

Publish

AUGUST 2024

9 Successful Special Sections and Promotions



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acp



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Association of Community
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COMING NEXT MONTH

The September issue of *Publish* will take a look at presidential candidates and their stand for small business issues. As always, we will also cover the people, information and issues influencing the community publishing industry.



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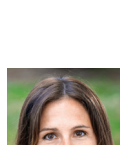
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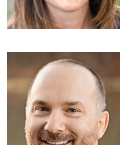
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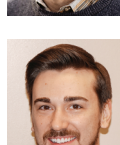
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RICK WAMRE: A CAREER OF SERVICE AND LEADERSHIP

BY DOUGLAS FRY

We at the Association of Community Publishers (ACP) want to extend our heartfelt thanks to Rick Wamre as he retires from the association board of directors. Rick's dedication and leadership have left a lasting impact on our organization and the wider publishing community.

Rick served as president of both the Texas Community Newspaper Association (TCNA) and the Independent Free Papers of America (IFPA) fortunately for him, not at the same time. His leadership has been marked by vision and unwavering commitment. His biggest achievement was playing a key role in merging IFPA with the Association of Free Community Papers (AFCP). This merger not only strengthened our industry but also promoted a spirit of collaboration and innovation that will be felt for years.

With the help of Rick's leadership, the IFPA and AFCP merger went off without a hitch, combining the best of both organizations to create a stronger ACP. He even helped both associations secure top-notch legal counsel at

no charge. His strategic vision and dedication ensured that this big change benefited everyone and set a new standard for excellence.

As Rick steps down from the board, we think back on all the contributions he's made. His leadership has been all about building community, enhancing communication, being good stewards of the association's assets, and pushing for progress. Rick's legacy is one of teamwork and growth, and his impact will be felt long after his retirement.

The ACP community is incredibly grateful for Rick's years of service and the positive changes he's led. His work has not only made our organization stronger but also inspired others to strive for excellence and unity in the community publishing industry. He has always been willing to share his experience and wisdom to help anyone in need of guidance.

We wish Rick all the best in his future endeavors and thank him for his exceptional service and dedication to the ACP. His legacy will continue to inspire and guide us as we move forward. ■



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SPECIAL SECTIONS – A BOOST FOR REVENUE AND ENGAGEMENT



BY MANUEL KARAM

“Being in the paper is special.” This often-quoted phrase from one of our publication's founders, Jane Harrison, or “Grandma Jane” as the family affectionately calls her, regularly surfaces during our discussions about new special sections. It serves as a reminder not to overdo the number of promotions we run. Over-relying on special sections risks advertisers holding out for these opportunities instead of committing to long-term ROP buys which sustain our publication. They can also be a lot of extra work.

Despite this, we certainly offer many opportunities for advertisers to take advantage of, including directories, guides, special sections, and editorial features. Special sections have distinct benefits, the most notable being the simplicity of the sales process. It's usually just a matter of inviting advertisers to be part of a community-focused event. This invitation is easy to accept, with no expectation of a measurable return. Additionally, special sections not only boost sales but also enhance the paper's quality and content — a double win. However, as Grandma Jane warned, special sections can be like sugary

drinks: providing an initial high followed by a sales fizzle.

So, how do you balance the revenue boost from special sections with regular ROP sales? It comes down to planning and prioritizing. If you have a strong special section planned for a particular month, it might not be wise to introduce a new idea shortly after. There are exceptions, such as running features in different industries simultaneously, like real estate and auto, but be cautious not to overwhelm your sales team. We've been guilty of this, yet our media consultants typically rise to the challenge and excel at these special offerings.

In our sales department, we often say, “We have so much going on!” I'm not always sure we're adhering to Grandma Jane's advice, but we all need to find what works for us, in our markets, with our customers. Borrowing creatively from within the association is a great place to get inspiration and tailoring ideas to fit your territory is important as well. Advertisers, like everyone else these days, can get bored easily, so it's essential to bring fresh and fun ideas to them. It's usually a win for you and your readers too. ■

Somebody once said...

“
You can't buy happiness...
But you can buy local
and that's kind of the same.”

Author Unknown

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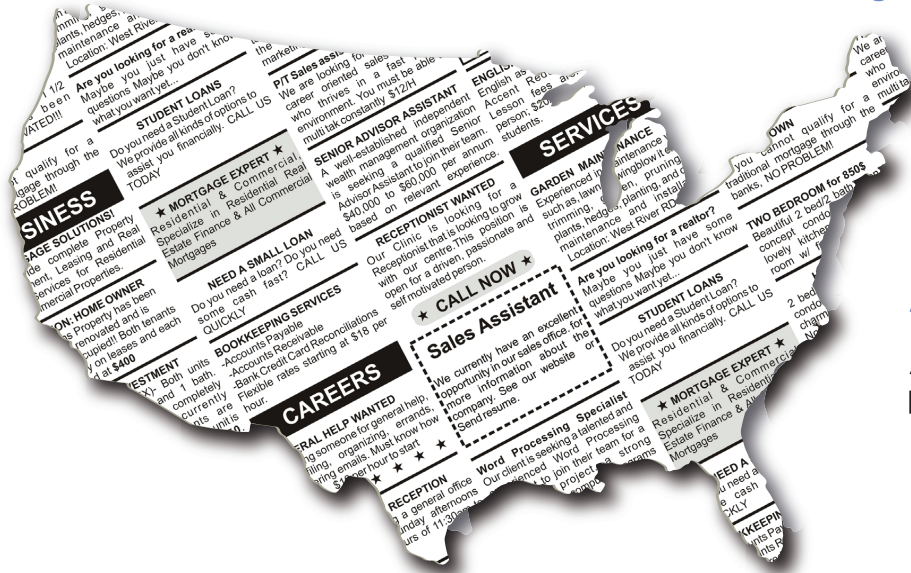
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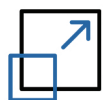
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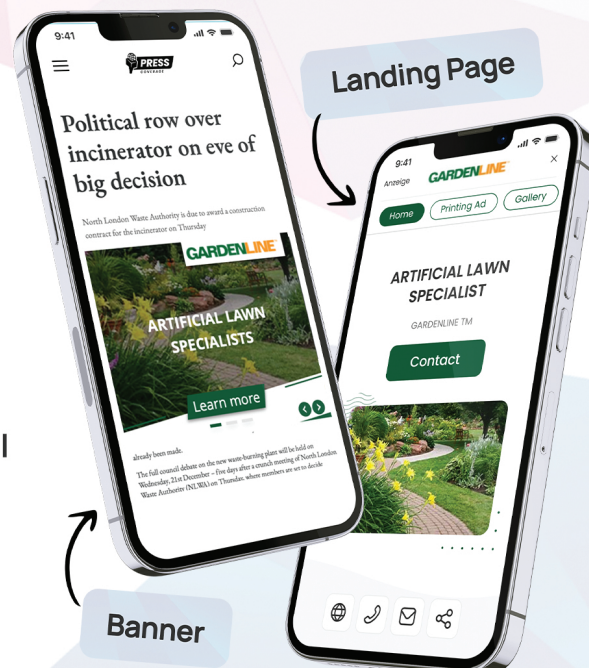


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BY DOUGLAS FRY

“DON’T BREAK YOUR STRIDE”

It will come as a complete shock to you, but it’s the truth, I used to run long distances as a college student. When the weather was nice there was something magical about running in the Uinta Mountains of Utah. But those two days occurred the day after Spring ended and the day Fall began. For the rest of the year I ran on the indoor track.

Every day I ran during my lunch hour. Running round and round the quarter mile track of the Smith Fieldhouse is as boring as it sounds. However, there was another reason I ran inside. You see, girls also ran on the same track, at the same time I did. I got to know some of them. There was “Blue Shorts” that would simply ignore me, “White Tank Top” tried to outrun me, and “Pepper Spray Girl” told me to leave her alone or she would unleash her can of pepper spray on me. Good times.

There was also a Karate class that started shortly

after I began my run each day. As a result, there was one young guy dressed in his karategi, or simply “gi,” that warmed up on the track each day. He didn’t have the same suave manner that I did nor did he run 6 miles. Each day he would surge past me on his measly two laps and then cut immediately to his left making me break my stride to keep from running in to him.

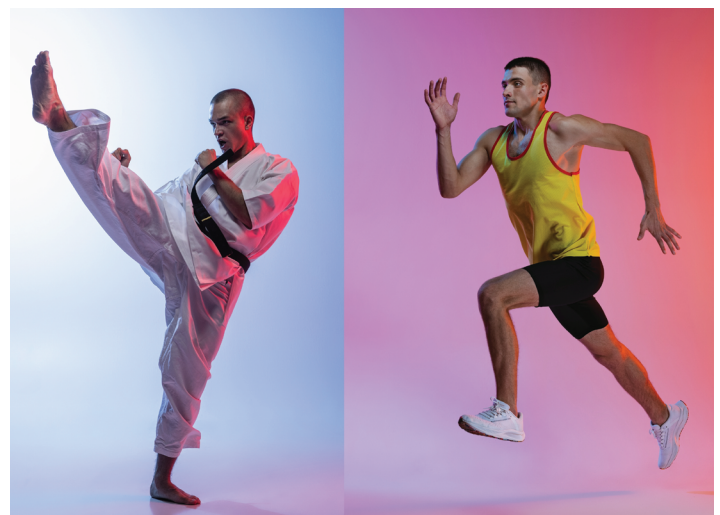
Every Monday, Wednesday, and Friday this Karate Kid wannabe ran past me, cut me off, and finished his 1/2 mile acting like he had just completed a marathon. Several times I yelled at him to watch out as he made me chop short my stride. But he ignored me each time. After a couple weeks of this I had reached such a point of frustration, by his self-centered and aggressive running, that I decided I wouldn’t break my stride when he came by me and cut into my lane.

I saw him stretching at the side of the

track on my 20th lap. I knew he would be coming around me soon enough. About 5 minutes later I heard his bare feet slapping on the track as he approached from behind. Sure enough, he came around me and cut me off. This time I didn’t shorten my stride and my right foot caught his left foot and produced a blur of white cotton fabric as he tumbled to the ground. I kept my pace, didn’t shorten my stride, and ran on as if nothing had happened.

I wasn’t proud of what happened but he never cut me off again. In the weeks ahead he warmed up and passed me as he prepared for the karate class. But these times he gave me a wide berth when he passed me.

The point of all this is to remind you that often our competition tries to make us break our stride. Don’t do it. Keep your pace, keep doing what you do best. You may have the satisfaction of watching them explode in a blur of white cotton fabric. ■



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The Association of Community Publishers

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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.

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OUR DATA SPEAKS VOLUMES



BY LOREN COLBURN

THE 5 TRAITS OF SUCCESSFUL PEOPLE IN THE COMMUNITY PUBLISHING INDUSTRY

After 47 years of working in this industry, I decided it would be interesting to identify the common traits I have observed in successful career community publishing professionals over that time. I'm not talking about the person who spends a year or two with us while they wait for their big break in pharmaceuticals or surgical sales. I'm talking the people who come in and get so attached to the industry that they can just never walk away. You know, those "ink in their veins" types. I've crossed paths with many of those people along the way and to be honest, they are the people I have always felt the most comfortable around. So here it goes, I believe successful community publishing career professionals...

1. ...are people who genuinely get a sense of accomplishment from helping other people succeed. It may be helping a merchant get the ad put together that moves that excess inventory. Or possibly sharing an idea they successfully implemented in their own company with a fellow professional to help that company become more successful. Or developing a new employee who has that "it factor" that makes them seem like a good fit in the industry and the company.

Whatever the task, they get pleasure from participating in the success of people they can help along the way.

2. ...are roll up their sleeves, not afraid to get their hands dirty, do whatever it takes to get the job done people. They are not lazy, let someone else do the heavy lifting types. They won't look for the easiest way to get things done but focus on what drives the best outcomes. Sure, we've all met some that are not quite go getters along the way, but they are never the ones who are the most successful or last the longest in this industry. We all gravitate to those people who are the first to pitch in and constantly strive to build the best results and experiences.

3. ...are creative thinkers who are not afraid to follow their gut. They are not afraid to try new things, make changes to keep their products relevant as their community changes. They don't focus on how things are but constantly look to how things could be. Those people in the industry who have been the protectors of the "we've always done it this way" mentality are disappearing at an alarming rate. Those most successful in this industry seem to follow the Jack Welch philosophy of "Change before you have to."

4. ...are personally driven to be successful. We

have all met people who are successful because they happen to be in the right place at the right time. I believe those people only have short term success because of today's accelerated rate of change. Truly successful community publishing professionals don't bask in the glory of their last accomplishment, they constantly drive themselves to improve on everything and build the next success story, and the next.

5. ...are intensely loyal to both the industry and their employees. They feel this strong sense of commitment to the people they work with and respect the reciprocity of their loyalty in return. We are all thinking of somebody we know that doesn't fit this one, but I believe it is the rare exception to the rule. Most of the successful people I have crossed paths with tend to have an extremely strong allegiance to the industry and the people within it. It may not be a requirement to be suc-

cessful, but I believe this industry attracts people who exhibit this trait.

In looking back over the last 47 years, I have had the privilege of being associated with an enormous number of successful professionals throughout this industry. My involvement for the last 29 years with the national association has provided opportunities to work with people from across North American as well as from around the world. Some of the great ones I have met along the way have come and gone, but I have no hesitation in saying some of the great ones are here right now and some of the great ones are just getting started in this industry. The good news is, we have attracted more than our fair share of great ones.

As we continue to evolve as an industry, we need to hold on to attracting the people who exhibit these five traits. If we can do that, the future will be very bright and we will continue being able to promote the slogan, "Print's not dead, it's READ!" ■



ROP PROMOTIONS

HELLO SUMMER!



[Link to Full Promo PDF](#)

PUBLICATION: THE REMINDER – EAST LONGMEADOW, MA
NUMBER OF YEARS THE PROMOTION HAS BEEN PRODUCED: 3 YEARS
TOTAL PAGES (LATEST YEAR): 14 PAGES
TOTAL CIRCULATION: 118,000
TOTAL REVENUE (LATEST YEAR): \$19,515

DESCRIPTION: Hello Summer! is our Reminder Publishing weeklies special section for the upcoming summer season. It's published at the beginning of the summer and runs in our Reminder weeklies. It includes original, local editorial on seasonal businesses, events, eateries, and more. Local advertisers choose from five different size ads and receive a 25% discount if they run in both Hello Summer! zones.

UNIQUE CHARACTERISTICS:

Our Reminder weeklies "seasonals" have been popular among our readers, and advertisers, for many years. What used to be glossy magazine inserts are now mostly special sections in the paper. Hello Summer!, interestingly enough, once called "Fun In the Sun!" follows up our "All Things Spring" section and precedes "All That's Fall". Later in November our annual "Holiday Gift Guide" seasonal is a tab publication inserted in the papers. With families always looking

for those summer things to do and places to go, Hello Summer! gives our Western Mass and Northern CT customers a great platform to advertise their businesses and products. ■

Rate Sheet

MAKE THIS SPECIAL SECTION
PART OF YOUR PLAN FOR
SUCCESS AND INCREASED
SALES THIS SUMMER!

EDITION DATE
6.27
DEADLINE
6.12

hello Summer!

CHOOSE YOUR
AD SIZE:

- 2x3 (4.219" x 3")
- 5x5 (4.219" x 5")
- 3x5 (6.438" x 5")
- 5x10 (10.875" x 9.87")
- 5x20 (10.875" x 20")

Back Cover	\$1,275 (5x20)
5x20	\$975
5x10	\$540
3x5	\$225
2x5	\$135
2x3	\$90

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443B SHAWNEE ROAD, EAST LONGMEADOW **413.525.6661**

Westfield Office:

181 ROUTE ROAD, WESTFIELD **413.562.4181**

Sample Page



Clockwise from top left: Craft demonstrations are always a part of the programming at Historic Deerfield. The Wells-Thorton House, painted robin's egg blue by an ambitious lawyer in 1803 hoping to attract clients. The Sheldon House. The visitor's center and location of open hearth cooking demonstrations.

A day at Historic Deerfield

[illegible]

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OR GROOM...
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ONE DAY OF DAY CARE

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 Limit one per customer. Expires 8/31/23

facebook
 twitter
 instagram

Porter Road Pet Care
 boarding dog day grooming

WHO'S WHO IN CENTRAL VERMONT



[Link to Full Promo PDF](#)

PUBLICATION: THE WORLD – BARRE, VT
NUMBER OF YEARS THE PROMOTION HAS BEEN PRODUCED: 35 YEARS
TOTAL PAGES (LATEST YEAR): 3 PAGES
TOTAL CIRCULATION: 10,000
TOTAL REVENUE (LATEST YEAR): \$2,375

**For Additional Information,
contact:**
Deborah Phillips
✉ dphillips@vt-world.com

DESCRIPTION: The World's annual Who's Who in Central

Vermont is an in-paper promotion where readers try to match

an advertiser's image to their ad.
The winner with the most correct

ROP PROMOTIONS

Rate Sheet

Sample Page



IT'S TIME TO PLAY
Who's Who

The WORLD's Annual "Fun Game" where our readers try to match your image with your ad for a chance to **WIN BIG**.

Gift Certificates from participating advertisers are awarded by The WORLD for the most correct answers.

Contest Issue Date: March 20

Your picture and business name runs a second time when we publish the answers in the April 10 issue!

\$95
AD SIZE
3.1 INCHES X 3 INCHES

THE WORLD
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Who's Who
IN CENTRAL VERMONT

\$75
WIN

OFF CERTIFICATE FROM ANY OF THESE PARTICIPATING ADVERTISERS:



1. Submit your ad with the address of the representative of your business. In this section you will find a grid of 25 small photos of people. Each photo is labeled with a number from 1 to 25. Your job is to match the photo with the person whose name is listed in the grid below. The person whose name is listed next to the correct photo will win a \$75 gift certificate from any of the participating advertisers.

2. If you submit your ad with the address of the representative of your business, you will be entered into a drawing for a \$75 gift certificate from any of the participating advertisers. The drawing will be held on the date of the contest. The person whose name is listed next to the correct photo will win a \$75 gift certificate from any of the participating advertisers.

3. If you submit your ad with the address of the representative of your business, you will be entered into a drawing for a \$75 gift certificate from any of the participating advertisers. The drawing will be held on the date of the contest. The person whose name is listed next to the correct photo will win a \$75 gift certificate from any of the participating advertisers.

4. If you submit your ad with the address of the representative of your business, you will be entered into a drawing for a \$75 gift certificate from any of the participating advertisers. The drawing will be held on the date of the contest. The person whose name is listed next to the correct photo will win a \$75 gift certificate from any of the participating advertisers.

5. If you submit your ad with the address of the representative of your business, you will be entered into a drawing for a \$75 gift certificate from any of the participating advertisers. The drawing will be held on the date of the contest. The person whose name is listed next to the correct photo will win a \$75 gift certificate from any of the participating advertisers.

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1 Expanded Hygienic & Dental Services
Extra Evening Hours
Mondays, Tuesdays & Wednesdays
Dr. Michael L. Lipp
Dental Center
401 S. Main St.
Barre, VT 05641
802-479-1881

2 Spring is Near!
Our seeds and seedling supplies are here and our nursery is full of lush houseplants, bright, warm and just what the soil needs right now.
You'll find everything you need to finish up winter!
Complete Selection of Pet & Farm Animal Supplies
NORTHFIELD AGWAY
100 E. Main St., Northfield, VT 05602
802-479-1881

3 TRACIE LEWIS
Executive Director
BP BARRE PARTNERSHIP
131 N. Main Street • P.O. Box 1922 • Barre, VT 05641
802.477.2967
Barrere@bptnpartnership.com

answers wins a \$75 gift certificate from their choice of any of the participating advertisers. The ads are 3.1" X 3" in color at a cost of \$95.00. The promotion attracted 25 advertisers in the latest running and the promotion concludes with a half page ad indicating all the photos identified.

UNIQUE CHARACTERISTICS:
What makes this promotion unique is that any number of businesses can participate and any type of business can be included. Not only is it a reader favorite, it's a unique way for businesses to market themselves (and what business owner doesn't want to see their picture in your publication!). ■

WOMEN RUN BUSINESSES



Link to Full Promo PDF

PUBLICATION: FEATURED MEDIA / GENESEE VALLEY PENNY SAVER – AVON, NY
NUMBER OF YEARS THE PROMOTION HAS BEEN PRODUCED: 5 YEARS
TOTAL PAGES (LATEST YEAR): 24 PAGES
TOTAL CIRCULATION: 10,800
TOTAL REVENUE (LATEST YEAR): \$7,400 (ROCHESTER EDITION)

For Additional Information, contact:
Manuel Karam,
✉ manuelk@featuredmedia.com

DESCRIPTION: Our special feature in the September/October edition of our Rochester Home magazine, spotlights the incredible women-run businesses across the community. With October marking National Women's Small Business Month, there's no better time to celebrate their entrepreneurial spirit and community impact.

UNIQUE CHARACTERISTICS:
What makes this feature unique is its personal touch. Our women-run issue includes a colorful mix of ads that highlight the diversity and creativity of local female entrepreneurs. We've also caught up with these inspiring business owners for quick Q&A sessions, complete with their friendly headshots—putting faces to the names driving Rochester forward.

In addition to business stories, we shine a light on the support networks that empower women in our community. From non-profits to advocacy

groups, our editorial content spotlights those dedicated to fostering a thriving environment for women-owned businesses. ■

Sample Pages

MEET THE FACES OF ROC'S WOMEN RUN BUSINESSES

JANIS REED
JANIS REED INTERIORS
When your architecture is Dark Chocolate
"I've been in the industry for 20 years. I love the creative process of designing and building spaces that tell a story. I'm passionate about creating a warm and inviting atmosphere for my clients."

KELLY METRAS
SALON & BEAUTY RESTAURANT
"I've been in the industry for 10 years. I love the creative process of designing and building spaces that tell a story. I'm passionate about creating a warm and inviting atmosphere for my clients."

ELLEN & JESSIE WOOD
ENCOUNTERS RESE GARDEN
"I've been in the industry for 10 years. I love the creative process of designing and building spaces that tell a story. I'm passionate about creating a warm and inviting atmosphere for my clients."

Sample Page

LISA SCHLONSKI
LISA S
Country drive looking at foliage!
Name your things you want for without coffee and tea shop!

JUSTINA KOWALSKI
JUST BE PAINTING COMPANY
"I've been in the industry for 10 years. I love the creative process of designing and building spaces that tell a story. I'm passionate about creating a warm and inviting atmosphere for my clients."

WENDI LOYET
CELESTINE
Name your things you want for without coffee and tea shop!

Regardless of the time of year, Lala's is the place to shop.
Proud to be celebrating 5 wonderful years. Thanks to you, our great customers, for shopping local and supporting a woman-owned business!
A unique gift shop and boutique on Elm Street, await you!
585.236.1604
28 E. Main St., Webster • www.lalavestore.com

Don't Wait... HYDRATE
vitality-meditations.com
• IV INFUSIONS
• VITAMIN INJECTIONS
• KIDNEY DETOX
• BOTOX & DERMAL FILLERS
Schedule your visit NOW!
VIMIFY
HYDRATION LOUNGE & MEDSPA
471 East Main St.
Essex, VT 05430
888-494-7411
Gift Certificate available!
Michelle M. Manning, MD, FACP
Certified Board Physician, Board Certified
Healthcare professionals in 2017

SPECIAL SECTIONS

FAIR FUN GUIDE



Link to Full Promo PDF

PUBLICATION: CLAY TODAY, FLEMING ISLAND, FL
NUMBER OF YEARS THE PROMOTION HAS BEEN PRODUCED: 15 YEARS
TOTAL PAGES (LATEST YEAR): 56 PAGES
TOTAL CIRCULATION: 17,000
TOTAL REVENUE (LATEST YEAR): \$28,000

For Additional Information, contact:
Faris Robinson
✉ farris@claytodayonline.com

DESCRIPTION: The Clay County Fair is a much anticipated venue every March/April. It is one of the largest events in Clay County. The Clay Today has partnered with the Fair association for many years to produce this section. We meet early in the year to discuss the theme of the fair, new attractions, items that the fair wants to focus on such as a pet adoption or a food drive and generate our content from that. Our advertisers happily say yes to advertising in the Official Clay County Fair Guide. The understand the importance of the fair and the revenue it drives to our county. Each year the editorial and production team try to outdo the previous year's guide. This is the second year we have entered this contest and the second year the guide has won an award. We have also won awards from IAFE (International Association of Fairs and Expos) for this publication.

UNIQUE CHARACTERISTICS: Our community looks forward to this and really embraces it. Each year it gets bigger and bigger 171K fairgo-

ers this year.. I would tell another publisher to look for the event in your community, meet with it's organizers and offer to help with getting the word out. (The fair team in Clay County is a 3 paid person organization and needs the help of volunteers and the community to pull this off every year.) I learn so much every

year when I work on this and have made some great contacts and we have written about so many people from all walks of life we meet at the fair. Everyone has a story to tell. Our paper promotes the fair before and throughout it's 11 day run . A reporter is out there daily so we can post to the website, write stories. ■

Section Cover



Sample Page



GRADUATION GUIDE



Link to Full Promo PDF

PUBLICATION: FILMORE COUNTY JOURNAL
NUMBER OF YEARS THE PROMOTION HAS BEEN PRODUCED: (NOT AVAILABLE)
TOTAL PAGES (LATEST YEAR): 36 PAGES
TOTAL CIRCULATION: (NOT AVAILABLE)
TOTAL REVENUE (LATEST YEAR): (NOT AVAILABLE)

SPECIAL SECTIONS

Section Cover



Sample Page



DESCRIPTION: This special section includes graduate photos for 11 area high schools and opportunities for area business to sponsor and congratulate their graduating seniors. The volume of advertiser support is very impressive as is the unique layout.

UNIQUE CHARACTERISTICS: This promotion provides opportunity to sell both traditional advertisers as well as non-traditional advertisers. Any business in the community is eligible and the nature of the piece will stay in the home of just about every member on each senior's family! ■

PET SECTION



Link to Full Promo PDF

PUBLICATION: VALLEY BREEZE – LINCOLN, RI
NUMBER OF YEARS THE PROMOTION HAS BEEN PRODUCED: FIRST YEAR
TOTAL PAGES (LATEST YEAR): 16 PAGES
TOTAL CIRCULATION: (NOT AVAILABLE)
TOTAL REVENUE (LATEST YEAR): (NOT AVAILABLE)

DESCRIPTION: Special section containing self-generated editorial pertaining to pets and pet ownership. This first edition of Valley Pets attracted 27 advertisers from a broad cross section of business categories. Fence companies, flooring, groomers, pet stores and a number of businesses who wanted their pets included!

UNIQUE CHARACTERISTICS: Readers submitted pets pictures for a chance to have their pet on the cover or inside the publication. Staff members at Valley Breeze also included their furry friends as well. ■

Promotion Cover



Sample Page



STAND ALONE PROMOTIONS

BEST OF GUIDE



Link to Full Promo PDF

PUBLICATION: COAST NEWS GROUP – ENCINITAS, CA
PROMOTION TITLE: BEST OF NORTH COUNTRY
NUMBER OF YEARS THE PROMOTION HAS BEEN PRODUCED: 2 YEARS
TOTAL PAGES (LATEST YEAR): 68 PAGES
TOTAL CIRCULATION: 10,000 **TOTAL REVENUE (LATEST YEAR):** \$54,480

For Additional Information, contact:
Chris Kydd
✉ ckydd@coastnewsgroup.com

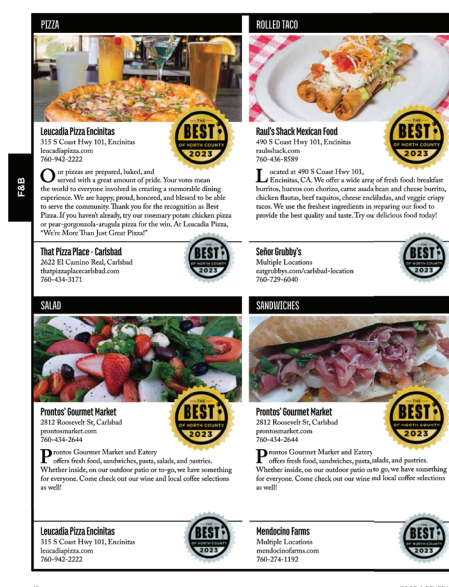
DESCRIPTION: The BEST of NORTH COUNTY is an annual on-line contest where local businesses compete for votes to secure the “Best Of” title in their business sub-category. When voting period concludes, we publish a magazine and host an announcement party to celebrate the winners.

UNIQUE CHARACTERISTICS: The opportunity to engage with businesses that wouldn't advertise with our newspaper normally. Engagement was the intention. Revenue targets have been limited due to our small sales team but the benefits of the merchant and reader enthusiasm for this promotion contribute significantly to its value. ■

Promotion Cover



Sample Page



DISCOVER GUIDE



Link to Full Promo PDF

PUBLICATION: THE MONITOR – MABANK, TX
PROMOTION NAME: DISCOVER CEDAR CREEK LAKE – FALL EDITION
NUMBER OF YEARS THE PROMOTION HAS BEEN PRODUCED: 6 YEARS (ALSO PUBLISH A SUMMER EDITION)
TOTAL PAGES (LATEST YEAR): 140 PAGES **TOTAL CIRCULATION:** 5,000
TOTAL REVENUE (LATEST YEAR): \$79,000

For Additional Information, contact:
Janice Grubbs Vincik
✉ janice@themonitor.net

DESCRIPTION: The Discover Cedar Creek Lake magazine is published in a small town lake community. It focuses on dining, shopping, real estate, entertainment and lake activities. The 2024 Summer edition is 160 pages with

total revenue of \$100,812. Since we are a lake community, we focus on it dropping on the holiday weekends - Memorial Day, July 4th and Labor Day during those weekends our population increases with our weekenders. It's a great source of

exposure for our customers for people who are just visiting the area.

UNIQUE CHARACTERISTICS: The Discover Fall edition has high profile exposure in our commu-

STAND ALONE PROMOTIONS

Promotion Cover



Sample Page



GIFT LOCAL



Link to Full Promo PDF

PUBLICATION: ENGLE PRINTING & PUBLISHING – MOUNT JOY, PA
NUMBER OF YEARS THE PROMOTION HAS BEEN PRODUCED: 4 YEARS
TOTAL PAGES (LATEST YEAR): 56 PAGES
TOTAL CIRCULATION: 15,000
TOTAL REVENUE (LATEST YEAR): INCREASED 37%

For Additional Information, contact:
John Hemperly
jhemperly@engleonline.com

DESCRIPTION: Gift Local was our answer to the mundane "Gift Guide" which we used to insert into 162,000 papers and struggled to make a profit. Our re-tooled publication includes local content created by our team of writers and advertisements from a wide range of accounts. The majority of the ads are geared towards the holidays.

UNIQUE CHARACTERISTICS: Hyper Local editorial promotes shopping from local merchants and educates readers on unique gifts available within their own community. The editorial focus is targeted on promoting the "buy local" concept for the holiday season. Gift Local is printed on a 35#, 80 bright stock to accentuate the process color available on every page. Demand distribution is done through over 75 drop locations throughout the distribution area. ■

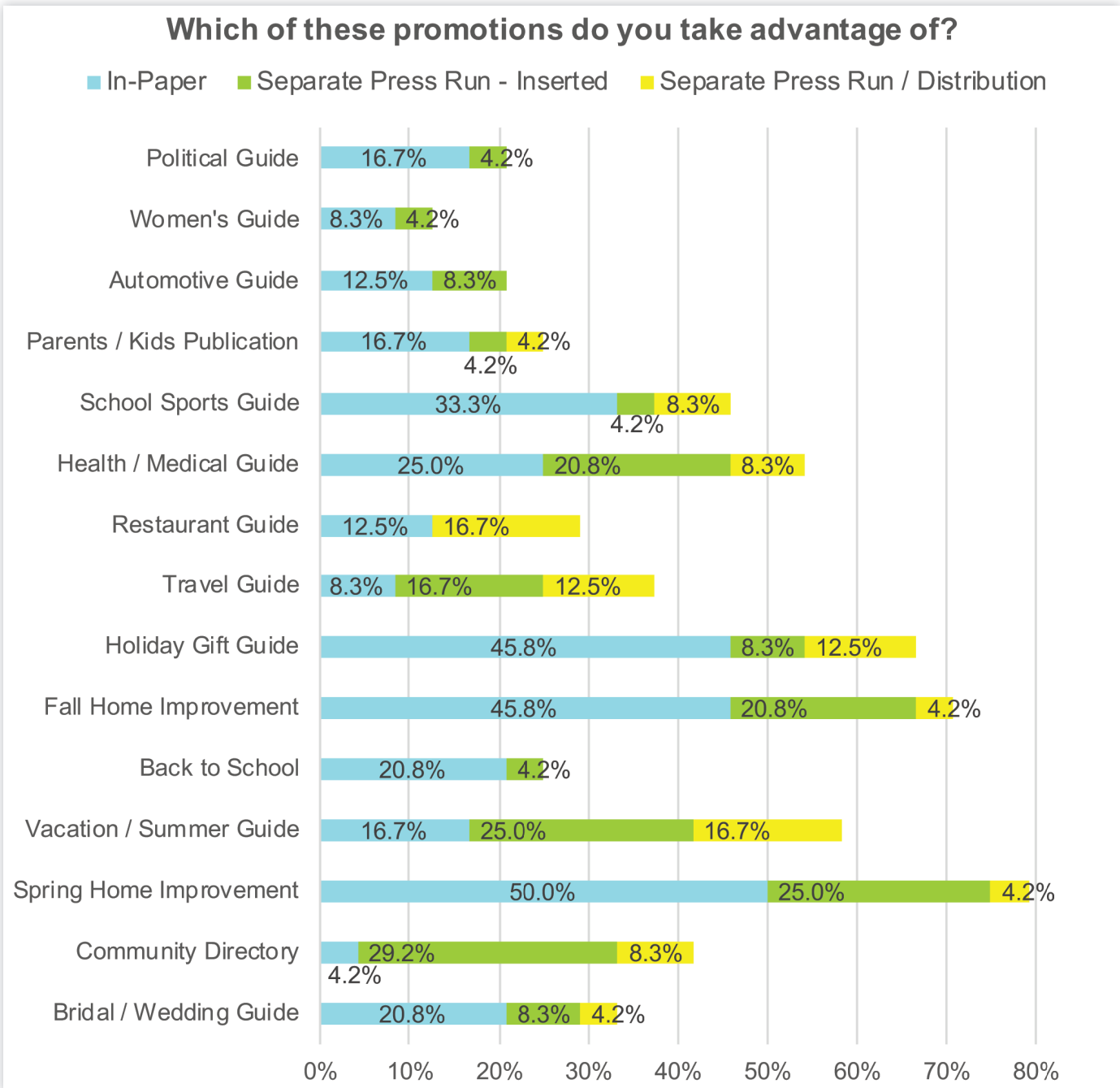
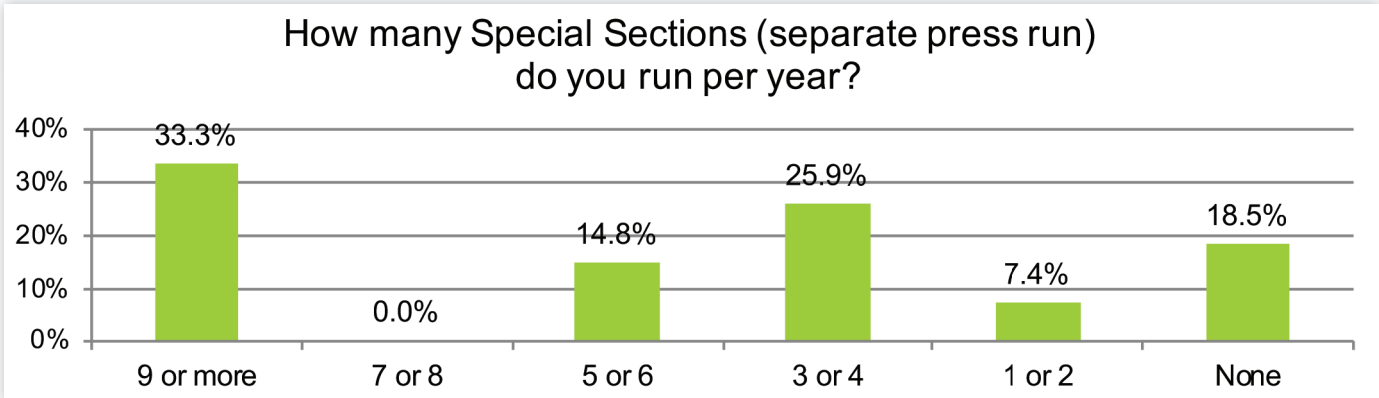
Rate Sheet



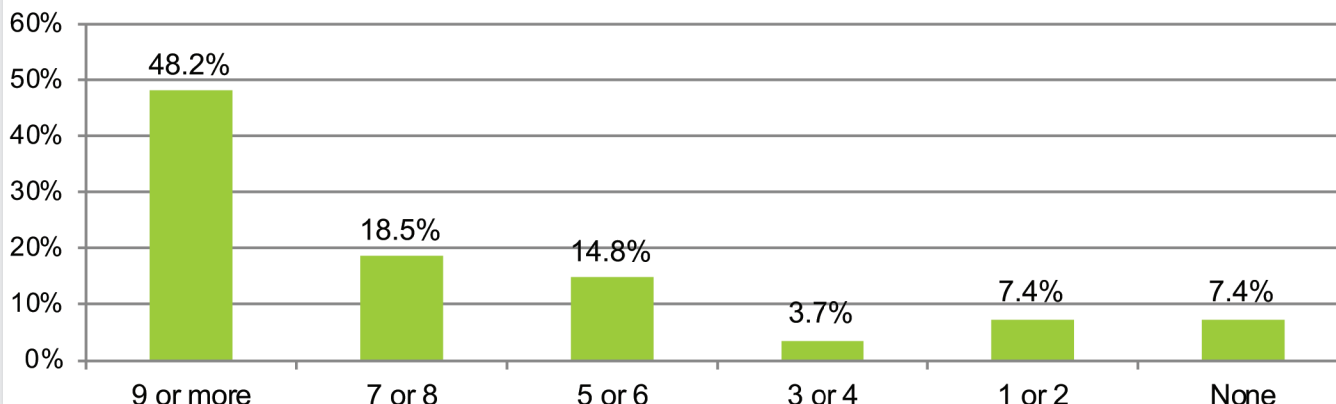
Sample Page



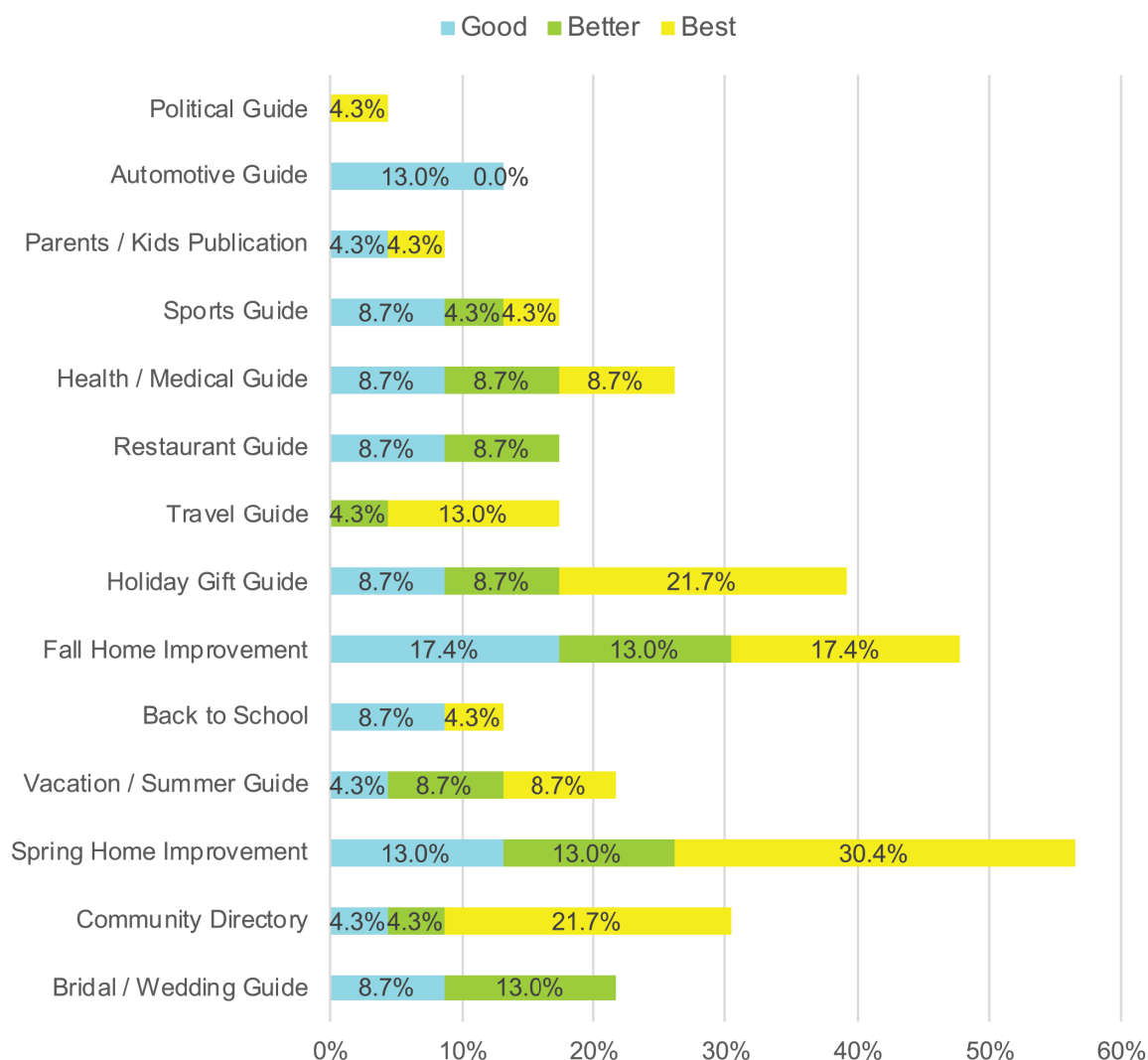
SURVEY SAYS



How many Special In-Paper Sections do you run per year?



Which of these are your top 3 most profitable promotions?





Together We Rise

PHOENIX

Leadership Retreat

Sept. 12-13, 2024

Residence Inn by Marriott - Downtown Phoenix

Program Schedule: (subject to change prior to event)

Thursday, September 12, 2024 Sessions

- 3:30 - 4:25 Transform Your Brand: Strategies for Effective Rebranding Success
- 4:30 - 5:25 What's on Your Mind? Open Forum Roundtable
- 6:00 - 7:30 Welcome Networking Reception

Friday, September 13, 2024

- 6:00 - 9:00 Breakfast Available to Guests Sessions
- 8:00 - 8:55 Unlocking the True Potential of Podcasting
- 9:00 - 9:55 Exploring Self-Promotion: Ideas to Elevate Your Company
- 10:00 - 10:30 Coffee Break
- 10:30 - 11:25 Creating Experiences: Best Practices for Running Contests & Events
- 11:30 - 12:25 Maximizing Impact: Mastering Email Campaigns & Newsletters
- 12:30 - 1:30 Lunch
- 1:30 - 2:25 Inside the Numbers: Understanding & Utilizing Financials for Success
- 2:30 - 3:25 Expanding Reach: Exploring Circulation Options for Maximum Impact
- 3:30 - 4:00 Coffee Break
- 4:00 - 4:55 Building Your Future: Effective Succession & Cross-Training Strategies
- 5:00 - 5:55 Engage and Share: Open Forum Discussion Session

Friday Evening Offsite Activity

Join us at Chase Field to watch the Arizona Diamondbacks play the Milwaukee Brewers while networking with your fellow attendees! The game starts at 6:40 and is within a short, 9-minute walk from the hotel. Discounted tickets must be pre-purchased (\$50 pp) through ACP in order to ensure you'll be seated with our group."

For more information or to register: www.communitypublishers.com/phoenix-retreat

Event Sponsors



ADDITIONAL RESOURCES

Brandsonify – Blog Article

6 Common Mistakes to Avoid When Rebranding a Small Business

This common sense review of rebranding from the perspective of small business is thorough and thought provoking. This quick read is well worth a look and the three case studies of larger businesses are excellent support.

🏠 <https://brandsonify.com/blog/6-common-mistakes-to-avoid-when-rebranding-a-small-business/>



e4m - Article

As newsprint prices surge, print pins hope on festive season

By Chehneet Kaur and Sonam Saini

This global view of newsprint consumption and pricing is something all print publications need to keep aware of.

🏠 <https://www.exchange4media.com/media-print-news/newsprint-prices-surge-can-festive-season-bring-respite-135515.html>



Eugene Weekly – Article

What's Lost When A Paper Dies

By Bentley Freeman

Negative news may be unpleasant, but the startling review of statistics and realities of community impacts when the local news outlet closes is something everyone should be aware of. This article is a stark reminder of why we need to keep our papers healthy.

🏠 <https://eugeneweekly.com/2024/07/03/whats-lost-when-a-paper-dies/>



KGW8 – Article

Small eastern Oregon paper believes it's found the antidote to print media's decline

By Thomas Shults, KGW Staff

If you're looking for a case where print publications have proven that hard work and a focused approach can improve a newspaper's standing within the community – look no further.

🏠 <https://www.kgw.com/article/news/local/the-story/malheur-enterprise-award/283-015348fa-3d83-4090-9164-56d34380afa6>



Newest addition for your “Advertiser Help Page” Listings

&Marketing – Article

Discover the Enormous Value of Repetition in Advertising and Marketing

By Kim Steinmetz

This article reinforces the need for repetition in ad messaging to increase effectiveness. A quick read but filled with plenty of reasons to promote the “rule of seven” exposures before people will remember your ad message.

🏠 <https://www.and-marketing.com/repetition-in-advertising/>



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A WALK DOWN MEMORY LANE

LAKE COUNTRY PENNYSAVER

BY KAREN SAWICZ



My journey, with what today is the Lake Country Pennysaver, began almost 65 years ago when my parents, Vince and Gwen St. John, along with Mr. Roger Stritzel, bought the business.

Mr. Eugene Gallo began the Albion-Holley Pennysaver in late 1947 as an 8"x12" mimeographed and stapled paper mailed to approximately 4100 homes and businesses in the Albion-Holley area of Orleans County. Orleans County is a largely agricultural county that sits between Buffalo and Rochester at the western end of New York State. Today it has about 40,000 residents.

In 1956, the size of the Pennysaver changed to 10"x14", folded to 7"x10", and switched to an offset print format. Mr. Gallo sold the business to Allen and Herbert Lowman in 1958. They sold it in 1960 to Mr. Stritzel and my parents. A year later, my parents became sole owners and added commercial printing. This commercial printing began with business cards, stationary, envelopes and raffle tickets. Today it has expanded to almost everything under the sun including four color brochures.

The format changed to 12"x 18 3/4" in 1965. Delivery switched to a rural and village system in 1972. Delivery tubes were installed throughout an

enlarged area in central and eastern Orleans County. In 1979, the Pennysaver format changed to its present size: 6 columns by a 16" inch page. The design, layout and photography are completely done in house while the paper is printed in Buffalo.

While the corporate name remains the Albion-Holley Pennysaver, Inc., the name of the actual paper changed on February 1, 1984 to Lake Country Pennysaver.

I began working at the Pennysaver when my parents became owners. During my preteen and high schools years, I learned how to develop film and literally cut and paste graphics. I also ran the letterpress and bindery and worked in sales and customer service.

After spending the year 1967-1968 away at college in South Dakota and six months during 1969 in Hartford studying to be a travel agent, I returned to the Pennysaver working at many of the same tasks as before, but also learning the accounting part of the business.

In March, 1989 I bought the business when my parents retired. Since then I have overseen the entire operation as publisher. When necessary, I fill in wherever needed, but generally perform a variety of office tasks.

Over the years the business has grown. Currently, over 19,000 audited copies are delivered to all of Orleans County, Elba in Genesee County, and Middleport and Barker in Niagara County. We reach over 99% of our reading public.

On April 2, 2013, dba The OrleansHub.com joined the corporation as an online newspaper. Advertising allows the community and beyond to access The Hub without pay walls. The same day, dba the Lake Country Media, encompassing all of the activities done by the Lake Country Pennysaver including website assis-

tance, also joined the Albion-Holley Pennysaver Inc.

The Hub publishes about 3,500 articles covering local news, events, people and government meetings. It posts many press releases from government agencies, local, state and national Congressional politicians and non-profits. The Hub covers local youth and high school sports, feature stories about interesting people and letters to the editor. Page views in 2023 totaled 8,198,018 for an average of 22,460 a day. The Hub averaged 8,458 daily users or unique visitors throughout 2023. Our record is 10,932,597 page views in 2020, the year that Covid dominated the news. During the height of Covid there were frequent updates on closings and restrictions.

Perhaps the greatest change through the years has been technology. From delivering a cut and paste typed copy to the printer in the early years, the Pennysaver is now both formatted and sent electronically to the printer. We have always updated our equipment and strived to keep pace with the changing times.

The great constant throughout has been the people. Many talented, dedicated and caring individuals have worked with us throughout the years to produce the Pennysaver, printed products and the Hub. They have always been more like family than employees. We have also been very fortunate to have a very supportive community.

My mom Gwen lived her entire life in Orleans County. She, I and my son Bill all graduated from Albion Schools. My dad Vince taught me that the community of Orleans was and remains our family and that we were to serve.

Recently, the Pennysaver marked its 75th anniversary and the Hub marked ten years of existence. Without our staff and community, this would never have been possible. ■



MANAGEMENT TIPS: 10 REASONS TO DELEGATE

BY BAKER COMMUNICATIONS, INC.

Managers often feel reluctant to delegate. It's very easy to fall into the trap of thinking that you must do everything yourself if you want it to be done right. This mindset, while common, is a major impediment to effective management. New managers may lack the confidence to direct others, or feel that they are the only ones who can do things properly, especially if they were promoted over a department in which they previously worked. They may not trust their employees enough to entrust them with more work.

It's a simple fact that one person can't do everything. Trying to accomplish or micromanage too many tasks leads to burnout, poor quality and missed deadlines, not to mention time management problems. Delegation is not a sign of weakness; it's a sign of leadership. Managers who don't delegate will usually not remain in management for long, or stay in low-level management rather than moving up.

The job of a manager is to **MANAGE** and lead others, not to do their work for them. Bite the bullet, take the risk, and share the load. Even if you can do some things better yourself, you can't do it all by yourself. Your fear, your hesitation, your control issues, your perfectionism, and your arrogance only make the team less effective, less productive, and less successful. Delegate tasks, share the workload, and develop your employees' skills and abilities. Given your vote of confidence, they may well surprise you.

Here are ten compelling reasons for you to start delegating if you

aren't – or to delegate even more if you are.

WHAT DELEGATION CAN DO FOR YOU

- 1. IT FREES UP TIME FOR PLANNING AND ORGANIZING.**
Most managers would like to have more time to get a handle on planning and organization. This is an important part of managing any team, and it's difficult to work it in between all your other tasks when you're carrying too heavy a workload.
- 2. IT HELPS YOU LEARN HOW TO MANAGE AND DEVELOP EMPLOYEES.**
If you aren't certain of your own ability to develop your team, delegation is the best way to start. If you know what you want to accomplish, learning how to delegate the process is an important step towards becoming a better manager and having a better team.
- 3. IT KEEPS YOU FROM SPREADING YOURSELF TOO THIN.**
Having too much on your plate is not only difficult for you, it can be disastrous for your team. If you can't manage your own workload, you can't hope to manage anything else. Get a grip; work smarter, not harder, and spread the load around.
- 4. IT ENCOURAGES OPEN COMMUNICATION AND TRUST.**
If you delegate to your team members and remain open for

questions, they will feel that you trust them and that you are accessible for communication. If your employees feel that you trust them and that they can talk to you, you will benefit immeasurably. A team built on trust and open communication is a team poised for success.

- 5. IT CAN SHOW YOU A BETTER WAY.**
Employees who take over a process or job may have a completely novel approach, and sometimes it's a major improvement! If you just keep doing things the way you've always done them and refuse to allow anyone else a shot, there will be no opportunity for new and different ideas and approaches, process improvements, or other potential innovations.

WHAT DELEGATION CAN DO FOR YOUR TEAM MEMBERS

- 6. IT MOTIVATES AND BUILDS MORALE.**
Employees find it gratifying when their managers delegate to them. For most, this is a sign that they are valued and trusted workers, and that their manager believes them capable of greater success. This can be more motivational than any team pizza party could ever be.
- 7. IT ENCOURAGES AND STIMULATES CREATIVITY AND INITIATIVE.**
If employees feel empowered to accomplish delegated tasks in

their own way, they can become very both very creative and very driven to succeed. Their personal initiative and the desire to reach the goal you have set before them can produce impressive results.

8. IT DEVELOPS THEIR SKILLS.

The leaders of the future have to come from somewhere. Developing your employees through delegation and helping them to learn new skills not only benefits them, but furnishes your organization with more qualified and better trained personnel.

9. IT ALLOWS THEM TO CONTRIBUTE SIGNIFICANTLY TO TEAM SUCCESS.

Your employees will relish the prestige and recognition that comes with doing something that makes a difference. They will experience pride and a sense of

accomplishment from making a significant contribution.

WHAT DELEGATION CAN DO FOR YOUR ORGANIZATION

As if all that wasn't enough:

10. Delegation will benefit your team, your department, and your organization.

It fosters trust, boosts morale, promotes high productivity and efficiency, and generates a culture of enthusiasm, innovation, creativity, cooperation, and openness. It will reduce employee turnover and furnish the organization with better-qualified, more skilled employees.

REMEMBER

Delegation is not just a convenient way to shuffle off simple tasks that you dislike doing. Delegation is not

nominally giving someone a job and then micromanaging every stage of the project. Delegation is providing employees with a job to do within basic parameters and giving them the authority to make their own decisions on what steps to take to achieve the objective. Offer support and training as necessary, but allow your team members a degree of autonomy and ownership if you really want to benefit.

Baker Communications offers leading edge Management 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 in managing others, click here <https://www.bakercommunications.com/management-solutions.htm> ■

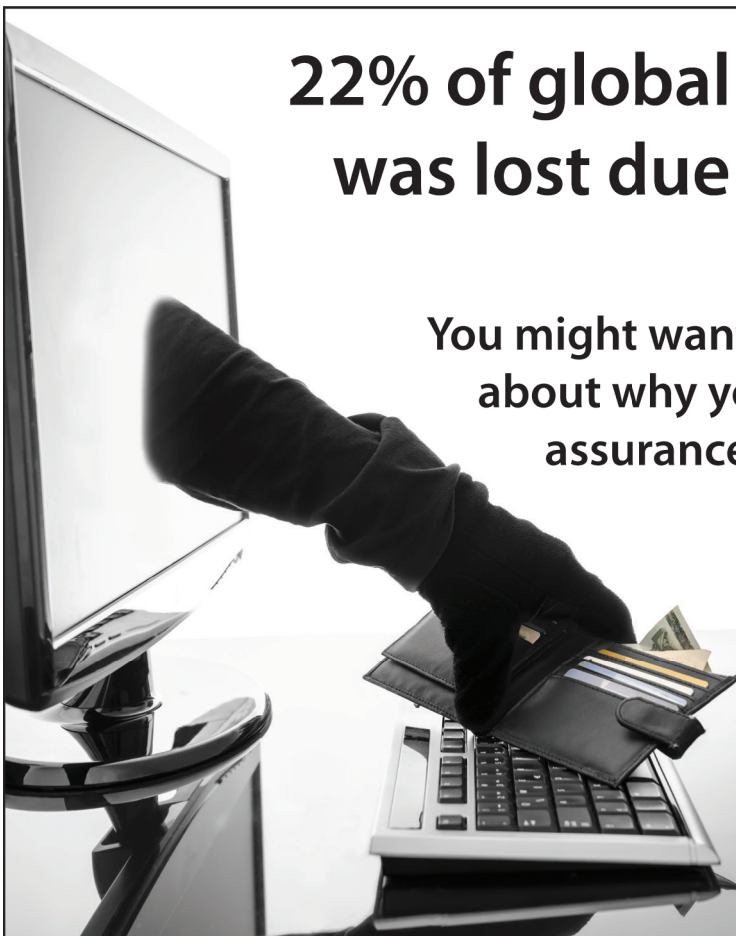
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SOURCE: Juniper Research

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WE LOVE WNY: CREATING HYPER-LOCAL CONTENT

BY KARA IVISON – RISING STAR

Manuel Karam's column earlier in this edition mentioned something our founder used to say "it's special to be in the paper," and since he mentioned that to me the other day, I've been finding myself referring back to that statement often. What makes it even funnier is one of the publications we have at Featured Media, and that I work closely is the Home Magazine, where themes and special sections are the core of our planning, selling, and designing—always a good reminder that one size doesn't fit all!

FINDING CONNECTIONS

We take the time to find influencers, non-profits, and collaborators that not only fit our section themes but also complement each other without competing. For example, we might choose a lifestyle influencer whose content enhances the theme rather than placing an interior designer when we have an interior designer also on the cover. This ensures that our content is harmonious and valuable to both our readers and advertisers. Everything in our magazine is hyper-local, getting the faces of our local residents to be showcased, whether it's a home cook with a recipe blog, a mom showing some fun play ideas for her kids, or a photographer that loves to capture nature.

The key is to find great collaborators (easier said than done sometimes!) we utilize social media often with location tags and hashtags. And we are lucky to have some great content writers on staff to help our vision come to life in the end. Creating connections is a huge aspect for us. We try to ask our collaborators if they have any friends that would want to work with us for a feature or our freelancer writers if they

have connections. In fact, in getting coffee with someone who started a networking group here in Rochester is how we just sold a cover spot to a friend of a friend. Never take any connection with a grain of salt.

We also try to attend local events and community gatherings like 'Buffalo Boss Babes' networking event or a 'Roc Girl Walks' walk. We often come out of these with a wealth of opportunities and ideas and is a great way to get our face into our community. Building a network of reliable and diverse connections is an ongoing process, but it's one that pays off.

Featuring 'neighborhoods' has been a great way to expand our reach without committing. We offered to our sales team that if they wanted to have an area featured that is outside of our regular circulation, we can do that! We find locals and events to feature that go alongside any advertising for the area—often teaming up with a Chamber of Commerce or Merchants Association—all with a goal to bring people to the area and showcase our surrounding towns.

DESIGNING FOR SECTIONS

Each article in our magazines is custom designed to reflect the unique style and personality of our collaborators. We use their social media, website (if they have one), and photos to create an article that not only we are proud of but they're proud to be part of. Our goal when picking our collaborators is not only, of course, what they can offer to our readers and their content overall, but we keep in mind how likely someone would share on their social media about being featured. As a newer publication with a small team, just a tag on social media is a goal for us,

you never know where it could lead to in the future.

We're structured around our themes, we may only have a few pages not dedicated to a specific section. This allows us to have curated and relevant content that engages our readers. But we can also think outside of the box to move content to fit where we want it. For example, in our recent edition, we featured a local lavender farm in our self-care section, the article not only told the story of the farm but also included tips on how to use lavender in their lives.

Our editorial feature is particularly important, serving as a narrative thread that connects various sections throughout the publication. For May//June, our editorial feature focused on sustainable living, a topic that resonates deeply with our community. We highlighted local businesses and influencers who are making strides in sustainability, from eco-friendly home products to community gardens. By considering the theme throughout the magazine, we provided our readers with a comprehensive look at how they can be more sustainable in their daily lives.

THE RESULTS

When we feature a local or non-profit, we often hear back about increased visibility and support from the community. This not only helps these organizations thrive but strengthens our connection to the community. It's a mutually beneficial relationship that we are so proud of. We take great pride in our work, knowing that every issue is a labor of love. By celebrating the uniqueness of our locals, we create a publication that we hope can inspire our community. ■

MEET THEM WHERE THEY ARE

BY JOHN FOUST
RALEIGH, NC



BY JOHN FOUST
RALEIGH, NC

Tim manages an ad sales team. “When I started my career in the newspaper business, I quickly learned that advertisers can be worlds apart in their knowledge of marketing,” he said. “That’s why one of my favorite sales principles is the old slogan, ‘Meet them where they are.’

“This means we have to recognize that our prospects have different levels of experience. Most of them don’t have our knowledge of the intricacies of newspapers. If we don’t talk to them on their level, they will tune us out. And most of them are too polite to tell us we’re doing a poor job of explaining things.”

Tim’s comments remind me of the time my wife and I helped her father select a car. He loved his 14-year-old

car, but it was time for a replacement, because expensive things were beginning to go wrong with it. At the dealership, we found a nice used car with only 12 thousand miles – a much newer version of his old model. Our salesperson was sincere and down-to-earth, but unfortunately, he was hung up on technology. He spent most of the test drive talking about the screen in the middle of the dashboard. He was a walking encyclopedia of Bluetooth and wi-fi and digital programming, but my father-in-law had no interest in those things. He just wanted to see how the car drove and learn

“If a prospect is a numbers person, we should talk in terms of numbers – even if we’re not numbers people ourselves. If someone is an idea person, we should focus on ad concepts. Of course, this means we have to be prepared to talk to about advertising from all angles.”

the relevant differences between his old car and the new one. His patience with the barrage of comments like “look at this other cool feature” was a clear sign that he liked the car.

In spite of the salesperson’s single-minded focus, my wife’s dad decided it was the right car for him. When the transaction was over, he mentioned that the salesperson was

nice, but extremely confusing. The next day, he accepted my offer of a simple tutorial. I sat in the car with him, placed my hand over the dashboard display and said, “The first thing we’re going to do is forget about all of this.” He said, “That’s a good start.” Then we reviewed and practiced some basics until he was comfortable. When we finished, he said he was more confident and even more excited about the car.

Age and experience make a big difference. That car salesperson should have known that a person of my father-in-law’s age wouldn’t care about fancy technology. But he was so blinded by his own interest that he couldn’t see things from another person’s perspective.

“It’s all a matter of common sense,” Tim said. “If a prospect is a numbers person, we should talk in terms of numbers – even if we’re not numbers people ourselves. If someone is an idea person, we should focus on ad concepts. Of course, this means we have to be prepared to talk to about advertising from all angles.”

Meet your prospects where they are. Let that be your guideline and you’ll be on the right road. ■

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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 ©08/2024

Working ahead messes my perception of time and makes me question the time of the year...just a bit. However, I can always rely on vector art...so versatile, so scalable and so easy to use. A while back I purchased vector art from Mighty Deals and I have chosen a "Back to School" scene to take parts of the scene to apply to column headings or art that can be used in a variety of ads.

The artwork, shown below, is pretty well filled with a lot of simple, yet effective pieces that can be used for my purposes—to re-purpose.

The idea is to take simple shapes and pair them with a heading to support the visual message. This was a "lucky find," as there are many different ways to use the various parts in the scene.

It was fairly easy to open the original and just copy the appropriate pieces to a new page. I placed them all on the same page with the right amount of space to allow for the individual sizing. I left the colors as in the original scene, however, there were some shadows that I was able to remove easily with the "direct selection" tool in Adobe Illustrator.

Since most of these graphics are simple, they would work well in one and two-column ads. I am also able to experiment with different type-faces as well because the text is pretty concise.

The text and graphics could be saved into a library, to be used multiple times. This would be an ideal way to create classified ad headings.

Unifying Principles

Even simple headings like these require the use of the principles of design. Most use a symmetrical balance because the space is limited. Even the "Sports Watch" is closer to symmetrical than asymmetrical, because the art and text appear "stable."

There isn't much rhythm established because we don't have a lot of space to work with. So not all the principles of design are used in equal amounts... that's why design can be so fluid.

There is however, lots of unity. The artwork and text appear to belong together as there are strong visual cues. Not all the text is boxed off because in some cases the white space acts as a defining edge for the heading. Because I was doing all headings, I chose to add some tinted boxes to help define the area a little more. Check out how these headings will look on the page and make your decision as to whether to create a tinted area is necessary for your work or not.

No matter what, you have to appreciate the flexibility of vectors!



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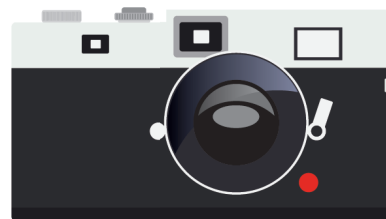
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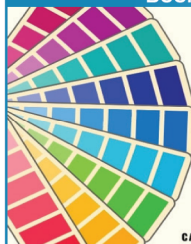


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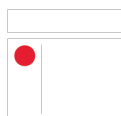
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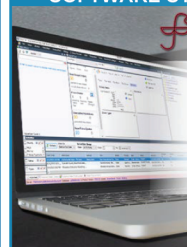


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