

## TWO BIG ANNOUNCEMENTS

### The early bird gets the worm, but who wants worms?



By Ruth Isenberg,  
Conference Committee

The super early bird may win a free hotel room at the 2017 MACPA conference March 17 and 18 in Gettysburg.

The conference committee is preparing a great mix of speakers, roundtables and fun for the St. Patrick's weekend event. Our goal is to encourage as many publishers, managers, salespeople and graphic artists to attend as possible, to share ideas and learn from each other.

That's why we're encouraging super early registration—so we can plan sessions and activities tailored to the interests of those attending. Signing up early will help us make sure the conference will meet your needs and be of the most value to you.

The super early bird sign up is from now until the end of November. Everyone who registers by November 31st will have their name entered into a drawing to have one night's stay comped by the association. That winner will be selected at the end of the early registration period.

All the names not chosen will be automatically entered into the regular early bird drawing for \$100; that registration period will last until January 16th.

Use this link [bit.ly/2017MACPAConference](http://bit.ly/2017MACPAConference) and sign up today. We promise lots more than worms as your reward.

### As MACPA's OSCARS Approach

By Bob Christian, Awards Chair

Greetings and salutations members and publishers, the time has come to get ready for the next MACPA Ad, Editorial and Websites Awards contest and your publications can be winners and sometimes multi-category winners.

As ever, these awards are an opportunity to give your salespeople, your graphics people, your writers and your clients the recognition and thanks they deserve. They deserve some red carpet treatment.

By the way, when you enter, it makes you look pretty good, too!

The best way to win, and garner all of this good will, is to start now, to get in as many entries as possible. How you say? Get a team together from your staff to pick out your best work in all of all categories offered.

The entries you submit must have been published between January 1, 2016 and December 31, 2016.

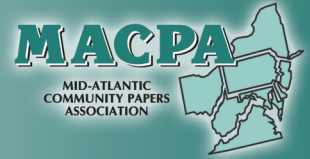
**(Important to know deadline: Entries must be postmarked by January 20, 2017. All entries received afterward will be disqualified.)**

You'll find the new rules and categories for the MACPA Ads, Editorial and Websites Awards. On the MACPA website: [www.macpa.net](http://www.macpa.net) or check out the info in this newsletter.

Oh, and by the way, because we (Philadelphia Free Press and University Review) are chairing this process, and according to our new awards rules, we will recuse ourselves from submitting entries into this contest.

But we expect all of you to be big winners! Your people can't win if you don't enter. So let's get going!

# PRESIDENT'S MESSAGE



# MACPA Messenger



We're Busy!!!

Yes, the committees for MACPA are busy working on all sorts of projects.

Where should I begin?

With the elections coming up MACnet is busy promoting the publishers through its new White Paper that shares information about the networks of the Association. Check it out in this edition of The

Messenger. Feel free to help us distribute it to political pacs in your area or, better yet, send the contact information to the MACPA office at [info@macpa.net](mailto:info@macpa.net). I know, for a fact, they are looking for any and all addresses for local, state, and national committees.

This is a great segue to sharing how MACnet and the Digital Committee are working hand in hand to promote the Association networks to political committees who are on Facebook. We're really pushing MACnet and the benefit of getting the word out about our members' publications. Along with putting the push on political advertising, we're working on doing a better job of promoting our members on [macpa.net](http://macpa.net). All of you have received an email from the office requesting more information and a jpg of your publication to use on your page on the website. If you don't recall receiving the email, please send Kasey a note requesting them to resend it. [MACPA.net](http://MACPA.net) is your membership benefit to promote your business. Take advantage of all we have to offer.

Speaking of membership benefits, over the last two months we have been having fun creating our handout entitled, "Membership Benefits from A to Z". It's amazing how many benefits you receive from being a member of the Association. Yes, there are membership benefits for every letter of the alphabet. Check it out in this edition of The Messenger. Share it with other publishers who could benefit from joining MACPA. We'd love to have them join.

I saved the best for last.

The Conference Committee has been very busy getting ready for the Conference. One of their goals is to encourage those publishers who haven't been to conferences for a time to come again by finding out what can be done to pique their interests. They are also working on changes with the Ad & Editorial Awards Content to more members to participate and put some focus on online marketing and promotions with Social Media and Email Marketing. Watch for more details on that in future newsletters. Oh, I almost forget a very important detail. You know how we always have an Early Bird Registration. Well, you are going to have an opportunity to take advantage of the Super Early Bird Registration for a chance to win a free room for the Conference. Watch for more details in your inbox.

Maybe saying we're busy is an understatement. Maybe it should be that we are SUPER busy.

Ron Burke, President  
[rburke@washingtoninformer.com](mailto:rburke@washingtoninformer.com)

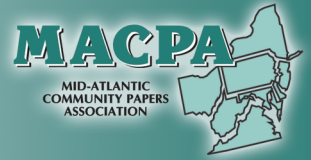
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## UPCOMING EVENTS

- Super Early Bird Registration**  
November 31, 2016
- Early Bird Registration**  
January 16, 2017
- Ad, Editorial and Website Award Postmark Deadline**  
January 20, 2017
- Conference Registration Ends**  
February 16, 2017
- A Golden Opportunity To Increase Your Green**  
2017 MACPA Conference  
**March 17-18, 2017**  
Wynndham Gettysburg  
95 Presidential Circle  
Gettysburg, PA 17325

# SETTING REALISTIC GOALS



# MACPA Messenger

By John Foust

Derek placed more ads in the paper than anyone else on the sales team. Low volume clients suddenly increased their expenditures. And large clients started running even bigger ads. Revenue was rolling in.

Then it all fell apart. First one advertiser, then another, complained about invoicing. Quickly it became evident that Derek had been placing ads in the paper without permission. His scheme worked for a while, because some of his clients didn't check records carefully. At first, the paper rationalized that refunds were a cost of having a high-energy sales person with a poor eye for details. Then they realized that the problem was deeper than that, and eventually had to let him go. Justice prevailed, but that wasn't the end of the story.

The accounting department worked overtime to clean up the mess. And the ad department hired a replacement. But in an inexplicable act of greed and stupidity, the ad manager gave the new person a goal that was ten percent higher than the pre-refund amount generated by Derek. In other words, the new person would have to produce more revenue than a crook.

Although this is an extreme example, it illustrates the fact that some managers need a better understanding of what it takes to set realistic goals. If you are involved in the goal-setting process, here are some points to keep in mind:

**1. Fairness is in the eye of the beholder.** If a sales person feels a goal is unfair, it is either (1) truly unfair or (2) you need to do a better job of explaining how you arrived at the goal.

**2. Goals impact morale.** When a person makes progress toward a goal, morale soars and she can be self-motivated to work even harder. On the other hand, when a person finds himself falling short week after week, he can get discouraged and say, "What's the use?"

**3. Morale is contagious.** Although sales people spend a big part of each day working independently, they are part of a team. When there are problems, they are often likely to talk to each other than to the boss.

**4. Consider multiple factors when setting goals.** Across-the-board increases are common, but inherently out of touch with reality. Let's use the ten percent figure at Derek's paper to illustrate. If you're looking for an overall ten percent increase, see that figure as an average. Some accounts could project a five percent increase and others could project 15. It's like the old management saying, "If you're treating everyone the same way, you're treating most of them the wrong way."

**5. Use the S.M.A.R.T. formula.** This technique has been around for a long time – and it has helped a lot of ad managers set meaningful goals. It represents goals that are (1) Specific, (2) Measurable, (3) Achievable, (4) Relevant, and (5) Time-sensitive. Wise managers get each sales person's input in each area for each account.

Derek's replacement lasted less than a year. With realistic goals, the story could have had a different ending.

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## Community Advertising System

Software that fits your business, your culture and your budget



by Kevin Slimp

Iris Chyi, John Oliver and hundreds of journalists leave me no choice but to write this column, and I'm not particularly happy about it.

Those of you who write columns for a living know what I'm talking about. This is one of those days when I'm not sure what to write. It's not that I lack subject matter. The options are almost endless, and I don't have the inclination or space to cover everything in one column.

Let's begin four days ago. I received an email from Iris Chyi, Ph.D, faculty member at The University of Texas School of Journalism and author of "Trial and Error: U.S. Newspapers' Digital Struggles toward Inferiority."

Dr. Chyi and I have corresponded over the past few years, primarily comparing notes on studies we've conducted concerning the health of newspapers. She and her colleagues in Texas take a close look at what's going on in the metro newspaper world while I tend to spend more time conducting research among non-metro newspapers, although we share an interest in newspapers of all types and sizes.

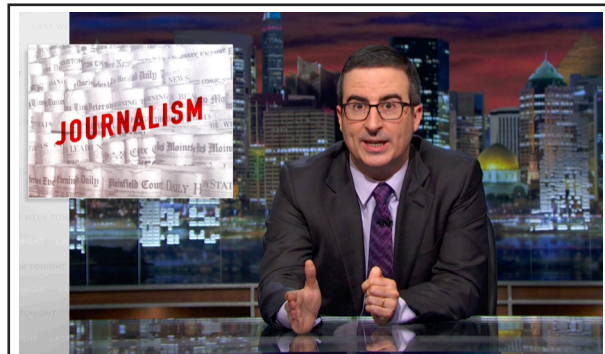


Iris Chyi, PhD.  
University of Texas

Her latest research, based on numbers from 2007 through 2015, covers 51 major metro newspaper in the United States. In her email, she summed up the results when she wrote, "In-market online readership has shown little or no growth since 2007, and more than half of them have seen a decline since 2011."

So when I read a story about the Toronto Star, which just made a (New Orleans) Times-Picayune style announcement that the newspaper will be reallocating resources toward the digital workspace, I say, "Good luck with that."

Then, there's the John Oliver video story. You've surely seen this video many times by now. Like most journalists I've heard from concerning the



John Oliver opened a "can of worms" by suggesting newspapers and readers should take responsibility for credible journalism.

video, my immediate response was, "Yes! Someone outside the newspaper world finally gets it."

I've only had time to watch the 20-minute video twice, so forgive me if I've left out something important, but it seems to me John had three main points: 1) We need newspapers. They're the only source of real journalism left. 2) The revenue model for newspapers isn't working for the big metros any longer. 3) Moving resources and energy to digital (including a concern for "clicks" over "news") has not been, and is not, the answer.

Folks actually wrote to me after watching the video and said they had just subscribed to their local newspapers after seeing it. To me, it seemed like the type of good publicity our industry needs.

All of this brings me to the third topic of the day: David Chavern, CEO of Newspaper Association of America (not to be confused with National Newspaper Association), being ticked off at Oliver over the video. He had some pretty harsh words for Oliver – Google "NAA" and "John Oliver" to read the details – and the public response to his criticism was both quick and pointed.

On a side note, 15 years ago I was the director of communications for a very large organization. One of my jobs was to make sure 1,200 spokespersons, located in different cities, kept from saying the wrong things in front of cameras.

Kevin Slimp continued next page

MACPA MESSANGER

Kevin Slimp continued

When Chavern wrote a post Monday on the NAA website, accusing Oliver of “petty insults and stating the obvious,” he set off a flurry of negative responses to his own statement on social media. Someone should have stopped him. Obviously, no one did.

I’ve noticed something that isn’t exclusive to the journalism world. Earlier in the year, while watching presidential debates, I would look at the screen and say, “Do none of these people have communication directors?”

More than likely, they all did. My guess is some of those communications directors told their employers they shouldn’t say certain things, and others were scared to suggest they knew better than their bosses.

The response to John Oliver’s video was overwhelming. Hundreds of journalists wrote or sent links to the video to me before I had any idea what they were talking about.

A manager at one of the big papers in New York wrote, asking me to write to John Oliver and explain not every newspaper operates the same way. He asked me to share the data I had collected, showing community publishers are having really good years and print hasn’t been forgotten in the vast majority of newspapers across North America.

For too long, I’m afraid, voices that should have been heard in journalism have stayed quiet in fear of making their stockholders, publishers, deans, clients or whoever angry.

John Oliver was one voice, expressing thoughts shared by thousands of journalists around the world. Sure, he didn’t tell the complete story. That wasn’t his goal. Using humor, he suggested that it’s time to take our responsibilities as journalists and readers seriously. Because, as he so skillfully shared, good journalism is badly

**Where have all the readers gone?**  
Perhaps the rush from print to digital never actually took place.

In-market print and online reach, 2007–2015 (%)

State / newspaper	Print reach			Online reach		
	2007	2011	2015	2007	2011	2015
California / The Orange County Register	11	9	8	2	4	3
California / Los Angeles Times	34	29	24	6	8	11
Florida / The News-Press	40	32	27	8	7	6
California / San Jose Mercury News	n/a	39	32	n/a	12	11
New York / Newsday	15	13	10	3	4	4
New York / New York Daily News	29	26	20	3	3	5
Illinois / Chicago Tribune	46	34	33	10	10	12
Washington, DC / The Washington Post	61	54	41	21	21	21
Texas / The Dallas Morning News	41	31	25	8	9	8
Colorado / The Denver Post	51	n/a	31	7	n/a	10
Pennsylvania / The Philadelphia Inquirer	36	27	22	5	7	7
Texas / Houston Chronicle	52	43	32	10	14	10
Illinois / Chicago Sun-Times	n/a	42	23	n/a	7	6
Nevada / Las Vegas Review-Journal	n/a	45	36	n/a	11	11
Florida / Tampa Bay Times	34	34	30	6	6	5
Minnesota / Star Tribune	53	45	42	12	13	13
New Jersey / The Star-Ledger	12	10	7	3	5	6
Ohio / The Plain Dealer	47	40	31	8	13	11
Massachusetts / The Boston Globe	40	29	25	16	20	16
Hawaii / Honolulu Star-Advertiser	62	53	50	11	16	11
Oregon / The Oregonian	54	47	32	10	13	18
Washington / The Seattle Times	44	34	31	14	16	13
Arizona / The Arizona Republic	52	44	33	18	17	16

This screenshot, taken from Dr. Chyi’s research, indicates online reach of 51 U.S. metros remained relatively steady from 2007-2015, with several showing declines in online reach between 2011-2015

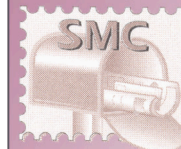
needed, and newspapers are the core of good journalism.

I’ve been writing columns aimed at journalists for 22 years. When I write one like this, my first thought is often, “I wonder who I will make mad this time.”

Fortunately it seems, my views are usually shared by many others and, like most journalists, I take that responsibility seriously. I appreciate the work of Dr. Chyi because it’s not the type of research that lends itself to huge grants from digital companies and foundations. They go more for the shiny stuff. It’s important, however, to be reminded of what is real, and folks like Dr. Chyi and John Oliver did that in August.

**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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# POSTAL PRICING PROPOSALS COULD BE "GOOD NEWS" FOR FREE PAPER PUBLISHERS



## MACPA Messenger



by Donna Hanbery,  
Saturation Mailers  
Coalition

Mailers rarely look forward to Postal Service price adjustments. But the 2017 Postal Service rate adjustment could bring good news for free paper publishers that

use Standard Enhanced Carrier Route Saturation Mail to distribute their papers.

For more than three decades, the price structure for Standard Mail has had a piece/pound rate formula. There is a fixed piece rate, up to 3.3 ounces. For pieces heavier than 3.3 ounces, the rate includes the piece rate plus additional postage charges based on the "pound" rate. The actual rate the mailer pays will depend on where mail is entered. For most free paper publishers, and other shared mail programs, mail is drop shipped deep into the system to both achieve the lowest rate, by earning the highest drop ship discount possible, and to better control delivery service. Most free paper publishers, and shared mail programs, work with local advertisers that demand consistent, weekly in-home date delivery windows for their advertising pieces.

The Saturation Mailers Coalition (SMC) has been working with individual mailers for years to dialog with the Postal Service about our members' concerns on pricing and service, and to advocate for the best rates and service possible. One of SMC's agenda items has been to urge the Postal Service to reduce the pound rate, or to otherwise reduce the price for saturation program mailings, to allow our members to compete more effectively with other print media and to attract and retain advertisers into our mail programs.

SMC, and other leaders in the industry, have shown that as pieces get heavier postal rates have gone up by a significant amount. But postal costs are not similarly increased as

package weight increases. In some studies, increases in package weight actually make the mail more efficient, and less costly, to delivery. Most importantly for our members, and the Postal Service in terms of retaining and growing this business, non-postal alternatives, including print products delivered by private carrier or on demand, do not have a high, fixed cost, disadvantage of distribution costs increasing steeply as the weight of the piece increases.

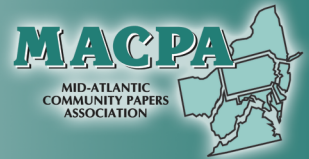
Dialog between Postal Service leaders on marketing, pricing, and costing, has taken place for years. During its July 2016 MTAC meetings, and in discussions SMC has had with Postal Service pricing personnel thereafter, the Postal Service has confirmed that it intends to raise the allowable weight, by increasing the Standard Mail flat piece price weight break, from 3.3 ounces to 4 ounces.

All initial pricing proposals and structure considerations must be considered preliminary, as they are still under consideration and pending before USPS senior leadership and, final prices and product decisions are within the sole authority of the Postal Board of Governors and approval by the Postal Regulatory Commission. But as your association leader, and a person who tries to be a cheerleader for our members and mail distribution, I would urge all mailed publishers to start thinking about what you could do with .7 more ounces of "space" to sell, at a price that will be at the same piece rate you are paying today, plus whatever annual "CPI" adjustment is imposed in the rate filing to be done at the end of the year. (The present CPI increase is anticipated to be relatively small, around 1%. If postal legislation was passed, considered a long shot by many, this could increase by an additional 2.1%).

For free papers that already have pieces exceeding 3.3 ounces, this price change will be an "instant windfall." But for many free paper publishers, and mailers that have areas or zones that are lighter weight, or have distribution that includes both postal and other

*continued on next page*

# POSTAL PRICING PROPOSALS COULD BE "GOOD NEWS" FOR FREE PAPER PUBLISHERS



# MACPA Messenger

*Postal Pricing continued*

distribution methods like private carrier or rack, this pricing change makes Saturation Mail distribution a much more attractive alternative.

In my decades of working with the industry, a chief complaint about postal pricing is how it "punishes" papers and publishers that become more successful. In some markets, the heaviest, most profitable papers, are the first papers to convert to private carrier distribution. In other circumstances, publishers and mailers find that they are turning down opportunities to distribute insert advertising, and pieces that are heavier or on better quality paper stock, for fear of being "overweight." This pricing change gives mailers an exciting opportunity to rethink your marketing and sales opportunities.

Publishers and shared mailers may be able to go after advertisers that have done heavier pieces, and different categories of advertisers, with more "real estate" to sell in your package.

In announcing the proposed price structure considerations, the Postal Service made it clear that it wants to be more transparent with industry. It is inviting comment and feedback as it does not want unintended consequences

or harm to occur by its changes. The USPS wants to make pricing and structure changes that simplify pricing and products, encourage mail retention and growth.

As an association leader, I have been talking to people at the Postal Service about an increase in the breakpoint, or otherwise lowering the cost for Saturation Mail and/or the cost for heavier pieces, for as long as I can remember. This proposed change in the piece weight break from 3.3 ounces to 4 ounces, without a change in how the pound rate is applied, and without other disruptive changes or increases in the "piece price" is very welcome news! It will help free papers that mail expand their product offerings and increase circulation coverage.

SMC wants to thank and acknowledge the efforts of Postal Service senior leadership, including Chief Marketing Officer, Jim Cochrane, USPS Vice President of Pricing and Costing, Sharon Owens, and the hard working Pricing and Costing staff that had to run and rerun the numbers to show and support that these adjustments would be beneficial for the Postal Service and its customers.



**Did you know?**

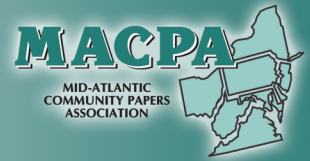
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# DIGITAL CORNER

## SEE OUR POSTS ON FACEBOOK!



# MACPA Messenger

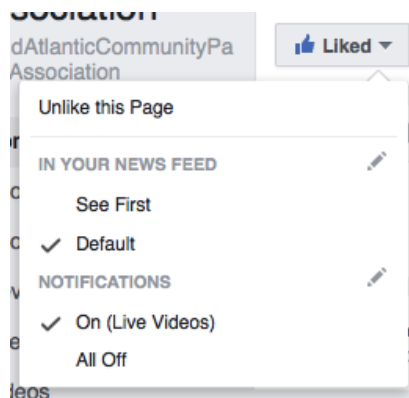
by Kasey Mitten, Executive Director Assistant

Facebook is constantly changing their algorithm and has recently announced they will be making more changes, if they haven't already made those changes. The latest change is that it will prioritize that the individual will see their family and friends' posts before seeing posts from businesses. What this means for you is more selfies as well as photos from family functions and less information and news from MACPA and MACnet. Which we know just won't do for you! There is a way to still be able to stay up-to-date on the latest news of MACPA & MACnet. Below is a step-by-step tutorial on how to make sure you see our posts. (Remember to do this on both the MACPA and MACnet Facebook pages.

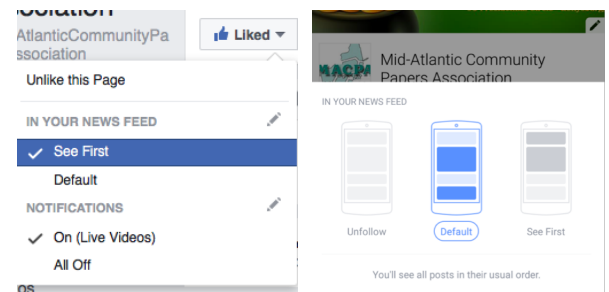
Step 1 – Go to Mid-Atlantic Community Association Facebook page. If you haven't already, click the Like button. This ensures you are following our page.



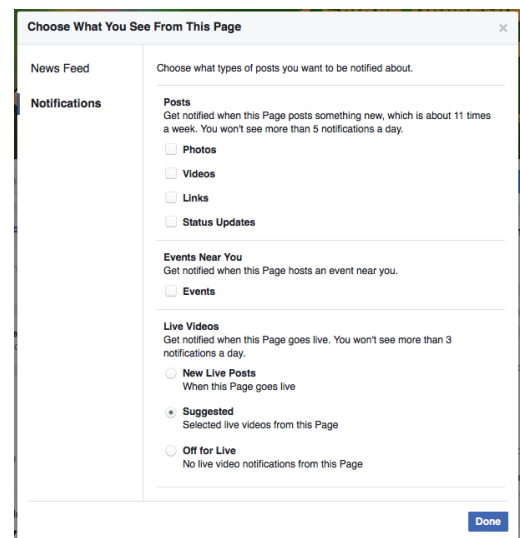
Step 2 – On a desktop or laptop computer, hover the mouse over the "Liked" button. A drop down menu will appear. On a mobile device, click the "following" button for the menu.



Step 3 – On a desktop or laptop, under the section "In Your News Feed" you will most likely see "Default" checked off. You want to switch it to "See First." If you keep it on "Default" it will just be filtered into Facebook's algorithm, which means there is a chance you won't see as many of the posts. On a mobile device, just tap on "See First."



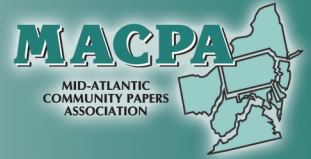
Step 4 – If you want to customize it even further, click the tiny pencil next to "In Your News Feed." (This step can only be done on a computer or laptop.) Once you are there click on notification. Within there you can mark off what you want to be notified for - whether it be photos, videos, links or even all of our status updates.



Once you've completed all of these steps on both the Mid-Atlantic Page and the MACnet page, you are all set and ready to roll on seeing our posts. Do you want to ensure your customers see all of your posts? Create a similar blog to share with them on how to make sure they see your information first!



# 7 FREE STOCK PHOTO RESOURCES



# MACPA Messenger

Many designers have to use stock photos in their designs: they can be used in banners, serve as background elements for websites, etc. However, finding really good stock photos can be hard if you don't have much budget (or don't have any at all). What should a designer do in this situation? Asking a client for more investments before showing him a completed design is quite a risky option. The best way to handle this situation without investing your own money is to use free stock photos.

However, the best ones are usually the paid ones. Sure, you can find a lot of free stocks, but the content there can turn out to be not as good as you expected. Free stocks with good photos are gems that are hard to find. Fortunately, today I want to share a small selection of best stock photo websites with you!

## 1. Death To The Stock Photo

This website is offering you a pack of free and beautiful stock photos every month. All you have to do to get one is to sign up to their newsletter. Though the photos are amazing, the pack itself is quite small: you receive only 10 photos every month.

## 2. Stocka

Stocka is a new website that still keeps developing and growing. However, it allows downloading good stock photos already. The website has a few photo categories: this makes the whole choosing process much easier.

## 3. New Old Stock

While some stocks offer various photos, this one concentrates on vintage ones only. All these photos are taken by one photographer and look amazing.

## 4. FoodiesFeed

Another specific stock that focuses on food photos only. You can find delicious (in all senses) photos there, which will be perfect to use in cooking website designs and so on.

## 5. Splitshire

Splitshire is basically a collection of stock photos made by one photographer. He's also a web designer, which means that he knows well what photos will look good in website designs.

## 6. Getrefe

Getrefe is a resource with stock photos taken from mobile phones. Though their quality is... well, lower than of ones taken by professional camera, they still look good and can be used in various designs (especially in ones that require less refined-looking photos).

## 7. Gratisography

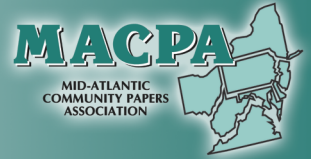
Another great website that has dozens of high-res stock photos available for use. These photos are taken by one photographer, just like in a few examples above.

There's one last thing you need to remember if you intend to use these resources: mind copyrights. Most of the photos there are free both for commercial and personal use. Some of them, however, have certain restrictions, so it's better to check twice before using them in your design.

*Article from Design Contest (<http://bit.ly/2by3mWn>)*



# MEMBERSHIP BENEFITS FROM A - Z



# MACPA Messenger

**A - Audits** - Bi-Annual Circulation/Readership Audits (\$800+ Value)

**Associate Members** - Associate Members offer your business quality products and services. No wonder why our publications are on the cutting edge with technology, customer service, and sales.

**B - BIG, FABULOUS, Annual Conference** - Our Annual Conference provides our publishers with a way to train their sales teams for a fraction of the cost and a venue focused on management.

**C - Classified Network** - The Classified Network provides you with content for your classified section to attract local businesses and individuals to advertise, and additional revenue stream.

**D - Display ads** - Yes, MACnet will represent your publication to advertising agencies throughout the United States and will sell advertising for your publication at your local open rate. We only ask that you provide the space at 70% of your local open rate.

**E - Earn revenue through our networks.** Our publisher commission of 40% on our classified network provides you with an additional revenue stream. All other networks provide a 15% commission.

**F - \*Free Registration at every Annual Conference.** (\$300 Value) \* MACPA/MACnet Publishers only!

**Free Paper Month** - The Month of July is our time to celebrate "Free Paper Month". It provides you with a way to say thank you to your customers, employees, and readers. MACPA provides logos, ads, data, and ideas to help celebrate.

**G - Great Networking opportunities** - Need to talk to another publisher about an idea or issue? Call the office to find out who would be the best publisher to talk to and we'll make the connection for you.

**Great Opportunity for Training** - We bring the best industry trainers to you when you attend our conferences, regional training, and webinars.

**H - House 2 House 2x2 Network** - Earn additional revenue through our 2x2 network. We offer advertisers with both a pre-determined network and one where they can pick and choose the publications they would like to advertise in.

**I - Interlace Communications** - The staff of Interlace Communications provides you with professional, personal service when you call the MACPA/MACnet office. Alyse, Vicki, and Kasey are here to serve you.

**Internship Programs** - The Bill Mitten & Charles Mulligan Memorial Internship Programs provides two publishers with \$1,500 towards the hiring of an intern.

**Incentives for FREE Room at every Annual Conference** - Whether it's selling ads to the network or signing up for a conference during our Super Early Bird registration, there are always ways to receive a free room to the conference. Watch The Messenger for all the details.

**J - Journalism** - We recognize our outstanding journalists through our Ad and Editorial Awards Contest. Trainers are brought to the conference to stir up new ideas when it comes to editorial.

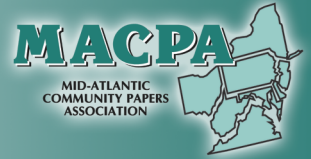
**Join us for all of our training and networking at the Annual Conference.**

**K - Kevin Slimp** - A true advocate for Free Community Papers, Kevin Slimp provides us with a voice to share the accomplishments of the newspaper industry. Those who experience his training leave with a better understanding in graphics, management and sales.

**L - Legal Council** - As part of your membership benefits, Cynthia Sanders, Attorney for Ober/Kaler will provide you with a half-hour session FREE of charge.

**M - MACnet** - MACnet represents your publication to advertisers and media buyers through its print and online networks. See [www.macnetonline.com](http://www.macnetonline.com) for more details.

## MEMBERSHIP BENEFITS FROM A - Z



# MACPA Messenger

**N - Newsletter** - Each month you will receive an E-Newsletter. The MACPA Messenger is packed with membership benefit information and information about our networks. You'll look forward to reading the Messenger.

**O - One Word, Two Word, Hyphenated** - Is the word really hyphenated? This tiny book is a great resource for your classified staff when they have one of those customers who insists on hyphenating everything to save on word count.

**P - Professional Speakers** - MACPA looks for quality, professional speakers to bring to their conference.

**PaperChain** - PaperChain is the branding arm of our industry. PaperChain represents your business at tradeshows like AAF, AAAA, and DMA and through marketing efforts to more than 15,000 media buyers nationwide. They are the "Got Milk" of free papers.

**Promoting your business** - We promote our members on both our MACPA and MACnet websites providing the opportunity for agencies and other interested companies to access your publication's information.

**Q - Quarterly Compensation** - Quarterly Compensation checks are sent to you March, June, September and December when you place the classifieds in your publication for MACnet.

**R - Regional Training** - Can't get to the conference? We can come to you. We can hire a speaker to suit your needs to travel across the region, training your staff.

**S - SCAM Alerts** - We provide you with a way to be alerted of undesirable advertisers through our national SCAM alert system.

**SRDS** - Each year MACnet markets your business through the Platinum Program with SRDS.

**T - Training! Training! Training!** Graphic - Sales - Editorial - Management - Digital

**TLI** - The Leadership Institute is a featured track at every conference. What Is TLI? It is a structured, sales and leadership training program designed for the free paper industry. The TLI faculty members represent the industry's elite who have a significant track record of success, are highly recommended for their knowledge, commitment and exemplary work ethic. As your sales staff progress through the courses, they receive credit for their attendance and the knowledge from each course. When they attend at least 15 unduplicated TLI Courses, they can take the exam to receive their Associate Advertising Executive Certification.

**U - United** with a group that knows what you are going through. Networking is the key!

**V - Valuable** opportunity to learn more about MACPA and MACnet through becoming a member of the Board or joining one of our many committees.

**W - Webinars** - Training on accounting, graphic, sales, and management are available through the Association. Let us know what you are interested in learning about; we're sure there will be other members interested, too.

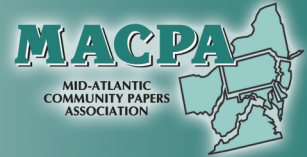
**X - Xtra special** - That's how you will feel when you get involved in everything MACPA has to offer.

**Y - Your MACPA Board of Directors** - This team of volunteers are the driving force for the success of MACPA.

**Z - ZZZZ** - A great night's rest at our Annual Conference in some of the best beds this side of Kansas.

Register for the conference today  
and be entered to win a FREE Night's Stay!  
[bit.ly/2017MACPAConference](http://bit.ly/2017MACPAConference)

# OUR ASSOCIATE MEMBERS



# MACPA MESSANGER

## LEAD THE WAY

for Local Advertisers & Consumers




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www.jbmultimedia.net

**Outsourcing USA**  
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1200 Twin Stacks Drive • Dallas, PA 18612  
570-674-5600 • www.OutsourcingUSA.net  
MMissal@OutsourcingUSA.net  
DavidSlavin@OutsourcingUSA.net

## CIRCULATION VERIFICATION COUNCIL

### AUDIT PROMOTION CHECKLIST

When your audit is complete the most important part of your audit process begins! To get the biggest return on your investment, make sure you promote your audit. It's easy, and it's free. Use this checklist to increase revenue today!

*All of these audit promotions are included in the cost of your audit.*

- DISPLAY THE CVC LOGO
- SIGN UP FOR FREE CONFERENCE CALL TRAINING
- LET US SEND A LOCAL AUDIT PROMOTION TO YOUR ADVERTISERS
- NATIONAL & REGIONAL AUDIT PROMOTION CD
- FREE ONLINE READERSHIP STUDIES
- CREATE IN-HOUSE AUDIT PROMOTION ADS – See samples at www.cvcaudit.com

If your audit is sponsored by IFPA, MFCP, WCP, CPII, MACPA, FCPNY, CPNE, CPM, SAPA, CPF, or PNAWAN you can have additional publications you own audited at association rates. Save thousands of dollars and call today for your no-obligation quote.

**(800) 262-6392 • www.cvcaudit.com**


**KANTAR MEDIA** Active media buyers use **srd.com** to compare your newspaper brand to your competitors.

Contact David Crawford at 770 614 0588 or David.Crawford@kantarmedia.com [next.srd.com/for-media](http://next.srd.com/for-media)

### 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.

**Donna Hanbery**  
Direct Dial: 612.340.9350  
Fax: 612.340.9446  
Email: Hanbery@hncilaw.com



Get Organized!

[www.MaxProPublishing.com](http://www.MaxProPublishing.com)

**CoolerAds** Increase Your Revenue Not Your Expenses!

**GUARANTEED!!!**

call Joe Nicastro 973-809-4784 or email [joe@coolerads.com](mailto:joe@coolerads.com)

### Community Advertising System

Software that fits your business, your culture and your budget



Software Consulting Services, LLC  
SCS builds trusted newspaper systems

Does your day-to-day activities keep you from tackling that paperwork monster called

## "THE DREADED CIRCULATION AUDIT?"



**Publication Audit Assistance Service**  
Division of Interlock Communications, Inc.

Contact **Vicki McCloskey**  
484-709-6564  
[info@macpa.net](mailto:info@macpa.net)



# Super Early Bird Contest

Register for the  
2017 MACPA Conference  
by November 31st  
and be entered to win  
a FREE room at the Conference!

Register today [bit.ly/2017MACPAConference](http://bit.ly/2017MACPAConference)

Winners will be announced in the January Messenger!  
*If 10 individuals register, 1 winner will receive one free night's stay!*  
*If 15 or more individuals register, 2 winners will one free night's stay!*

*The 2017 Annual Mid-Atlantic  
Community Papers Association  
Conference will be held March 17-18  
at the Wyndham Gettysburg.  
Go to [www.macpa.net](http://www.macpa.net) for more information.*

**MACPA**  
MID-ATLANTIC  
COMMUNITY PAPERS  
ASSOCIATION  
800-450-7227  
[www.macpa.net](http://www.macpa.net) | [info@macpa.net](mailto:info@macpa.net)



# Save the Date!

**2017 Annual Mid-Atlantic Community  
Association Conference**



**a Golden  
Opportunity  
To Increase  
Your Green**

**March 17-18, 2017**

**Wyndham Gettysburg  
95 Presidential Circle • Gettysburg, PA 17325**

**Watch your email for more details!**

# Pennsylvania Publishers

Receive a \$100 discount  
by going to <http://bit.ly/2bnfa0b>

*Bring a friend or colleague and  
receive \$200 off each registration,  
email [Kevin@KevinSlimp.com](mailto:Kevin@KevinSlimp.com)  
to receive the special link.*

Information is attached and you can learn more at  
[www.newspaperinstitute.com](http://www.newspaperinstitute.com).



## 2016 Fall Schedule of Classes

October 5-8 • Knoxville, Tennessee

University of Tennessee College of Communication and Information

### WEDNESDAY, OCT 5

#### BONUS EARLY-BIRD CLASSES

#### 4:30 Hour Bonus Session: Getting a Handle on Camera Raw & Bridge

Lisa Griffin, Boone Newspapers (Alabama)

#### 5:30 Hour Bonus Session: InCopy Basics

Kevin Slimp, Institute Director

#### 6:30 Institute Eve Dinner on the Square

Dinner on the Market Square

#### CLASS DESCRIPTIONS

**Time and Territory Management PLUS Prospecting that Pays**  
How to organize, prioritize and create more face time rather than windshield time with customers using the GOALS setting process. How to prospect for new business, what to say, what to leave behind and what to say on the phone when following up with customers.

#### Selling Print Advertising in a Digital World, Plus Tips on Bundling Digital Advertising

Print being our bread and butter, specific questions and skills on how to sell print in a digital world. PLUS, Bundling together your products, based on your customer's needs, using the eight steps presentation process.

#### Design Between the Ears

This is THE Ed Henninger Class that is a MUST for any newspaper editor or designer. All the basics of constructing a well-designed publication.

#### When "Write" is "Wrong"

Writers need to keep design when writing a story. Editors and writers should find a way to attend this class.

#### Personality and the Art of Communication

Understanding different selling and buying styles and how to adapt our selling style to match their buying their style

### THURSDAY, OCT 6

#### MORNING CLASSES

#### Combining Photography and Videography in the Newsroom

Tracey Trumbull, WRCB, Chattanooga TN

#### Latest Overview on Technology: Hardware, software, cloud technology, servers, tips & tools

Lisa Griffin, Boone Newspapers, Selma AL

#### Time and Territory Management PLUS Prospecting that Pays

Tim Smith, Allentown, Pennsylvania

#### InDesign Tips for Designers & Editors

Kevin Slimp, Institute Director

#### AFTERNOON CLASSES

#### Reporting New(s) Style: Using Drones

Tracey Trumbull, WRCB, Chattanooga TN

#### Selling Print Advertising in a Digital World, Plus Tips on Bundling Digital Advertising

Tim Smith, Allentown PA

#### Introduction to Ad Design with Illustrator

Lisa Griffin, Boone Newspapers, Selma AL

#### Photoshop & Photo Editing Basics

Kevin Slimp, Institute Director

#### Design Between the Ears

Ed Henninger, Rock Hill SC

### FRIDAY, OCT 7

#### MORNING CLASSES

#### Understanding Color and Color Management Photoshop Guru Series

Karl Kuntz, Columbus (OH) Dispatch

#### Storytelling on deadline: Stories you want to write and readers want to read

John Hatcher, Univ. of Minnesota, Duluth MN

#### Ed's Top Ten Design Hints and Maybe More

Ed Henninger, Rock Hill SC

#### Sales: Personality & the Art of Communication

Tim Smith, Allentown PA

#### AFTERNOON CLASSES

#### When "Write" is Wrong

Ed Henninger, Rock Hill SC

#### Advance Photo Editing: Be the Guru

Karl Kuntz, Columbus (OH) Dispatch

#### Sales: Handling Objections and Developing Closing Skills

Tim Smith, Allentown PA

#### Cloud Management for the IT Director

Marc Lighter, Paxis Technologies, Knoxville TN

#### Engaging audiences: Ways to create a citizen-centric news organization

John Hatcher, Univ. of Minnesota, Duluth MN

### SATURDAY, OCT 8

#### MORNING CLASSES

#### Photo Field Trip: Shoot, Edit, Critique

Rob Heller, Univ. of Tennessee

#### Design Between the Ears

Ed Henninger, Rock Hill SC

#### Print First: Lessons from Newspapers who Focus on Print

John Hatcher, Univ. of Minnesota, Duluth MN

#### InDesign Tips for Designers & Editors

Kevin Slimp, Institute Director



Marc

Karl

Tim



Lisa

Ed

Rob



Kevin

Tracey

John

# TOP TEN

## reasons to attend the 20th session of the **NEWSPAPER INSTITUTE**

October 6-8, 2016 - University of Tennessee, Knoxville



Kevin  
Slimp



Tracey  
Trumbull



John  
Hatcher



Lisa  
Griffin



Ed  
Henninger



Rob  
Heller



Marc  
Lighter



Karl  
Kuntz



Tim  
Smith

[newspaperinstitute.com](http://newspaperinstitute.com)

**1** For the first time, we are offering classes in sales from the industry's leading trainer, Tim Smith. That's two full days of sales training.

**2** John Hatcher, University of Minnesota, will be on hand to teach classes in reporting and editing. John is the best.

**3** After a year's absence, Lisa Griffin returns to teach classes in the latest technology, plus Adobe Illustrator and Camera Raw.

**4** The weather is absolutely perfect in Knoxville in early October. Several attendees rented cabins and stayed afterwards last year.

**5** Ed Henninger will be on hand to teach classes in design and redesign, as well as to critique papers and offer suggestions to attendees.

**6** Karl Kuntz, considered the leading expert in photography and color management in the industry, will be on hand.

**7** I will be on hand to teach classes in InDesign, Photoshop, InCopy and more. That's enough reason, right there!

**8** Attendees are already registered from places like Texas, Iowa, Minnesota, Chicago, Pennsylvania, Arkansas, Oklahoma and Kentucky.

**9** Classes take place Thursday through Saturday. For the first time, bonus classes are available for folks who arrive early on Wednesday.

**10** Receive a \$100 discount off your registration. Bring a friend, and get \$200 off (email me at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com) for info)

Register now to receive a \$100 Registration Discount at:

<http://bit.ly/2bnfa0b>



# AD AND EDITORIAL AWARDS

## RULES AND CATEGORIES

ENTRIES MUST BE PUBLISHED BETWEEN  
JANUARY 1, 2016 AND DECEMBER 31, 2016

### CONTEST RULES FOR PRINT ENTRIES

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1. Only regular MACPA members' publications in good standing with current dues paid are eligible to enter.
  2. Entries or ideas that have previously won MACPA awards for your company may not be entered.
  3. Advertising agency or camera-ready advertisements may not be entered.
  4. Choose the category for your entry carefully. Send a FULL-PAGE TEAR SHEET, showing publication name and date of issue. If the item to be judged occupies less than a full sheet, mark or outline the ad/item that you wish to be judged. Complete the appropriate entry label and tape it to the UPPER RIGHT-HAND CORNER of the BACK side of the tear sheet. NO MATTING ACCEPTED!
  5. A brief explanation, if necessary, may be attached to the back of the entry, below the entry label.
  6. Limit of three entries per division of a category for your company. Additional entries will be disqualified. Any ads not showing publication date will be disqualified.
  7. In the event that three or fewer entries are received in any category they will be moved to another appropriate category.
  8. **Entries for Category 11 (Editorial) MUST be submitted electronically as well as a hard copy version. Please submit the files to info@macpa.net. Any entries that are not submitted electronically will be disqualified.**
  9. Mail entries via USPS to MACPA, P.O. Box 408, Hamburg, PA 19526, or via FedEx/UPS MACPA C/O Interlace Communications 10 Zions Church Road, Suite 201, Shoemakersville, PA 19555. All entries become the property of MACPA and are not returnable.
  10. No entries will be accepted at the conference, as judging will be completed in advance.
  11. A \$5 fee for each entry must accompany entries. Please make checks payable to MACPA and mail along with entries
  12. **Deadline: Entries must be postmarked by January 20, 2017.** All entries received afterward will be disqualified.
- 

### ADVERTISING CATEGORIES

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#### ENTRIES WITHIN YOUR PUBLICATION(S)

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##### 1. General Excellence

Only one entry per company, per division is allowed in this category. Please choose one copy of your publication for each of the quarters listed below for a total of 4. Two divisions based on amount of advertising content - Shoppers Guides are greater than 75% advertising and Community Papers are less than 75% advertising. The third division, Niche Publications, includes publications that are designed for a specific audience.

\*January-March      \*July-September  
\*April-June          \*October-December

**Division 1: Community Papers**

**Division 2: Shoppers Guides**

**Division 3: Niche Publications**

##### 2. Single Ads - Small Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be 1/4 page or less of your publication size.

**Division 1:** Ads using black ink only

**Division 2:** Ads using color

##### 3. Single Ads - Large Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be more than 1/4 page of your publication size.

**Division 1:** Ads using black ink only

**Division 2:** Ads using color

##### 4. Grocery Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

##### 5. Automotive Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

##### 6. Restaurant Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

#### ENTRIES PART OF YOUR PUBLICATION(S)

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##### 7. Free Standing Inserts

Entries in this category must be designed by an on-staff graphic artist. Printing of the insert can be done in-house or outsourced. This category may include grocery flyers, automotive flyers, restaurant flyers, or any promotion or advertisement. May be printed on color stock. Entries will be judged on concept, design, and overall appearance.

**Division 1:** Single Sheet

**Division 2:** Multiple Pages

##### 8. Timely and Themed Sections or Guides

(Fair Days, Moonlight Madness, Sidewalk Sales, Octoberfest, Vacation Guide, Wedding Planners, Home Improvement, etc - includes editorial material)

**Division 1:** Newsprint

**Division 2:** Glossy Medium/Magazine

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## OTHER

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### 9. Original Photography

Best original photo or series of photos taken by a member of your own staff.

**Division 1:** Editorial

**Division 2:** Advertising

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## EDITORIAL

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### 10. Community Service

Entries included serving the community through news, advertising columns, and/or aiding or promoting community projects. The beneficiary may be an individual, group, or entire community. Please note that this category does not include self-promotion.

**Division 1:** Run as sequential pages of publication.

**Division 2:** Run as separate section or insert.

**ALL ENTRIES FOR CATEGORY 11 MUST BE SUBMITTED ELECTRONICALLY AS WELL AS A HARD COPY VERSION. Any entries not submitted electronically will be disqualified. Please provide a pdf as well as a word document to [info@macpa.net](mailto:info@macpa.net). Entries must be labeled by their Category and Division numbers. (Example: A personal column written by the publisher with three entries: Cat11Div1\_Article1)**

### 11. Original Writing

Entries should be original articles written by the publisher or member of your staff and published during the contest period. Syndicated or mat service items are not eligible. Judging is based on originality of content, quality of writing and layout. Please include byline for each entry.

**Division 1:** Personal Column - Submit three different columns by a single writer with different topics.

**Division 2:** Editorial - An opinion article by a writer on a single topic.

**Division 3:** News Story - A newsworthy event concerning a particular item, product, place or thing.

**Division 4:** Feature Story - A human interest story where timeliness is not a factor.

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## INTERNET

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### CONTEST RULES FOR INTERNET ENTRIES

1. Website pages will be judged via internet connection.
2. Send a link to your website to [kasey@gomaava.com](mailto:kasey@gomaava.com) by January 20, 2017.
3. Include the following information with the email:
  - Name of Publication*
  - Website Address*
  - Webmaster name & email address*
  - Special Webpages, Comments for the judges to aid them in experiencing your website.*
4. Please mail the entry form found with the other entry forms along with \$5 for each category entered.

### WEBSITE CATEGORY

#### 12. Site Design

Entries for this category include:

- Attractive Site
- Easy to navigate
- Mobile Friendly
- Provides timeliness of news
- Easy to find advertisements of both classified and display ad
- Online version of publication
- Overall community involvement
- They have a way to feature display advertisers

#### 13. Social Media

Provide a link to your social media accounts showing engagement with your readers and advertisers. Provide a screenshot of a weeks worth of analytics showing engagement on your posts. (Any week in 2016 qualifies.)

#### 14. Email Marketing

Provide up to three email marketing campaigns with a screenshot of the results showing the open rate and click throughs.

**Division 1:** Self Promotion

**Division 2:** Promotion for Advertisers

Good Luck  
to all those who enter!

<p>Category 1...General Excellence  <input type="checkbox"/> Division 1 - Community Papers  <input type="checkbox"/> Division 2 - Shoppers Guide  <input type="checkbox"/> Division 3 - Niche Publications  <b>1ST QUARTER</b>  <b>JANUARY - MARCH ISSUE</b></p> <p>Company _____  MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY FOR GENERAL EXCELLENCE.  USE ADDITIONAL LABELS FOR OTHER QUARTERS.</p>	<p>Category 2...Single Ad - Small Space  <input type="checkbox"/> Division 1 - Black Ink Only  <input type="checkbox"/> Division 2 - Color</p> <p>Company _____  Advertiser in Ad _____  Graphic Designer _____  Sales Rep _____  Data Entry Published _____</p>
<p>Category 1...General Excellence  <input type="checkbox"/> Division 1 - Community Papers  <input type="checkbox"/> Division 2 - Shoppers Guide  <input type="checkbox"/> Division 3 - Niche Publications  <b>2ND QUARTER</b>  <b>APRIL - JUNE ISSUE</b></p> <p>Company _____  MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY FOR GENERAL EXCELLENCE.  USE ADDITIONAL LABELS FOR OTHER QUARTERS.</p>	<p>Category 3...Single Ad - Large Space  <input type="checkbox"/> Division 1 - Black Ink Only  <input type="checkbox"/> Division 2 - Color</p> <p>Company _____  Advertiser in Ad _____  Graphic Designer _____  Sales Rep _____  Data Entry Published _____</p>
<p>Category 1...General Excellence  <input type="checkbox"/> Division 1 - Community Papers  <input type="checkbox"/> Division 2 - Shoppers Guide  <input type="checkbox"/> Division 3 - Niche Publications  <b>3RD QUARTER</b>  <b>JULY - SEPTEMBER ISSUE</b></p> <p>Company _____  MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY FOR GENERAL EXCELLENCE.  USE ADDITIONAL LABELS FOR OTHER QUARTERS.</p>	<p>Category 3...Single Ad - Large Space  <input type="checkbox"/> Division 1 - Black Ink Only  <input type="checkbox"/> Division 2 - Color</p> <p>Company _____  Advertiser in Ad _____  Graphic Designer _____  Sales Rep _____  Data Entry Published _____</p>
<p>Category 1...General Excellence  <input type="checkbox"/> Division 1 - Community Papers  <input type="checkbox"/> Division 2 - Shoppers Guide  <input type="checkbox"/> Division 3 - Niche Publications  <b>4TH QUARTER</b>  <b>OCTOBER - DECEMBER ISSUE</b></p> <p>Company _____  MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY FOR GENERAL EXCELLENCE.  USE ADDITIONAL LABELS FOR OTHER QUARTERS.</p>	<p>Category 4...Grocery Ads</p> <p>Company _____  Advertiser in Ad _____  Graphic Designer _____  Sales Rep _____  Data Entry Published _____</p>
<p>Category 2...Single Ad - Small Space  <input type="checkbox"/> Division 1 - Black Ink Only  <input type="checkbox"/> Division 2 - Color</p> <p>Company _____  Advertiser in Ad _____  Graphic Designer _____  Sales Rep _____  Data Entry Published _____</p>	<p>Category 5...Automotive Ads</p> <p>Company _____  Advertiser in Ad _____  Graphic Designer _____  Sales Rep _____  Data Entry Published _____</p>

<p>Category 6...Restaurant Ads</p> <p>Company _____</p> <p>Advertiser in Ad _____</p> <p>Graphic Designer _____</p> <p>Sales Rep _____</p> <p>Data Entry Published _____</p>	<p>Category 9...Original Photography</p> <p>__ Division 1 - Editorial</p> <p>__ Division 2 - Advertising</p> <p>Company _____</p> <p>Photographer _____</p> <p>Data Entry Published _____</p>
<p>Category 7...Free Standing Inserts</p> <p>__ Division 1 - Single Sheet</p> <p>__ Division 2 - Multiple Pages</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>	<p>Category 9...Original Photography</p> <p>__ Division 1 - Editorial</p> <p>__ Division 2 - Advertising</p> <p>Company _____</p> <p>Photographer _____</p> <p>Data Entry Published _____</p>
<p>Category 7...Free Standing Inserts</p> <p>__ Division 1 - Single Sheet</p> <p>__ Division 2 - Multiple Pages</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>	<p>Category 10...Community Service</p> <p>__ Division 1 - Promotion run in sequential pages of publication.</p> <p>__ Division 2 - Promotion run in separate section</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>
<p>Category 8...Timely and Themed Sections or Guides</p> <p>__ Division 1 - Newsprint</p> <p>__ Division 2 - Glossy Medium/Magazine</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>	<p>Category 10...Community Service</p> <p>__ Division 1 - Promotion run in sequential pages of publication.</p> <p>__ Division 2 - Promotion run in separate section</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>
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<p>Category 11...Original Writing          __ Division 1 - Personal Column          __ Division 2 - Editorial          __ Division 3 - News Story          __ Division 4 - Feature Story</p> <p>Company _____          Writer _____          Data Entry Published _____</p>	<p>Category 11...Original Writing          __ Division 1 - Personal Column          __ Division 2 - Editorial          __ Division 3 - News Story          __ Division 4 - Feature Story</p> <p>Company _____          Writer _____          Data Entry Published _____</p>
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<p>Internet Entries          __ Category 12 - Site Design          __ Category 13 - Social Media          __ Category 12 - Email Marketing</p> <p>Company _____          Website _____          Webmaster _____</p>	<p>Internet Entries          __ Category 12 - Site Design          __ Category 13 - Social Media          __ Category 12 - Email Marketing</p> <p>Company _____          Website _____          Webmaster _____</p>

**Good luck  
to everyone  
who enters the  
2016 Ad, Editorial  
and Website Awards!**