and once done we hand delivered these pages to the printer to have negatives made into plates for the press.

We often had 32-page papers with anywhere from two to eight inserts with multiple breakdowns that were separated into piles and labeled with a top sheet for each carrier or mail route. We had just one somewhat large production room where everything happened that became the mailroom every Wednesday.

All papers had to be hand stuffed by our small staff, with the carriers responsible for doing their own. And the mail route papers had to be bundled, bagged, tagged and hand thrown on the dock at the post office. Other than our manager, we were an all women crew and it was hard work. Deadlines existed then the same as they do today and I still think it is why I always feel the need to go, go, go and have a hard time sitting still for long,” Mona said.

Mona attributes much of her success to an organization she joined early in her career. Formerly called Shoppers Guides of Iowa, the association is now called Midwest Free Community Papers. Mona has been a member, and has served on the board for most of her career, even as Board President for a few years. “In the beginning it was just a job and a paycheck, and maybe would have gone in a different direction if I hadn’t met my SGI/MFCP family. I was such a rookie, a newbie baby. I didn’t know anybody, or anything, and I was a nervous wreck. What propelled me in this business was becoming a part of that organization more than anything else. Honest to God, I will give them kudos for that. And I talk about it all the time to the young people that come in and say, ‘I don’t have time for that.’ If you only knew what and how that could change your career going forward,” Mona said.

The relationships she made over the years are treasures that Mona will take with her into retirement. She also has fond memories of her first boss. “Rich Gifford is the person who hired me. I would say that he really was the launching pad for me. He was a good boss. And he had a hen house. It was an all women crew, and we had to do a lot of heavy duty work. For him to put up with all those girls was quite a challenge. And he did a pretty darn good job. We had a thriving business at the Livewire, and an office supply store business that was really, really a lot of extra work on top of that,” Mona said.

Another fond memory for Mona was the creation of the 150 page Sesquicentennial edition of the newspaper in August, 2019. “The Sesquicentennial edition obviously was the topper. That was a community wide effort, and it was exciting. It was so cool that we had the resources at the newspaper to go back in time, and pull that information from way back when, and bring it all together for

people to see. For those who maybe had no idea that this is where we came from, and this is how the town grew, and the people and the businesses that shaped this community. It was really fun to work with other people in the community and put that together,” Mona said.

Although Mona is looking forward to not living “under a clock” anymore, she said that she will miss her customers and the relationships she has built over the decades. “I just can’t thank them enough for being so great to work with. Many customers with stores here, I’ve worked with three generations of their family. From the day I started, to the person that’s managing the store today. And, so I’ve seen a lot of changes, but yet at the same time, I’ve made some lifelong friendships with some of those people. And certainly has made my job worth it. And I mean, I wouldn’t be doing this if I didn’t love it. I love what I do. And I care about the people that I take care of, and I hope that we’ve done a good job of helping their

businesses as well. I mean, that’s what our job is,” Mona said.

With plenty of children, grandchildren, and sisters in the area, Mona anticipates a pretty active retirement. She hopes to play more golf, travel with the family, and do more gardening, but her first goal is to just be. Stillness has never come easy for her, so she knows this may be a challenge. “Even at home, I don’t sit very long. I’m up and down, up and down, up and down. But I keep joking with everybody right now when they ask what I’m planning to do, to just give me a chance to get bored first.” “March 1 will be the first day of the rest of my life and I am really looking forward to living it.” Mona said.

Mona will certainly be missed at the Vinton Newspapers office. Her wisdom and expertise are assets that we will never replace. On a personal note, I cannot thank Mona enough for the help she’s given me since I started my career here. We will all do our best to continue her legacy of excellence. ■

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ASSOCIATION OF COMMUNITY PUBLISHERS
CONFERENCE & TRADE SHOW
NORFOLK • 2024

Contact Cassey Recore:
cassey@communitypublishers.com

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



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CONFERENCE & TRADE SHOW
NORFOLK • 2024

“ALL HANDS ON DECK” - MAY 1-3, 2024

DON'T MISS THESE EVENTS!



Innovation Spotlight is an opportunity to explore what's new. 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 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.

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!

SEEK THE STARS



JOHN DRAPER

It has been some time since I've contributed some voice to *Publish*. I'm sure my columns were dearly missed. In the 15 months since my departure as president of ACP, the leadership team and the ACP staff continue to run a solid association and put out a great magazine with sights on offering information and news to better the community publishing industry.

While I've stepped aside from the president's role, I have the great pleasure of continuing to lead the ACP Rising Stars program and contribute to the association in other ways. Each month one of our Rising Stars contributes a piece to *Publish*. Their contributions offer us a different voice and view of things. This voice can prove valuable to the association, our members, and most certainly is valuable within the organizations who are fortunate enough to employ them.

In my time with the Rising Stars program, I have seen first-hand the impact these exemplary men and women make. The group has shared their success stories, mentored one another, worked through challenges, and learned valuable career and life lessons. All of this, and more, leads to creating the values the program is designed to achieve...value for the in-

dividual, value for the employer, and value to the association.

At the upcoming annual trade show and convention in Norfolk, Virginia, we will once again recognize our Rising Stars. These individuals have proven to be outstanding contributors to their organizations and their communities. What's more, these stars are making an impact on the publishing world and will bring their knowledge and enthusiasm to Norfolk.

I encourage all in attendance to spend some time with these talented individuals. A good conversation with any of the Rising Stars is another way to realize the values ACP works to achieve through this program. They can offer insight into how they go about their work, view the industry, or perhaps utilize new forms of media or technology. Likewise, our more seasoned industry members can share their experiences with these Rising Stars to provide valuable lessons gained from years of experience.

If you haven't yet finalized your plans to join us in Norfolk, please do. The door is always open, and awaiting you is an abundance of opportunities to improve your operations or personal talents. And once there, seek out our Rising Stars to learn and mentor. ■

ACP CONFERENCE TESTIMONIALS



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.



2021 Des Moines ACP Conference Attendees

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2023 Charlotte ACP Conference Attendees



5 WAYS TO CLOSE THE DEAL IN A NEGOTIATION

BY JAMES A. BAKER – FOUNDER AND CEO, BAKER COMMUNICATIONS

Negotiations are often a bit like the Energizer Bunny – they just keep going! and going! and going. Sometimes, with all the haggling and swapping concessions and bargaining and stonewalling and nibbling, it's hard to figure out when and how to wrap things up and call it a done deal.

When all the real issues have been resolved and the minor concessions discussed to death, it may be obvious to one party that the negotiation is over, but not to the other. Perhaps one party is less experienced, or more stubborn, or doesn't understand principled negotiations and is trying to manipulate or bulldoze their way to a better deal.

The goal of win-win negotiations is for both parties to walk away satisfied, so it is probably in your best interests to help the other party feel comfortable with the closing process.

5 WAYS TO CLOSE A NEGOTIATION

Even if you feel that it's high time the negotiation wound down, you still have a couple of hurdles to face – getting the other side to agree that you are done, and drawing to a close that leaves both of you feeling satisfied.

Here are five approaches to help you tackle this potentially touchy transition period.

1. Drop a Hint – The other side may be reluctant to close because they just aren't sure if it's the right time. They might be able to get more out of you, or maybe there's an issue they aren't satisfied with yet. Let them know that you think you have reached agreement on everything, and tell them you believe the negotiations are finished. If you act like things are settled, they will probably start to move toward a close as well – even if that means bringing up a last-second nibble.

2. Shut It Down – If the other party keeps trying to drag things out, simply don't agree to discuss any more concessions. Politely, but firmly, refuse to give anything else up, and make it clear that you aren't interested. Once the other side realizes that they have gotten all the concessions they are going to get and won't be getting anything else out of you, they will understand that the negotiation is effectively over.

3. Make it Final – Bring up some minor detail that needs to be agreed upon, like a delivery time, and say: "Let's just settle this final issue." This

communicates to the other side that as far as you're concerned, this is the last piece of business to take care of. Once it's settled, you should be able to move to a close.

4. Find the Missing Piece – Ask the other party if everything is settled and whether you are finished. If they don't agree that everything is settled, find out what the holdup is. Then you know exactly what you must resolve in order to conclude the negotiation. Address the issue they are concerned about, and then check again to see if they are now satisfied and ready to close.

5. Give Them a Choice – Give the other party two alternatives to choose from. If you have reached agreement on all but one item, or have established two good potential scenarios, lay out their options and let them choose one. Once they have committed to their choice, the negotiation is done.

THE NEVERENDING NEGOTIATION

Nobody wants to get stuck in an Energizer Bunny negotiation, but when conducting principled negotiations, your goal is always to ensure that both parties walk away feeling satisfied with the way the negotiation turned out. This means that you must gain the other party's agreement on when the negotiation is over, whether by making it clear that you are done, or asking what final issues the other party needs to see resolved. Otherwise you could both be stuck there forever!

Baker Communications offers leading edge Negotiation Training solutions that will help you address the goals and achieve the solutions addressed in this article. For more information about how your organization can achieve immediate and lasting behavior change that leads to bigger wins during negotiations in any setting go to: <https://www.bakercommunications.com/negotiation-training-solutions.htm>

CREATING BELIEVABLE ADVERTISING



BY JOHN FOUST
GREENSBORO, NC

“Willing suspension of disbelief” is a cornerstone of entertainment. The term was coined in 1817 by poet Samuel Taylor Coleridge, author of “The Rime of the Ancient Mariner.” It refers to the fact that an audience must temporarily suspend rational judgment in order to enjoy a story or presentation.

The person on the screen is an actor, not the actual person he or she is portraying. People who wear capes can’t really fly. The woman in a magic act isn’t really cut in half.

Suspension of disbelief is a good thing. We do it with ease. It makes mystery novels interesting. It makes ghost stories around the campfire more fun. And it keeps us on the edge of our seats when we go to action movies.

All of this is fine in the entertainment business, but things are different in the real world. Consider this profession of advertising. Suspension of disbelief is not necessary. It’s an ad creator’s job to encourage willing belief. Here are three points to keep in mind:

1. Tell the truth. It all starts here. Once someone catches a person in a lie, it’s hard to believe anything else that person says. The same goes for advertising. Stretch the truth and pay the price in the marketplace.

Of course, there are laws protecting consumers from bait-and-switch promotions and other deceptive schemes. But what about exaggerations and unsubstantiated claims? Although most of them are not technically illegal, these seemingly innocent copy techniques can be just as misleading.

Consumers are confused when competing advertisers each claim to be the “best.” And they are suspicious when every sale is promoted as “the biggest sale in our history.”

2. Use evidence. Just like attorneys are well armed with facts to back up their positions in the courtroom, advertisers should support their claims with evidence. Saying, “This new widget will save money” is not nearly as effective as saying, “The XYZ Board’s tests show this new widget can save up to 10 percent on your energy costs.”

A testimonial is another form of evidence. To be believable, testimonials should feature real customers, not professional actors. Real customers add authenticity to marketing campaigns, because they have actually used the advertised product.

3. Focus on benefits. Every advertiser wants people to believe their products and services are the right choices. The fastest way to do that is to talk in terms of benefits.

Benefits generate belief. Think of the things you have bought for yourself. Every purchase was based on the benefits those things would provide. You chose Residence A over Residence B, because it offered better features, location and price. Car A was a better fit for you than Car B, so you chose Car A.

Willing suspension of disbelief and willing belief are both based on trust. When we go to a movie, we say, “I trust you to entertain me.” And when we encounter the right kind of advertising, we say, “I trust the information in this ad to be reliable.” ■

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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. Email for information: john@johnfoust.com

Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net © 04/2024

We see lots of colors and knowing how to use them can make a big difference in creating effective ads. Advertisers like to use color—lots of color, whether in print or on a screen. I haven't addressed the overall use of color... until now.

To do that, I will have to go back to the use of color in print, before we can discuss color on the web. There are pitfalls with color in print and the same for color on the web.

But it can seem that color is an afterthought in the design process... just pick an area and add a bit of color. Yet the proper use of color can create a huge visual impact!

Color terms

Hue: A color or shade

Chroma: How pure a hue is in relation to gray

Saturation: The degree of purity of a hue.

Intensity: The brightness or dullness of a hue. You can lower the intensity by adding white or black to the hue.

Luminance / Value: A way to measure the amount of light reflected from a hue. Hues with a high content of white have a higher luminance or value.

Shade and tint refer to a variation of a hue:

Shade: Denotes a hue produced by the addition of black.

Tint: Denotes a hue produced by the addition of white.

COLOR MODELS AND EFFECTS TO USE WHEN DESIGNING:

Primary Colors: Red, blue and yellow. Usually associated with fun or child-like emotions. These three colors will mix to form...

Secondary Colors: Orange, green and violet. Red and yellow mix, blue and yellow mix and red and blue mix. Mixing primary and secondary colors gets you the tertiary colors—but enough!

Warm Colors: Reds, oranges, yellows and any variation in between are warm colors. Think sun!

Cool Colors: Look to the blues and green areas on the color wheel.

Monochromatic: These are colors that are variations of the base color—darks, mediums and lights of the same color hue. It can provide contrast, especially when only one color is used in your message.

Analogous: These colors are located on either side of the base color, so they share undertones of the base color and can create a low contrast harmony.

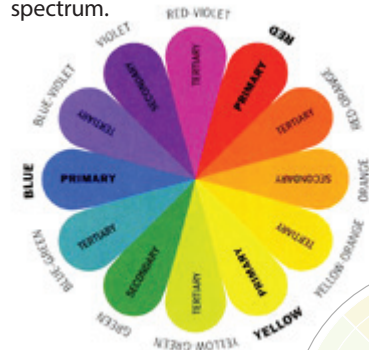
Complement: Colors located directly opposite each other on the color wheel. These colors offer your greatest range for contrast and offer more excitement or energy in an ad.

The complement is usually used in a smaller amount — which is the accent color that is so often described on design shows as the color that “pops.”

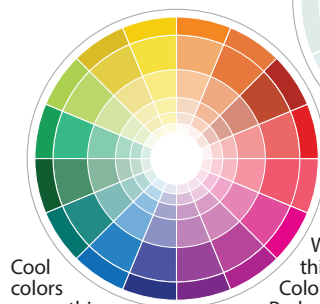
The Color Wheel

Colors on the color wheel come from mixing the primary colors: red, blue and yellow!

Primary colors are not a fundamental property of light (as is RGB) but are often related to the physiological response of the eye to light. Fundamentally, light is a continuous spectrum of the wavelengths that can be detected by the human eye, an infinite-dimensional stimulus space. The human eye normally contains only three types of color receptors, called cone cells. Each color receptor responds to different ranges of the color spectrum.



Primary Colors: Red, Blue, Yellow



Cool colors are on this side of the Color Wheel: Blues, greens...

Warm colors on this side of the Color Wheel: Reds, oranges...

Printing RGB

The RGB color model is an **additive** color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name comes from the initials of the three **additive** primary colors, red, green, and blue.

In **additive** color models such as RGB, white is the “additive” combination of all primary colored lights, while black is the absence of light. In the CMYK model, it is the opposite: white is the natural color of the paper or other background, while black results from a full combination of colored inks.

To produce deeper black tones, unsaturated and dark colors are produced by using black ink instead of the combination of cyan, magenta and yellow.

C = Cyan

M = Magenta

Y = Yellow

K = Black

Printing CMYK

The printing process uses primarily four inks (there are some exceptions)... cyan, magenta, yellow and black, represented as **CMYK**.

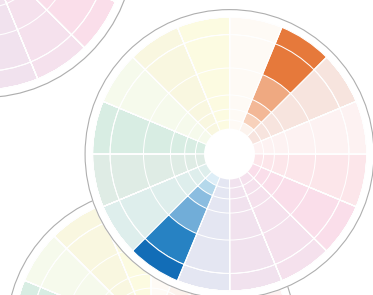
The **CMYK** color model (also known as process color, four color) is a **subtractive** color model, used in color printing, and is also used to describe the printing process itself. Though it varies by printer, press operator and press run, ink is typically applied in the order of the abbreviation.

The “**K**” in **CMYK** stands for **key** since in four-color printing cyan, magenta, and yellow printing plates are carefully keyed or aligned with the key of the black key plate.

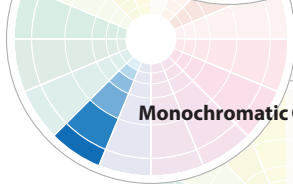
The **CMYK** model works by partially or entirely masking colors on a lighter, usually white, background. The ink reduces the light that would otherwise be reflected.

This model is called **subtractive** because the inks “subtract” brightness from white.

Color Complement: Across from one another



Monochromatic Color



Analogous Color: Next to each other



Final Thoughts

My original idea was to show **Generative Expand** in Adobe Photoshop, but I have to update my system software (and that can go so wrong!). So next month it's color on the web...

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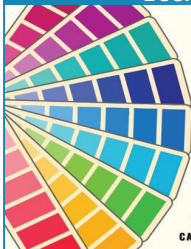


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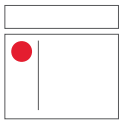
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Publish is a monthly magazine produced by the Association of Community Publishers.

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

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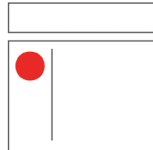
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