

December 2024
INFORMER



*Happy
Holidays*



**Community
Papers of
Michigan**



HAPPY HOLIDAYS

From The Executive Director, Don Rush

Merry Christmas and Happy New Year to our membership. It's been a whirlwind year for me, as the new Executive Director for Community Papers of Michigan. It has been a year of learning for yours truly!

Learning QuickBooks and Excel programs on the computer is an on-going operation. While I won't win any usage speed awards, somehow, I'm figuring it out. Thankfully, no one is usually around when the cuss words slip off my tongue!

Earlier in the month, I was happy to report to CPM's Board of Directors that from January through November of this year, we were able to send back over \$204,922 to membership publications. This revenue is from the sale of print (ROP) display ads and pre-print inserts. For the first 11 months of 2024, CPM's two staff members handled \$27,923.47 in display ad sales. In that same period, we handled \$198,703.99 in pre-print inserts. We also sold \$89,246.45 worth of our statewide classified network, MegaMarket ads.

From our MegaMarket classified program we were able to send participating publishers rebate checks. In 2024, we were able to send worth of rebate checks \$6,000.

Our MegaMarket classified program is the engine which drives the Community Papers of Michigan trade association. Some publications weave our classifieds into their own classified sections. Other publishers reserve space in their classified sections to run ours as a two column by six or eight display ad. Regardless, those publishers who ran/run our MegaMarket classifieds weekly, we thank them by sending them year-end rebate checks.

It isn't difficult to do. If you wish to help CPM move our train up the tracks by stoking the MegaMarket engine, drop me or CPM's business manager, Dana Risner a line. Her email is DanaRisner@CPapersMi.com. Get involved and let's get you a piece of the rebate pie next year!

Speaking of getting involved, CPM needs a couple of publishers or managers to become board of director members. Again, it isn't that hard of a commitment: four meetings a year (quarterly), which last between two and three hours each. That's it – and in return board members received a mileage check and, more importantly, the opportunity to discuss issues with other board members. Our board members often report back they enjoy the idea exchange at these meetings and asking other board members how they have dealt with issues like distribution, ad sales or even credit card processing fees.

And speaking of credit card processing fees . . . Did you know there is a program CPM has worked out with the Michigan Retailers Association in regard to these fees.

The Board of Directors has approved sharing the following information with our membership. As more and more of our customers pay with credit cards, the topic of saving money on credit card processing fees has been discussed. Currently, CPM uses the services of Michigan Retailers Association (MRA) for our processing.

It's come to my attention that MRA may be able to save members on their fees – so I'm sharing what I have with everyone. It doesn't cost anything to have MRA investigate what your

business is spending now and if you can save in the future.

Credit Card Processing: CPM has partnered with the Michigan Retailers Association to provide a cost-saving payment processing solution. MRA has been in the payment processing industry since 1969 and is the oldest non-bank owned payment processor in the United States. The CPM program makes accepting payments easy, card present, by phone, online, invoicing, mobile or even recurring payments. No matter the method MRA may have a solution. MRA's local representative, Chris Smith, and customer service team provide expert advice and help keep your business operating efficiently. Enjoy **NO** long-term contracts and options like Retailers Gateway, a powerful all in one solution that enables you to manage every aspect of billing and payments with utmost efficiency. Members can save an average of 33% on processing fees when switching to the CPM / MRA program.

As a bonus to investigating this program, MRA will award a \$25 Visa gift card, regardless if you sign up or not.

Good luck, it's my hope this CPM program will benefit you all.

(PS: if you know of a business in your town that could benefit from this program, Chris has said they can take advantage of it also.)

The person to contact is Chris Smith, his email is CCSmith@Retailers.com.

And, to end as we started: Merry Christmas & Happy New Year! If you have questions, wish to share a success story, email me, DonRush@CPapersMi.com



10 Ways to End the Advertising Year Strong

Media Sales Coach
Ryan Dohrn

As the year draws to a close, finishing strong isn't just a motivational slogan—it's a strategic advantage. Here are ten actionable ideas to help you make the most of the remaining months and set a powerful tone for the year ahead.

1. POSITION YOURSELF AS AN ADVISOR

Stop thinking of yourself as just a salesperson. Seventy-four percent of buyers would rather go to the dentist than talk to a traditional salesperson. The solution? Adopt an advisor mindset. While salespeople sell what clients want, advisors guide clients toward what they truly need, fostering lifelong relationships.

2. STOP MASS EMAILING

The era of generic mass emails is over. Personalized emails boast a 35% higher open rate and a 45% higher reply rate. Tailor your messages to the recipient's needs and interests to stand out in overcrowded inboxes. If your CRM offer mass emails, be sure to fully use the customization features. Customization is WAY more than just inserting someone's name.

3. SHARE MARKETING IMPACT REPORTS

Showcase the value you bring by creating and sharing impact reports. These reports highlight measurable outcomes and build trust, reinforcing your role as a results-driven partner.

4. FOCUS ON RECOMMENDATION-BASED SELLING

Seventy percent of sales are driven by recommendations. Think of your approach as a fine dining experience, offering curated solutions rather than a buffet of generic



options. Personal, tailored suggestions close more deals.

5. LEVERAGE THE MARKETING TRIANGLE OF SUCCESS

Educate your clients on the three pillars of marketing success: new business acquisition, brand maintenance, and re-engaging past customers. A well-rounded strategy that combines traditional media, digital channels, and social media ensures comprehensive coverage.

6. MASTER PIPELINE MANAGEMENT

A well-maintained sales pipeline is essential for year-end success. Regularly review your prospects, in-progress deals, and active accounts to ensure nothing slips through the cracks. Organization is key to consistent results. Also, look carefully at how many clients did not renew. Know your churn rate is critical. Try to keep it below 20%.

7. PRIORITIZE CLIENT RETENTION

Acquiring a new customer can cost five times more than retaining an existing one. Work as hard to keep your current clients as you did

to win them in the first place. Show gratitude, stay active between the holidays, and make your clients feel valued year-round.

8. WORK SMARTER AND HARDER

While the idea of working smarter not harder is appealing, sometimes you need both. Smart strategies combined with relentless effort are what win the game. Grind it out—success favors the persistent.

9. GET LOUD WHEN OTHERS GO QUIET

The end of the year, especially during the holidays, is the time of the sale cycle when many salespeople tend to go quiet, figuring that most of their clients will be out of the office. Do not believe this philosophy, or follow this philosophy. Ever! When other salespeople go quiet, it's your time to put your foot on the gas and close more deals.

10. OFFER URGENCY INCENTIVES

Incentives don't have to mean giveaways for free. Use time-limited offers, such as "buy three, get one free," or rate protection, or bonus inventory from surplus digital inventory, to create a sense of urgency and drive immediate action.

These ten strategies will not only help you finish the year on a high note but also lay a strong foundation for the next one. Focus on relationship building, targeted outreach, and strategic planning to turn the year's end into a launching pad for future success. Remember, it's not just about closing the year strong—it's about opening the next one with unstoppable momentum.

Never forget if selling was easy, everyone would be doing it. – Ryan Dohrn

Ryan Dohrn is the host of the #1 iTunes advertising sales podcast *Ad Sales Nation* and has trained over 6,000 media sales people in 7 countries. His 25-year media career spans consumer, B2B, traditional, and digital media brands from Disney to PennWell. He is also the Founder of Brain Swell Media, an international sales motivational keynote speaker, an Emmy Award winner, best-selling book author, and he still sells media today. Learn more online at <http://360AdSales.com> or <http://RyanDohrn.com>



Ad-Libs

BY JOHN FOUST

Think Like an Interviewer

We've all heard and used the term "sales presentation." It has become a catch-all term to describe a wide range of meetings with existing and potential advertisers. Many salespeople have the idea that – if they're not presenting something in every conversation with prospects – they're not really selling.

The result is a lot of meaningless blather which is of no interest to the other person.

Corey sees things differently. "As the manager of our ad team, I never use the word 'presentation' to refer to first-time meetings. In those meetings, we're there to listen, not present. Our objective is to learn about their businesses, so we can provide the services they need. I like to think of it as conducting interviews.

"The salespeople in our building have a lot in common with the reporters. They both need information in order to be at their best. Reporters spend a lot of time interviewing their subjects," he said. "There's no way for them to get their stories by doing all of the talking. They ask questions and learn along the way. It just makes sense for us to do the same thing



with our prospects."

According to a number of web sites, salespeople do 65 to 75 percent of the talking during their sales calls. Corey wouldn't be surprised if those numbers are much higher for initial meetings: "Because salespeople talk way too much, it helps our team to see themselves as interviewers. We even encourage them to say at the beginning, 'In order to make the best use of your time, would it be okay for me to ask some questions to learn more about your business?' Since the other person has agreed to the meeting, there's a good chance they'll say 'yes.' That sets the tone for an interview format. Talk less, listen more."

What does it take to be a good interviewer?

1. Research. In order to ask relevant

questions, the first step is to learn about the person you're interviewing. In addition to appreciating your thoroughness, he or she will be more likely to give helpful answers.

2. Ask the right questions. When a reporter calls the mayor, the questions are specific and on-topic. For example: "What are your thoughts on economic development in the next year?" Or "Where do you stand on the new budget proposal?"

3. Listen carefully. "By definition, a follow-up question follows something the interview subject just said," Corey explained. "When you think like an interviewer and look for opportunities for follow-up questions, you become a better listener."

4. Look for problems to solve. "This is where sales and news interviews differ. We work to uncover marketing challenges, so we can advance the sale to the next step. That's how exploratory first meetings can lead to solution-focused second meetings."

When a salesperson returns to the office, Corey's first question is not something vague like, "How did it go?" Instead, he asks, "What did you learn?" After all, information is where good advertising starts.

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By
Mark W.
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YOU'D BETTER SHOP AROUND: What's old will become new once again – Vintage ads can still WORK!

Why not utilize half a century of ad design and clever thinking? Why re-invent the wheel, smart ad men would say? Here is a list of SIX points to consider TODAY which were created in the “Golden Age of Advertising” back in that old 20th Century. These were found at Invaluable.com, where their

experts say re-using old ideas might just be wise in today's age... and might give us all a few creative solutions to new ad needs in 2025 and beyond...

And,
**HAPPY
NEW 2025
TO YOU
AND
YOURS,
all new
year
long!**

<p>1</p> <h3>Bold, Catchy Headlines</h3> <p>In 1961, Budweiser launched its successful “Pick-A-Pair” promotion, using the large headline to promote two six-packs at a time.</p> <p>TIP Create a bold, attention-grabbing headline that's powerful and memorable.</p>		<p>4</p> <h3>Creative Use of Color</h3> <p>Vintage Coca-Cola ads are rife with colorful imagery and use bold reds and greens to capture the audience's attention.</p> <p>TIP Use vibrant colors to evoke a desired emotion.</p>	
<p>2</p> <h3>Meaningful Slogans</h3> <p>The M&M's candy brand still uses its 1954 slogan, “Melts in your mouth, not your hand,” to define its brand.</p> <p>TIP Create a slogan that is memorable, on-brand, and sticks.</p>		<p>5</p> <h3>Recognizable Visual Style</h3> <p>A Federal Art Project poster that promoted milk in 1940 used geometric and symmetrical forms from the Art Deco style.</p> <p>TIP Art movements can help guide the typefaces, colors, and shapes of the design of an ad.</p>	
<p>3</p> <h3>Long, Deliberate Copy</h3> <p>In 1915, Cadillac released its successful 400+ all-text ad, <i>The Penalty of Leadership</i>, giving it an edge over competitors.</p> <p>TIP Use longer copy to better describe the benefits and advantages of your product.</p>		<p>6</p> <h3>Simple, Pared-Down Design</h3> <p>Volkswagen's 1960 “Think Small” Campaign relied on very few, unretouched black and white photos.</p> <p>TIP Less is more. Don't let a slew of imagery and useless information distract from the main selling point.</p>	

Sometimes finding the appropriate artwork for an ad is a little difficult... but early on (thanks to my brother), I began to think about using a distinctive typeface to fill the need for a unique way to get the reader's attention. I started to use...

Script Heads

Wow, winter is coming ... at least to us in the Midwest as I write this with an outdoor temperature of 4° (RealFeel of -12°). Wisconsin always gets it before Michigan, but that's small comfort.

At times finding the appropriate graphic for a headline was difficult... actually it was most times. Eventually, thanks to my brother, I began to think about using a distinctive typeface to fill that need...and space! You will be able to access all kinds of treasures under the "glyph" panel...

What's a Glyph?

There's a Glyph Panel, but what is it exactly? According to *Wikipedia*, "In typography, a glyph /glif/ is an elemental symbol within an agreed set of symbols, intended to represent a readable character for the purposes of writing and thereby expressing thoughts, ideas and concepts."

...glyphs are considered to be unique marks that collectively add up to the spelling of a word, or otherwise contribute to a specific meaning of what is written, with that meaning dependent on cultural and social usage." Basically additions to the alphabet.

Open Type makes the ability to expand these "unique marks" easier—especially with swashes.

Here are four fonts we'll use (top to bottom): **Castrina Typescript**, **Hot Salsa**, **Hipster Script Pro**, and **Feel Script** (last three are from Sudtipos).

Wonderful
Wonderful
Wonderful
Wonderful

Resist the urge to "go nuts"

Because there are so many different types of swashes, the hard part is adding a swash for maximum impact. Start the word with the flamboyant mark, or end the word... or both? It will depend greatly on the message and my suggestion is to err on the side of subtlety. The above fonts do offer choices in the upper case letters, but lower case—different story! Check out the 'n' in **Castrina**...

n n n n n
n n n ... eight choices alone!



A few versions

The "Holiday Savings" text shows the characters (glyphs) that were created when I typed it in **Hipster Script Pro**. A nice script that's easy to read and can stand on its own, but I am not a fan of the swash characters. **Feel Script Pro** and **Hot Salsa** also offer a number of swash glyphs, but I am looking for something a little more "elegant." These typefaces would certainly be fine, but I'm looking for a graphic/headline.

"Zelda" to the rescue

Yes, I had a backup plan. The typeface that I have used to sign off before will do quite nicely...

Zelda Regular (from Mighty Deals, of course). I was sorry that I couldn't use it in a larger size, so here's my chance. The first sample was the original type. Now I just need to make it work... and as you can see, not all typefaces work and there's a bit of "tweaking" involved (a bit of kerning between the letters)!

Keep a file

The only way that you will be able to tell if you can create a headline with just type is to study successful advertising. Another place is to check out the places that sell type. They will usually show you the family, extra glyphs and layout samples for you to see how the font will work and provide you with some very good ideas!

Sudtipos Type Foundry has some very beautiful typefaces and about every two weeks they offer a typeface at a discount (which I have taken advantage of on a number of occasions).

For my visuals, I have a limited amount of room, but the larger some of these scripts are, the better they look. Also give them "breathing" room. My swash headings are too close together, but I do like to fit as much as I can onto a page.

You need to look at all the glyphs if you plan to purchase a typeface, some can be deceiving.

OK. Other typefaces (that I have) that will work are **Samantha Italic PRO** and **Bickham Script Pro**. These two typefaces also have heavier weights for flexibility. I have also used a typeface called **Candy Script** which is a heavier type and a little more "fun."

I have included some examples of these fonts in the next column as well.

Even if I work with one element in an ad...type in this case, I still apply the basic design fundamentals in creating effective visuals.



Holiday Savings
Hipster Script Pro

Holiday Savings
Hot Salsa

Holiday Savings
Feel Script

Holiday Savings
Zelda Regular

Holiday Savings
Zelda Regular with swashes

Below, I used a streamlined swash version, gave it a white .75 stroke, added a drop shadow and hung an ornament from the 'y.'

I also increased the point size of the "H" and "S" in these swash samples as well.

Holiday Savings

Holiday Savings
Samantha

Holiday Savings
Bickham Script

Holiday Savings
Candy Script

Final Thoughts

The three typefaces above are at 36 points, so you can see that not all the scripts are created equal.

In the meantime, have a great holiday season. My last column will be in the *Informer* in the January 2025 issue, where I will share my resolutions and gratitude for these past 29 years.

I'm a former art teacher & graphic designer—for info, PDFs of articles, or have ideas or comments, e-mail: hanrahan.in@att.net Ellen Hanrahan ©12/2024

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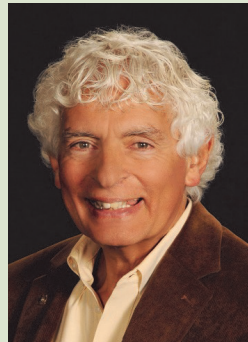
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