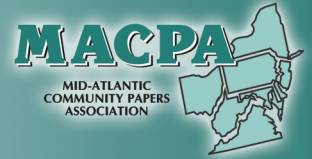


MAY MESSENGER

VOLUME 8 - ISSUE 2



On April 21st through April 23rd, many of us gathered for our Annual Conference, which was held at Seven Springs Mountain Resort. It was a different conference in where besides training and networking we also had fun activities planned! On Thursday evening the board members along with a few others enjoyed a round of bowling and on Friday evening the group played some mini golf! Congratulations to John Schaffner, he was the big winner of the weekend, winning a prize at both events.



Both Friday and Saturday were filled with training sessions from Kevin Slimp, Tom Cuskey and Allison Kloster, along with a few round tables that turned out to be very informational and great conversation with the publishers and managers.



We welcomed a new Associate Member to our conferences, Phil Curtolo with SCS, check out our Associate Member Spotlight in the next Messenger and learn more about Phil and how he can help your business.



On Friday evening, we installed Margaret Ehle, John Schaffner, and JoyeDell Beers into the MACPA Board as directors and look forward to everything they will bring to the board. Saturday at lunch we found out who were the winners of the Ad and Editorial Awards for 2015. If you were unable to join us for the conference see pages 3 and 4 of this Messenger to find out. You can also read the editorial winners online at www.macpa.net.

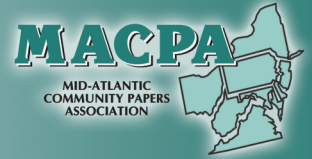


Overall, it was a very fun and very informational conference. We want to thank all of those who attended and to our super Conference Committee!



Watch for more information on our 2017 Conference, "A Golden Opportunity To Increase Your Green," which will be held March 17-18 at the Wyndham in Gettysburg! The conference committee already has a lot of fun ideas planned!

PRESIDENT'S MESSAGE



MACPA Messenger



What a great conference. I wish we would've had more people attend. It was educational and informative and, most of all, fun. The dress code for the weekend was completely business casual to even casual.

Kevin Slimp always brings to us a message that inspires us to persevere knowing quite well that print is not dead. In fact print is very much alive. He shared the need to be aware of what is the pulse of our communities. The need to educate our staff and keep up to speed with the changes happening in our industry. He shared the importance of having a quality product. In other words it's about quality, training and keeping local top of mind.

The sessions we had, as always, were exceptional. From Allison's sessions on social media to Tom Cuskey's TLI training both for management and sales. Those in attendance left enthused with ideas and more tools, skills and knowledge to use when back to work on Monday.

Kevin's classes were a hit with the designers and techies. Since the classes were on the small side, they loved the one to one attention he gave.

Ready for the next conference? Mark your calendar for March 17-18, 2017 at the Wyndham Gettysburg.

See you there,
Ron Burke, President
rburke@washingtinform.com

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UPCOMING EVENTS

Ad, Editorial and Website Award Postmark Deadline
January 20, 2017

A Golden Opportunity To Increase Your Green

2017 MACPA Conference
March 17-18, 2017
Wyndham Gettysburg
95 Presidential Circle
Gettysburg, PA 17325



Have your voice heard in our Publisher's Corner section! We are looking for articles of at least 250 words about a service, product or idea that works for your publication! Also, if there are photos to accompany your article, please include them.

Send articles to: kasey@gomaava.com.

Articles will be used as received and may also be featured on our website in our blog section.

AD & EDITORIAL WINNERS



MACPA MESSANGER

Category 2 - Division 1 Single Ads - Small Space Black Ink Only

1st Place
Hocking Printing Company
Ephrata, PA

2nd Place
Kapp Advertising Services
Lebanon, PA

3rd Place
Engle Publishing
Ephrata, PA

Honorable Mention
Engle Publishing
Ephrata, PA

Category 2 - Division 2 Single Ads - Small Space Color

1st Place
Engle Publishing
Ephrata, PA

2nd Place
Schaffner Publications
Port Clinton, OH

3rd Place
Hocking Printing Company
Ephrata, PA

Honorable Mention
Hocking Printing Company
Ephrata, PA

Category 3 - Division 2 Single Ads - Large Space Color

1st Place
Hocking Printing Company
Ephrata, PA

2nd Place
Engle Publishing
Ephrata, PA

Honorable Mention
Kapp Advertising Services
Lebanon, PA

Honorable Mention
Webb Weekly
Williamsport, PA

Category 4 - Division 1 Grocery Ad - Black Ink

1st Place
Hocking Printing Company
Ephrata, PA

2nd Place
Weekly Bargain Bulletin
New Castle, PA

Category 4 - Division 2 Grocery Ad - Color

1st Place
Webb Weekly
Williamsport, PA

2nd Place
Kapp Advertising Services
Lebanon, PA

Category 5 - Division 2 Automotive Ad - Color

1st Place
Kapp Advertising Services
Lebanon, PA

1st Place
Kapp Advertising Services
Lebanon, PA

Honorable Mention
Engle Publishing
Ephrata, PA

Honorable Mention
Webb Weekly
Williamsport, PA

Category 6 - Division 2 Restaurant Ad - Color

1st Place
Hocking Printing Company
Ephrata, PA

1st Place
Hocking Printing Company
Ephrata, PA

2nd Place
Webb Weekly
Williamsport, PA

Category 8 - Division 1 Timely and Themed Sections or Guides - Newsprint

1st Place
Kapp Advertising Services
Lebanon, PA

2nd Place
Hocking Printing Company
Ephrata, PA

3rd Place
Hocking Printing Company
Ephrata, PA

3rd Place
Engle Publishing
Ephrata, PA

Category 8 - Division 2 Timely and Themed Sections or Guides - Glossy

1st Place
Engle Publishing
Ephrata, PA

1st Place
Engle Publishing
Ephrata, PA

Category 9 - Division 1 Original Photography Editorial

1st Place
Hocking Printing Company
Ephrata, PA

2nd Place
Hocking Printing Company
Ephrata, PA

3rd Place
Columbus Messenger
Columbus, OH

Honorable Mention
Columbus Messenger
Columbus, OH

Category 10 - Division 2 Community Service Separate Section

1st Place
The Early Bird
Greenville, OH

2nd Place
Hocking Printing Company
Ephrata, PA

Honorable Mention
Engle Publishing
Ephrata, PA

Category 11 - Division 1 Original Writing Personal Column

1st Place
Webb Weekly
Williamsport, PA

2nd Place
Columbus Messenger
Columbus, OH

Category 11 - Division 2 Original Writing - Editorial

1st Place
Schaffner Publications
Port Clinton, OH

2nd Place
Columbus Messenger
Columbus, OH

Category 11 - Division 3 Original Writing - News

1st Place
Columbus Messenger
Columbus, OH

1st Place
Columbus Messenger
Columbus, OH

2nd Place
The Early Bird
Greenville, OH

Honorable Mention
Columbus Messenger
Columbus, OH

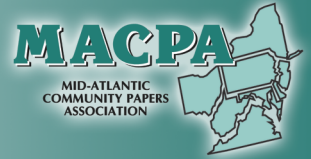
Category 11 - Division 4 Original Writing - Feature

1st Place
Columbus Messenger
Columbus, OH

2nd Place
Schaffner Publications
Port Clinton, OH

*Congratulations to
all of the winners!*

GENERAL EXCELLENCE WINNERS



MACPA Messenger



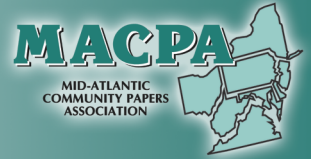
**Category 1
General Excellence
Community Papers
The Beacon
Port Clinton, OH**

**Category 2
General Excellence
Shoppers Guide
Hocking Printing
Ephrata, PA**

**Category 2
General Excellence
Niche Publications
Adams Street
Toledo, OH**

**Overall General Excellence
Adams Street Publishing
Toledo, OH**

PRINT ISN'T DEAD, IT'S EVOLVING



MACPA Messenger

by Jessica Turek

As marketers, we all like to stay up to date about upcoming trends and predictions within our industry. A prediction that you may be familiar with is regarding a \$640 billion industry – the print industry – and how it may be on its way to extinction.

But the truth is, print is not even close to being dead. In fact, it's only getting stronger. With an annual growth rate of 6.8% worldwide and forecasts that the industry will reach \$980 billion by 2018, you can't help but be confused as to why there is buzz around print being dead.

The "print is dead" assumption seems to be stemming from the declining number of print circulations. Yes, print circulations have declined over time but only because of how marketing has evolved with print. Not only have we evolved to live in a digital world, we also, as marketers, have gotten smarter about who we contact and how we choose to communicate with customers based on how technology has evolved over time. We now have access to crazy amounts of data. Our audience segments have become hyper-targeted and hyper-specialized. We know how and when to strip down our mailing lists, making our circulation numbers smaller. According to the American Marketing Association, "publications' readership has been culled to only the most engaged" in many cases where print circulations are down. Print has evolved because marketing and our technology have, too.

While marketing and technology continue to evolve

alongside print, the industry statistics prove that print sales and net profit margin growth are on the incline. According to new data from Sageworks, print sales growth has remained constant between 3 and 5 percent over the last five years while print net profit margin has increased by almost 40% over the last four years.

Companies who have trusted these statistics are putting print at the frontier of 2016, only further emphasizing its strong presence within our industry. Let's take a look at some of the companies who are using print to differentiate themselves within the market.

Bloomberg Pursuits

Just last week, Bloomberg Pursuits, an "intelligent luxury" magazine, announced that it was increasing its frequency from four times to six times a year, starting with its March issue. The main reason behind the decision is for more content to be pushed out to their terminal subscribers, as well as to create more opportunities for the company to grow. This is an example of a company who culls to only the most engaged. When head of sales Michelle Chicoine was asked about potentially broadening the magazine's distribution beyond terminal subscribers, she responded "there is no desire to water down who that audience is. We don't need to go bigger". As marketing has evolved, print has definitely evolved for Bloomberg Pursuits based on this audience intelligence.

Net-A-Porter

According to International Business Times, fashion magazine, Net-A-Porter, has

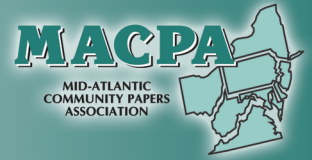
"proven that circulation for print magazines can beat the trends and rise if publishers are innovative with their product". With an interaction rate of 78%, subscriptions that have increased 20 percent year over year, and circulation for the publication growing at 10 percent from February 2015, PORTER is powered by the brand's website and distributed in 60 countries. With 300+ pages of ultimate fashion inspiration, all subscriptions are delivered directly to your door with complimentary access to the "game-changing digital edition" where readers can shop directly off the pages or use their multi-lingual service which offers readers access to a personal shopper 24/7. And, the best part is, PORTER sales are predicted to experience double-digit growth by the end of 2016, and that number will continue to grow based on its partnership with IBM. Net-A-Porter announced today that it will be using IBM's shopping technology to help create personalized, customer-centric experiences across all channels. So, print isn't dead. It's just evolving and we are seeing it evolve with technology and within the digital space.

Wayfair

One of the world's largest online destinations for home furnishings and décor, Wayfair, just announced it will be releasing a 92 page catalog showcasing 775 unique items. CEO Niraj Shah says Wayfair will be "using proprietary data and insights to make the shopping experience more tangible while not limiting our customers' access to selection and great prices".

Continued on page 6

5 WAYS TO OVERCOME STRESS IN SALES AND BUSINESS



MACPA Messenger



by: Mark Hunter

All of us experience stress to one degree or another.

We've all heard where some stress can be good for you, because it keeps you focused.

But at the same time, we all know what can happen when we're too stressed.

Here are 5 Things you can do to help minimize stress and allow you to be more successful in sales and life:

1. Accept the fact stress is all self-inflicted.

It's not what happens to us that is the problem. It's how we react to what happens to us. The sales call might not be going right or you might have lost the one deal you needed, but through it all we can't forget the world is not ending.

When I was a sales manager, I used to share with my salespeople who were experiencing stress to relax and remember that the sun is going to rise and fall and rise again regardless of whether that one person decides to buy or not buy.

2. Quit allowing your mind to paint negative pictures.

We've all had the moment in the car driving up to the account or waiting for the phone to ring where our mind begins throwing out everything

that can go wrong. Before going into any sales call, take a moment to picture success and how you're going to take the success and leverage it on your next call.

3. View yourself as one of the successful people.

It doesn't matter who it is, whether it be other people with whom you work or an athlete or a friend, but picture yourself with other successful people. Don't do this to become envious, but do it to help you emulate and see yourself as being a successful person too.

4. Skip the garbage, wherever it may be.

The garbage might be the negative people in the office, the drivers next to you in traffic or what you're listening to on your device. An old expression from the early days of computers still applies — garbage in, garbage out. What we allow ourselves to be exposed to quickly becomes who we are.

5. Never view life in the short term.

Take a long-term view to how we approach things. Realize things do take time, and just as we overestimate what we can get done in a short timeframe, we underestimate what we can get done in the long term.

We don't suffer from a lack of time. We suffer from a priority management problem. Never forget that good things do take time.

Print isn't Dead continued...

Similar to Net-A-Porter, Wayfair is another online store that will be using print as one of its biggest mediums to fuel its success. What is even more fascinating, is that Wayfair is also using shopping technology by Storis to deliver a positive retail experience to its customers. Online retailers like Net-A-Porter and Wayfair are changing the way marketers think about print, digital, and technology – no longer separate, but a unique combination that should only further the success of each company's business.

Print isn't dead, and declining print circulations aren't the culprit. Print is evolving as marketers are getting smarter from technologies that can tell us what we want to know about our audiences. We are taking the multi-channel customer experience to the next level and companies like Wayfair and Net-A-Porter are doing so by leveraging print both online and offline. So, before you start making your predictions for the upcoming year, look at the statistics for print and learn from how companies are using it.

www.quickpivot.com/resources/blog/print-isnt-dead-its-evolving

DON'T MISS THE BOAT! AFCP CRUISE PLANNER AD REWARDS MAILERS WITH 2% DISCOUNT



by Donna Hanbery, SMC

MACPA Messenger

If your publication is sent by Standard Mail, whether as a saturation publication or part of a High Density mail program, you could be earning an up-front, 2% postal rate discount under the Postal Service promotion program for Emerging and Advanced Technology/Video in Print from now until August 31, 2016. You do not even need to find an advertiser to run an eligible promotion for you. PaperChain, and AFCP, as part of its participation in support of the NANI Network, has done all the work for you in designing an ad that has been approved by some mailed publications, with the Postal Service Incentive and Promotions Department for the discount.

During the annual AFCP/SMC postal break-out session at the Sheraton San Diego Hotel & Marina in San Diego, I had the pleasure of conducting our 20th annual mailers' roundtable. SMC members, and AFCP Board Members, Carol Toomey and Dan Alexander were there to describe the leg work they have done to learn about the Postal Service promotions and how an easy to use app, Layar, provides technology that is inexpensive to procure, and can make the ad pages of free papers come alive with video and interactive content. Carol described how her participation in a peer group, and her efforts to "be cheap," had led her to explore the opportunities of Augmented Realty and the use of the Layar app to create products, and add value to her paper, that can help her team and her paper make more money.

But importantly for all mailed free paper publishers, Dan Alexander and PaperChain have done the work to create an ad that promotes The Cruise Planners business of NANI and AFCP that is "ready to go" for mailed free papers to have an ad you can use in your paper to qualify for the discount.

A copy of the ad accompanies this article. But you do have to do some work to qualify for this promotion. While you are at it, you should learn about the other promotions available with the USPS that could help you save month throughout the year.

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Here are the steps you need to follow to learn about the promotions, and to qualify using the ad that accompanies this article.

1. First, you should learn about the specifics of the USPS promotion. A detailed set of Program Requirements is available at: <http://1.usa.gov/1SV6Kud>

For those reading this article and not being able to cut and paste the link, you can go to the USPS RIBBS website, look at 2016 Incentives and Promotions and download the Program Requirements for the Emerging and Advanced Technology Promotion. While you are at it, take a look at the Program Requirements for the Mobile Shopping Promotion and think ahead about using that promotion to save on postage from July through December 2016.

2. The Layar technology is inexpensive, costing under \$4 to provide a video or interactive content in your ad for a 30 day period. The cost to imbed an ad and keep it live for up to 12 months is approximately \$34. To learn about Layar and the program go to www.layar.com.

continued on next page

DON'T MISS THE BOAT! AFCP CRUISE PLANNER AD REWARDS MAILERS WITH 2% DISCOUNT



MACPA Messenger

Don't Miss The Boat continued

3. Want to see how the cruise ad comes alive? Take your smart phone and download the free Layar app on your phone. Use the Layar app to scan the Cruise Planner ad and be transported to the feel of a free spirited cruise. The interactive ad provides you with the website and a link to a phone number for bookings and more information. This interactive feature of the ad that is one of the requirements of the postal promotion.
4. It is required for most promotions, and highly recommended, that you have your ad approved before you do a mailing. Ads can be approved by emailing them to USPSMailingPromotions@usps.gov. It generally takes two to three days for the ad to be approved.
5. Before you can claim the up-front 2% discount, a publisher must register at the USPS Gateway for participation in the program. <http://1.usa.gov/1SV6OKt> If you are not the mailer/direct postal payer for entering your mail with the USPS, your mail service provider or printer will need to register for the promotion to claim the discount when the postal statement is submitted.
6. The discount must be claimed at the time of mailing using one of the permitted methods

of mail submission. Mailings must be submitted electronically by Mail.Dat®; Mail.XML™; or Postal Wizard.

The requirements for qualifying advertising for the promotions are complex and require that the Emerging and Advanced Technology be clearly shown on the ad, show the consumer what the consumer needs to do, and that the ad content provide interactive content that relates to the subject matter of the ad. But for advertisers that want to start saving money right away, and want to help AFCP and NANI in the process, the Cruise Planners ad that accompanies this article does meet these qualifications. Although you must get the ad approved for your publication, it has already been approved by the Mailing Promotions Office and has been used by many of your fellow publishers.

What are you waiting for? Don't miss the boat! Follow these steps and save money on your next mailing.

Look forward to a more detailed article from me about the Mobile Shopping Promotion that will run from July 1 through December 31, 2016 and steps you can follow to qualify for that promotion with your paper and advertisers, or ways to participate in an AFCP created travel ad that will do the work for you, while helping your industry and the association.

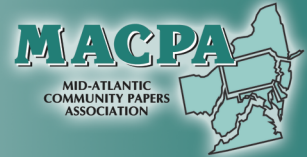


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Saturation Mailers Coalition

SMC is a coalition of saturation program mailers, including free paper publishers, shared mailers and coupon envelope mailers, who share a common interest in maintaining fair and reasonable postal rates and regulations; law and postal policies that promote a viable, competitive and customer focused Postal Service; and a positive public image and response to mailed print advertising.

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