



**Community
Papers of
Michigan**

INFORMER

October 2016
mifreeads.com



OUR DATA SPEAKS VOLUMES

Turn our

COMMUNITY

BLUE

Get Your
Bulbs Here!

\$2.00



with **EVERY DIME**
going to the Fraternal
Order of Police-Lodge 24,
which serves our officers in
Itasca and Aitkin Counties



**FRATERNAL
ORDER OF POLICE**



By Jack Guza
CPM Executive Director

I hope this October **INFORMER** finds all of CPM's members well on your way to 4th Quarter sales success at your publications.

I attended a great multiple community paper association conference on behalf of CPM at the end of Sept. in Orlando. This was a combined conference for Independent Free Papers of America (IFPA); Southeastern Advertising Publishers Association (SAPA) and Community Papers of Florida, (CPF)

These three wonderful associations pooled their resources to host a very well-done and informative 3-day conference, (and managed to schedule it prior to the arrival of Hurricane Matthew). I always say the networking at any conference is worth the price of admission alone and this conference was no exception. While there were many very informative training sessions, I always try to bring back at least one unique idea for our members to be able to monetize and strengthen their publications. The idea I am pleased to share with our members is one presented by Stephen A. Saxton, President/CEO of Community Delivered LLC in Grand Rapids, MN.

Mr. Saxton, was kind enough to not only share his fabulous idea that he and his

company has perfected, he took the time to provide the following details so each CPM member can provide this great section to their readers. You will not only benefit monetarily from taking part in this section or feature pages, your publication will take center stage in the communities you serve and provide a donation to an organization of your choosing. So what is this great section idea??? Introducing, **'Turn Our Community Blue,'** a special tribute to law enforcement.

Here are the details as provided by Mr. Saxton:

Jack, It is actually with a very sad heart that I am sending you this information after 4 more Men and Women in Blue were senselessly murdered during last week alone.

Sergeant Steve Owen of the Los Angeles County Sheriff's department.

Officer Blake Snyder, 33, with St. Louis County Police Department.

Officer Jose "Gil" Vegaand of the Palm Springs, CA Police Department

Officer Lesley Zerebny of the Palm Springs, CA Police Department

Now quickly on to how we can make a difference as Media Companies, albeit in a small way as we try to facilitate change in thinking and bring awareness to the problem with "The Turn Our Community Blue" program.

If you have any questions as you read this email, please don't hesitate to reach out to me either via phone on my cell phone at **218.301.9847** or reply to this email.

I want to **STRESS** that while you can purchase some services from us to make this whole promotion easy and painless, coupled with web services. **YOU DON'T HAVE TO!**



If you want to use the "Turn Our Community Blue" name and branding pieces, that is the only time you would be required to do so. If not, feel free to take all of the materials and run with your own name for the project. Information on using our services and what that includes will be at the end of this email.

First, a couple of talking points. We used the word **Community** for a reason. **Community**, really is a self-defined term and thus gives you flexibility in the area that you want to cover.

Here is a link to our entire edition for the "Turn Blue" week. <http://bit.ly/2dPuyBS>

Here are 2 links to just the instruction pages that detailed everything we did and how the public could participate. There are 5 items, all numbered to look at <http://bit.ly/2dBB8ud> and <http://bit.ly/2eayWPr>

Here is the most important part, the revenue scenario. While this file is called projections, this is our actual results.

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

As far as rates, we took our open rate and added 20% to it and that was to compensate us for the expense in bringing in the bulbs.

Continued on page 3.

That way all of the SALES DOLLARS could go to the benefactor. In our case, the benefactor was the local Fraternal Order of Police lodge, but it can truly be any safety or protection oriented organization. As an example, another newspaper, not affiliated with us, is launching it and has the funds going to the local Domestic and Sexual Assault Prevention Association. The only thing I would recommend is to first talk to the local police and/or sheriff departments and find out if there is a local FOP Lodge and if not find out who they would recommend as that way they feel part of the whole process and program. And feel free to share with them that we are providing to you, except the revenue numbers.

I want to stress that there is virtually no company that is not a good target for this promotion. Community Groups, such as Rotary, Kiwanis and such, coupled with any foundations that may be in your area.

Here is a link to our sell sheet that we used. <http://bit.ly/2dSGhTU>

The question comes up as to when is a good time to do this. The right answer is that there is NEVER a bad time. This is constantly in the forefront of everyone's mind with the sad and seemingly constant senseless killings of our Men and Women in BLUE. You just need to pick a timeline and go with it. And don't let the November/December timeframe scare you of, as there will be a LOT of people in these locations that will allow you to sell even more bulbs, driving the results even higher.

That being said, I would recommend a 6 week window from start to check

handoff, with 4 weeks from selling to the big special edition.

Now, to what we can provide you, if you are interested.

To start with, we have a special arrangement where the Blue Bulbs will cost you ONLY .85 cents each landed at your location. ***NOW, after I say that, please note that Blue Bulbs are in short supply right now just about everywhere, as we have been driving demand pretty high lately. So, it is wise to get moving with as much lead time as possible. Once we place the order, we can give you a definitive ship date, but that can change in the timeframe of as little as one day.***



We provide you with all of the assets required to use the "Turn Our Community Blue" name and Logos. The only stipulation is that if you resize the logos, they be resized proportionally. A complete turnkey package as far as the web and texting services needed to have people enter their Turn Blue pictures into a contest. While we gave away 2 - \$125.00 cash prizes, one for The People's Choice and one for Our Choice, you could very easily give a business special branding in exchange for the prizes. For example, the text message that goes back to entrants and people who vote could start off with the name of the Sponsor. And the telephone voting could also mention the Sponsors name before they are given the option to vote.

Here is a link to the main page for the Turn Our Community Blue that you could send people to <http://bit.ly/2e3IVpi>

And a link to the I Turned Blue contest page. **PLEASE DON'T INTERACT WITH THESE VOTING PAGES**, as these are live. That being said, we will send you a link to a test site if you want to play around. Our programming staff is putting it together today and we can send the links to you if you request them. <http://iturnedblue.com/>

Pre-Sell Kits are available for \$199.00 - with all pieces being usable during the actual Turn Our Community Blue Drive. This would allow you to test the waters, per se. However, it really is an unneeded step. You would simply take our sign and POS templates and tweak them for your market and we would then produce them for you. <https://turnblue.communitydelivered.com/products/tocb-pre-sell-kit>

Again, whether you use us for any services or not, don't hesitate to reach out to me.

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Thank you again, Stephen, and to all - Good Selling!

Jack



By Bob Berting
Berting Communications

Technology Doesn't Make Up For Poor Salesmanship

In today's print media trade publications, the pages are hot with articles about new technology. Everyone is racing to out-do each other with the latest technological gimmicks. But in this business world that's changing rapidly, there is still the overwhelming need for advertising salespeople who are innovators and problem solvers. The publication salesperson who can project creative ideas and breakthrough thinking is still in great demand.

Handling the prospective advertiser needs

Here are guidelines that are used by this writer to coach advertising salespeople on the firing line of prospect contact:

- At all times, project self-confidence and constant self-assurance.
 - Tell the prospect you have a plan that is based on their needs. Never hesitate to ask about their budget—advertising agencies do.
- What works with prospect communication:
 - Stress this dialogue: "We want to tell the story of your business, but we can't tell the story of your business all in one ad. We can build an ad campaign if we know the reasons why people come to you and what benefits they can receive by shopping with you. We will take those reasons and build an ad campaign around them with a different reason in each ad that actually will become the heading of each ad." This approach is very effective and makes a lot of sense to the prospect.
 - Next the prospect needs to understand that the reality of a good ad campaign is that it will be like a rolling snowball, gradually picking up more readers with a repetitive, consistent approach.
 - The critical point of the communication is to quickly ascertain if there are any objections to an advertising proposal. The ad salesperson now wants to know if the prospect believes and trusts the publication and pointedly asks if there are any objections that need to be discussed which would keep the customer from starting a long range program.
 - After covering any objections, the salesperson now begins a stronger role as an advertising counselor and proceeds to show the many ways how the prospect can utilize the publication services:

- Print/digital package. How effective the combination can be and how the power of combined readership can help the prospect to achieve their new business goals.
- Pre-print insert service. One of the great ways to get promotional impact. In most cases, a zoned insert approach can be extremely effective in targeting specific geographical areas.
- Special promotions. Area promotions: small towns, business communities, and shopping centers. Subject promotions: dining, bridal, building and home improvement, home decorating, etc.

Bottom line—we want your business

Finally, the ad salesperson has to emphasize that his or her publication wants their business and to give enough reasons to show the prospect that their advertising program with the publication will be handled in a custom-designed, creative way. All the slick technology in the world will not sell prospects if they don't like you...and don't believe what you say. They want to know if they can absolutely trust you and have faith in your publication.

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Bob Berting is a professional speaker, advertising sales trainer and publisher marketing consultant who has conducted over 1500 live seminars, tele-seminars and webinars for newspaper sales staffs, their customers, and print media associations in the U.S. and Canada. His newest offer for the newspaper industry is a package of his two e-books "Dynamic Advertising Sales and Image Power" and "Advanced Selling Skills For The Advertising Sales Pro". Both books can be ordered on his website www.bobberting.com individually for 19.95 or both for 35.00. Contact Bob at bob@bobberting.com or 800-536- 5408. He is located at 6330 Woburn Drive, Indianapolis, IN 46250.



By Michael Angelo Caruso

The Upsell—An Easy 10% Bump in Sales

I was on a layover at the Dallas/Fort Worth International Airport and had a little extra time for a shoe shine.

The enterprising vendor had posted a simple sign promoting his services. A shoe shine was \$5 and a spit shine was \$7. Forgetting for a moment that the man was charging \$2 for spit, I admired his sales acumen. It was a classic upsell.

A strong upsell is an essential ingredient of a good sales script.

Of course, most salespeople don't work from a sales script. Many of us don't even attempt an upsell—but we'll save that lesson for another blog post.

A systematic upsell will easily increase your income by 10-20 percent annually. The concept is simple: Offer prospects who agree to purchase even more value. Ideally, the additional value will compliment their first purchase.

The timing of the upsell is important from a psychological perspective. Since most people want to validate the quality of their own decisions, the perfect occasion to ask for even more money is right after the primary close is confirmed.

If we know when the customer is most likely to say "yes" to an upsell, why don't more salespeople employ this technique?

Perhaps the seller is too distracted by his own success to focus on another type of sale. Perhaps the seller doesn't close enough business to have an upsell process in place.

Let's have a closer look at the upsell and give some tips on how you can make the most of this golden opportunity again and again.

A strategic upsell is often a fixed percentage of the primary sale, usually around 15 percent. It helps if the upsell is less complicated than the primary close.

Give your upsell a zippy name. Present the upsell as a fun concept such as a cool accessory.

A store near my house offers a chain of upsells when you purchase a piece of furniture. Buy an easy chair for \$400, for example, and the salesperson will encourage you to purchase a matching ottoman for \$80. Buy the ottoman (or not) and you'll be encouraged to take home the fabric cleaner for \$20.

The chair cost \$400, but if the buyer goes for the two add-ons, the total purchase price is \$500, which represents a 25% increase in gross sales. Not a bad return for the

salesperson who asks two extra questions, eh?

upsell Many years ago, fast-food restaurants positioned French fries as an upsell by asking "Do you want fries with your burger?" Eventually, McDonald's and Wendy's packaged the fries in "combo meals" to all but insist on a higher price point.

Today, most servers in restaurants ask, "Did you save room for dessert?"

By the way, the shoe shine vendor at the airport wasn't using real spit.

It was just his way of informing customers that water would be involved in the process. I counseled him on the wisdom of altering his sign, but hey—an upsell is an upsell.



Michael Angelo Caruso is one of America's premier keynote speakers. He is known as "the speakers' speaker." He teaches presentation skills and is in demand for conventions, conferences, and annual events of all kinds. Michael specializes in working with leaders, salespeople, and the customer service industry. For more information about Michael Angelo Caruso visit his website <http://www.michaelangelocaruso.com> Contact Michael @ Edison House, 333 E. Parent Ave. #4, Royal Oak, MI 48067. (248)224-9667.

DISCIPLINE YOURSELF TO SALES SUCCESS



by Joe Bonura , CSP

WHAT'S THE WORD?

When I opened one of my training sessions, I asked the question, 'Can you give me a word that will enable you to out-think, out-perform, out-sell, and out-service your competition?' There were fifty people in the group, and no one knew the answer. Still no one could come up with the correct word. I had them divide into groups of five, and still, no success. I was intrigued that no one knew, so I did the same exercise in my next four sessions.

THE WORD IS...

The word is **DISCIPLINE**. Webster Had It Right Looking in the Merriam-Webster dictionary, I found two definitions for discipline:

1. Control gained by obedience or training
2. Punishment

The second definition may be why many do not practice the first. We feel that we are being punished when we discipline ourselves to do the thing required. The word 'control' gives you the benefit of practicing discipline. If you practice discipline, you will have control over your circumstances, and your lives will

be more orderly and successful. In selling, more than any other profession, discipline is required. Most salespeople are their own bosses - even if they work for someone else. Training allows a salesperson to know the rules and procedures, and discipline keeps the salesperson within bounds. Knowing the rules enables them to stay on the path that leads to success.

START WITH THE BENEFITS

Look at the benefits of practicing discipline:

1. There is satisfaction in doing something worthwhile.
2. Boundaries make a basketball game fun to watch. Without boundaries, the game would be nothing but chaos.
3. You derive peace of mind because you are doing the right thing right.
4. Discipline makes your clients happy because they know what to expect, and they get what they expect.
5. Short and long-term success comes from performing tasks correctly.

YOUR OWN WORST ENEMY

'You have met the enemy, and he is YOU.' Many would like to see changes, but they are not willing to change the culprit - themselves. Practicing discipline is the key that unlocks the door to accomplishment. Vince Lombardi once said, 'The good Lord gave you a body that can stand most anything; it's your mind you have to convince.'

HOW TRUSTING ARE YOU?

Would you fly in a plane piloted by an undisciplined pilot, or would you have surgery performed by an undisciplined surgeon? How about turning your stock portfolio over to your gardener?

SUBMISSION TO THE MISSION

How can you make discipline work for you, instead of against you? Learn to develop your mental sharpness, moral compass, and physical bodies to be your servants, not your masters. You will force them into submission by discipline.

WHAT TURNS YOU ON?

How important is it for you to become a disciplined person? If you don't consider something important, the odds are that you will not be motivated to perform the task. How would your life be different today if you had always had discipline in your life? Remember, for every action, there is an equal and opposite reaction.

Touch a hot stove, and you will remove your hand quickly. Drop a marble, and it will head for the ground. Stop paying attention to the road while you are driving, and you may end up wrapped around a tree. In selling, it is a choice of disciplining yourself to make, or not make, calls. Make the calls, play the numbers, and you will reap the reaction you are seeking. *Continued on page 8.*



ARE YOU LOST OR DISORIENTED?

Pick a destination. Whenever my wife and I discuss going on a road trip, we set the GPS to our destination and we check out the Internet for places to stay and attractions to see. The GPS will give us direction, and the Internet will provide visual hopes. Define what success is to you. What are your career goals, and how will discipline help you to reach them? Determining those answers will enable you to visualize success and to give you a target to aim for. You will become more disciplined in your sales career, and it is your career that will pay the bills.

THERE IS GOLD IN THEM THAR HILLS

Prospectors in the Old West disciplined themselves to pan for gold to get rich, not because they liked panning for gold. In his book 'Alaska,' James Mischner gave a vivid picture of the hardships that gold seekers experienced on their way to perceived wealth. The undisciplined died a quick and unmerciful death. What is the pot of gold waiting for you at the end of the rainbow? How much discipline is required of you to reach your treasure?

CLIMB EVERY MOUNTAIN - MAYBE NOT

Although there will be setbacks, the truly disciplined person views a setback as an opportunity. As the late Dr. Robert Schuller said, 'When faced with a mountain, I will not quit. I will find a way to go around it, climb over it, or tunnel underneath.' It takes discipline to make the journey around the mountain - it takes discipline to climb over the mountain - it takes discipline to tunnel underneath the mountain. What mountains have you been avoiding? How has it hindered your career? Perhaps, you need the discipline to read more books on selling or to make more cold calls?

DO NOT GET WINDED IN THE WINDY CITY

My daughter ran the Chicago Marathon. It took the discipline of months of training to run that race. My wife and I rushed from check-point to check-point to cheer for her and to encourage her. Each time that she passed a check-point, she had a confident smile on her face, until we saw her at the 23-mile marker. At that point, she had the serious look of a runner who had disciplined herself to finish the race. To us, it was three more

miles to go, but to her, it was the culmination of months of disciplined training. She finished the race because she paid the price 'to gain control by disciplined training' - there goes Webster again!
Are you willing to pay now, or to pay later?

ABOUT JOE BONURA

His background is unique. Joe owned and operated a highly successful advertising agency for 18 years. During that time, he found his advertising campaigns were more effective when he educated his clients in the areas of sales and service. He conducted training seminars for his clients as added value. Word spread that Joe was a quality speaker, and more and more people asked him to speak. The demand became so high that he sold the agency to three of his associates to start his own speaking and consulting company, Bonura Business Development Group, Inc. Joe is past President of the Kentucky Speakers Association, served on the National Speakers Association Board of Directors for five years, and is a Certified Speaking Professional (CSP), a prestigious designation earned by only 8% of the 3,600 member National Speakers Association.

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Sales rise during Buy Nearby event



“Buy Nearby Guy literally went the length of Michigan, from Marquette to Monroe, to encourage shoppers to support their local communities and retailers who invest in Michigan.”

Retail sales across Michigan rose significantly during the first “I Buy Nearby Weekend” celebration.

An analysis of more than 1,000 Michigan Retailers Association members’ credit card transactions during October 1 and 2 found that same-store sales increased by a total of 24 percent on a year-over-year basis.

Most areas of the state experienced gains. Especially strong sales were recorded in Southeast Michigan in and around Detroit, as well as in Southwest Michigan, Flint, Bay City and the Upper Peninsula in and around Marquette.

“While we can’t credit all of those gains to our Buy Nearby campaign, it obviously contributed to the positive results,” said James P. Hallan, MRA president and CEO.

In a separate email survey of retailers, most of whom said they participated in I Buy Nearby Weekend, 39 percent of the respondents said their weekend sales were “much better” or “better” than the year before. Only 10 percent said sales were worse.

Special Promotions

Weekend promotions by retailers and communities ranged from special merchandise and price discounts to special advertising sections in local publications and a virtual Pokémon hunt in downtown Marshall.

Governor Rick Snyder had issued a proclamation in honor of the weekend and the Michigan Senate declared it I Buy Nearby Weekend in Michigan.

Buy Nearby Guy, the campaign mascot, helped kick off the weekend early by participating in a Thursday afternoon grand opening for Uptown Gifts in Ishpeming and a downtown stroll in nearby Marquette on Friday morning.

His Saturday and Sunday schedule started in Monroe and included stops in Wayne, Northville, Royal Oak, Marshall, Birmingham and New Baltimore.

“Buy Nearby Guy literally went the length of Michigan, from Marquette to Monroe, during I Buy Nearby Weekend to encourage shoppers to support their local communities and retailers who invest in Michigan,” Hallan said.

“The response to the year-round campaign is positive everywhere he goes.”

So far this year, the mascot has made more than 75 community visits and put more than 10,000 miles on the Buy Nearby van.

Contest Winner

The campaign is sponsored this year by DTE Energy. Supporting sponsors are AT&T and Retailers Insurance Company. Individual retailers and others donated more \$1,000 to the campaign this year. Individual contributions to the campaign can be made on the Buy Nearby website at www.BuyNearbyMI.com.

Michigan Retailers offered a \$500 gift card prize for shoppers who entered a drawing by posting on social media a

photo of themselves buying nearby during the celebration weekend.



The winner was Julie Kowalewski, a former resident and schoolteacher who now lives in Maryland but comes back to Michigan regularly with her husband.

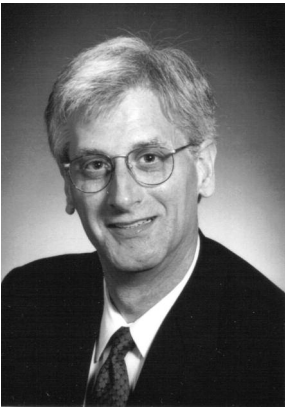
She posted a photo of herself wearing the necklace she bought at Becky Beauchine Kulka Diamonds and Fine Jewelry in Okemos.

“I was prompted to Buy Nearby because I am proud to be from Michigan. I believe my coworkers are sick of how much I talk about it,” said Kowalewski.

This was the first year for I Buy Nearby Weekend. Previously, the annual celebration was the first Saturday in October and was called Get Caught Blue-Handed Day.

The event was expanded to a full weekend to give more shoppers the chance to participate, and the name was changed to better fit the Buy Nearby brand.

Asked if the celebration should remain a weekend, 87 percent of survey respondents said it should. And 98 percent said they prefer the new I Buy Nearby Weekend name.



By John Foust
Raleigh, NC

Don't waste your budget on teaser ads

I ran across something in my Bad Ads file which reminded me of ads I see every now and then. It was about an eighth of a page, with big bold type: "Big news coming to Main Street." That's it. No details. Just "Big news coming to Main Street."

This is known as a teaser ad. Although it was attempting to create curiosity, I'll bet it generated little more than a collective "ho hum" from readers.

Teaser ads usually have mysterious headlines like, "Exciting new product coming soon" or "You wouldn't believe what we have in store." But these headlines are rarely accompanied by copy that reveals what the fuss is all about. That's why I think teaser ads are a waste of money.



Here are some points to keep in mind:

1. Most teaser ads are ego driven. There is a strong "made you look" element. Unfortunately, some advertisers measure the effectiveness of their advertising by the number of positive comments they hear. In the case of teaser ads, those positive comments come from family and friends – the people who actually know details about the Big Event.

2. Most merchants want immediate response from their advertising. Teaser ads can't do that. Instead of asking readers to take action, they ask readers to wait. Teaser ads sell hype, not benefits.

3. Readers are rarely as excited about a coming attraction as the advertiser. Big news to an advertiser is not always big news to consumers. It is human nature for readers to care more about what is happening in their own world than anywhere else. That's why the best ads dramatize ways the product or service can save money or improve the quality of the consumer's life.

4. Readers are frustrated by advertisers who withhold information. Newspapers and their digital counterparts are sources of information. That's where people turn for in-depth coverage of news and sports. In the reader's mind, holding back information – even in advertising – is not fair. It doesn't fit the general purpose of a news outlet.

5. The arrival of the Big Event often doesn't live up to the build-up. When that happens, readers become suspicious of that advertiser's future promotions. And the advertiser loses credibility.

6. Cleverness vs. creativity. Cleverness calls attention to itself and results in advertising gimmicks. Creativity calls attention to the product and results in sales.

7. There's a big difference between a curiosity headline and a curiosity ad. A curiosity headline is designed to make consumers want to read the rest of the ad (which will provide them with information about a specific product or service). A curiosity ad leaves everything to the imagination. That's not a good thing.

8. Of course, there are exceptions. If planned properly – and if backed by accurate market research – some teaser campaigns can be effective. Most of those successful campaigns build information in layers, over a specific period of time. However, in most cases, advertisers would be wise to avoid teasers and invest their efforts on ads that tell the whole story.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com



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Postal Updates

Dear SMC Members:

Last night I reviewed the 214 page filing from the United States Postal Service on its notice of price adjustments for “Market Dominant” rates.

It is official. The Postal Service is proposing to increase the breakpoint and allowable weight for Standard, now named Marketing Mail, from 3.3 ounces to 4 ounces. In describing the reason for the change the USPS writes “the purposes of this change is to add value to the mail by allowing senders of automation, non-automation, and carrier route flats to improve the quality of their mail pieces (e.g. by adding more material to the mail piece or by increasing the weight of the paper used) without incurring additional pound charges. In addition, this change will simply the price structure for mailers who are already mailing items weighing more 3.3 ounces.”

Effective January 22, 2017 (when the prices change) the name of Standard Mail will change to USPS Marketing Mail.

The Service writes “High Density/Saturation Flats and Parcels receive a 2.025% price decrease. The reason for this price decrease is

because approximately 480M Flats pieces weighed between 3.3 and 4 ounces that were paying higher pound - rated prices and will now be paying lower piece rated prices.” The Service explains its reasoning as to “simply the rate structure and grow mail volume.”

I read and re-read the filing. I did not see any mention of any price or other change for the detached address label (DAL). The only mention of the DAL in the filing is to update the glossary definition to describe its as an addressing piece that can accompany “Marketing Mail.” I hope this means that the USPS does not propose any change in the current surcharge for the DAL and that this is not an oversight.

The price for Every Door Direct Mail - Retail is shown as .177. It does not appear that the allowable weight of 3.3 ounces for EDDM Retail will increase.

I am attaching to this email the pages from the rate filing that show the prices for Saturation Flats and High Density. The pages attached also briefly describe the proposed promotions. These promotions are similar to promotions that were available in 2016. The USPS shortened the promotion period for Mobile Shopping from 6 months to 5 months from August through December 2017. But for mailers that are able to take advantage of the Emerging and Advanced Technology promotion, this promotion is in place from March 1 through August 31, 2017.

I will be in Washington, DC next week and will share any updates or news I get on the filing with members after my meetings.

For more than 10 years SMC has advocated for a reduction in the pound rate or other changes by the USPS to make it more affordable for shared mailers, and our members, to attract more pieces to their packages. This proposal accomplishes that result. I believe that our efforts, and the individual voices and contributions of our members, helped bring about this change. Thank you.

*Standard-Mail/USPS Marketing Mail (Commercial and Nonprofit)
High Density and Saturation Flats/Parcels*

1210 High Density and Saturation Flats/Parcels

1210.4 Price Categories

The following price categories are available for the product specified in this section:

- High Density Plus Flats
DDU, DSCF/DFSS, DNDC, and Origin entry levels
Commercial and Nonprofit eligible
- High Density Flats
DDU, DSCF/DFSS, DNDC, and Origin entry levels
Commercial and Nonprofit eligible

1210.6 Prices

Saturation Flats (3-34.0 ounces or less)

Entry Point	Commercial (\$)		Nonprofit (\$)	
	EDDM	Other	EDDM	Other
Origin	0.219	0.218	0.137	0.136
DNDC	0.179	0.178	0.097	0.096
DSCF	0.165	0.164	0.083	0.082
DDU	0.156	0.155	0.074	0.073

*Standard-Mail/USPS Marketing Mail (Commercial and Nonprofit)
High Density and Saturation Flats/Parcels*

Saturation Flats (greater than 3-34.0 ounces)

Charges are computed by multiplying the number of pieces in the mailing by the applicable per-piece price, multiplying the number of pounds of the mailing by the applicable per-pound price, and adding both totals.

a. Per Piece

	Commercial (\$)		Nonprofit (\$)	
	EDDM	Other	EDDM	Other
Per Piece	0.065	0.064	0.026	0.025

b. Per Pound

Entry Point	Commercial (\$)		Nonprofit (\$)	
	EDDM	Other	EDDM	Other
Origin	0.615	0.615	0.445	0.445
DNDC	0.454	0.454	0.284	0.284
DSCF	0.400	0.400	0.230	0.230
DDU	0.363	0.363	0.193	0.193

Saturation Parcels

a. Per Piece

Mailing Volume Tier	Commercial		Nonprofit	
	Small (\$)	Large (\$)	Small (\$)	Large (\$)
0-200,000	0.289	0.333	0.217	0.250
200,001 and above -400,000	0.278	0.322	0.209	0.242
400,001-600,000	0.264	0.308	0.198	0.234
600,001-800,000	0.253	0.297	0.190	0.223
800,001-1,000,000	0.242	0.286	0.182	0.215
Over 1,000,000	0.234	0.275	0.174	0.207

*Standard-Mail/USPS Marketing Mail (Commercial and Nonprofit)
High Density and Saturation Flats/Parcels*

*Standard-Mail/USPS Marketing Mail (Commercial and Nonprofit)
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b. Handling Fees for DNDC/DSCF Entry

Entry Point/ Presort	Commercial (\$)	Nonprofit (\$)
	Pallet	Pallet
DNDC – 3-Digit	50.678	40.542
DNDC – 5-Digit	82.400	65.920
DSCF – 5-Digit	38.607	30.996
Pallet Presort	Carton/Sack	Carton/Sack
3-Digit	6.901	5.623

High Density Plus Flats (3-34.0 ounces or less)

Entry Point	Commercial (\$)	Nonprofit (\$)
Origin	0.228	0.146
DNDC	0.188	0.106
DSCF/DFSS	0.174	0.092
DDU	0.165	0.083

High Density Plus Flats (greater than 3-34.0 ounces)

Charges are computed by multiplying the number of pieces in the mailing by the applicable per-piece price, multiplying the number of pounds of the mailing by the applicable per-pound price, and adding both totals.

a. Per Piece

	Commercial (\$)	Nonprofit (\$)
Per Piece	0.074	0.035

*Standard-Mail/USPS Marketing Mail (Commercial and Nonprofit)
High Density and Saturation Flats/Parcels*

b. Per Pound

Entry Point	Commercial (\$)	Nonprofit (\$)
Origin	0.615	0.445
DNDC	0.454	0.284
DSCF/DFSS	0.400	0.230
DDU	0.363	0.193

High Density Flats (3-34.0 ounces or less)

Entry Point	Commercial (\$)	Nonprofit (\$)
Origin	0.248	0.166
DNDC	0.208	0.126
DSCF/DFSS	0.194	0.112
DDU	0.185	0.103

High Density Flats (greater than 3-34.0 ounces)

Charges are computed by multiplying the number of pieces in the mailing by the applicable per-piece price, multiplying the number of pounds of the mailing by the applicable per-pound price, and adding both totals.

a. Per Piece

	Commercial (\$)	Nonprofit (\$)
Per Piece	0.094	0.055

b. Per Pound

Entry Point	Commercial (\$)	Nonprofit (\$)
Origin	0.615	0.445
DNDC	0.454	0.284
DSCF/DFSS	0.400	0.230
DDU	0.363	0.193

Forwarding-and-Return Service

If used in conjunction with electronic or automated Address Correction Service, forwarded flats pay \$1.36 per piece and returned flats the applicable First-Class Mail price. All other pieces requesting Forwarding-and-Return Service that are returned are charged the appropriate First-Class Mail price for the piece plus the price multiplied by a factor of 2.472.

Earned Value Reply Mail Promotion: Flats Only (January 1, 2017 to June 30, 2017)

Provide a \$0.05 per piece rebate on all Business Reply Mail, Courtesy Reply Mail, and ~~Alternate Postage Share Mail~~ pieces that meet program requirements and are placed in the mailstream by the recipient and scanned during the program period. To receive the rebate, registered customers must have distributed a Business Reply Mail, Courtesy Reply Mail, or ~~Alternate Postage Share Mail~~ card or envelope, and must comply with all other eligibility requirements of the program.

Emerging and Advanced Technology Promotion: Flats Only (March 1, 2017 to August 31, 2017)

Provide a two percent discount on the qualifying postage for First-Class Mail presort or automation letters, postcards, and flats, and ~~Standard Mail/USPS Marketing Mail~~ letters and flats that are sent during the established program period, and which either include affixed or embedded technology that allows the recipient to engage in a technological experience, or were automatically generated by the recipient's applicable online activities. To receive the discount, mailers must comply with the eligibility requirements of the program.

*Standard-Mail/USPS Marketing Mail (Commercial and Nonprofit)
High Density and Saturation Flats/Parcels*

Mobile Shopping Promotion: Flats Only (August 1, 2017 to December 31, 2017)

Provide a two percent discount on the qualifying postage for ~~Standard Mail/USPS Marketing Mail~~ letters and flats which include, inside or on the mailpiece, a mobile barcode or other qualifying technology that facilitates a mobile optimized shopping experience. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program.

Tactile, Sensory, and Interactive Mailpiece Engagement Promotion: Flats Only (February 1, 2017 to July 31, 2017)

Provide a two percent discount on the qualifying postage for ~~Standard Mail/USPS Marketing Mail~~ letters and flats that incorporate scent, sound, visual, textural, dimensional, or other qualifying enhancements. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program.

Direct Mail Starter Promotion: Flats Only (May 1, 2017 to July 31, 2017)

Provide a five percent discount on the qualifying postage for ~~Standard Mail/USPS Marketing Mail~~ letters and flats that contain print-mobile or other qualifying technology that leads the recipient to a mobile optimized website. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program. No more than 10,000 mailpieces per mailer may qualify for the discount during the promotion period.

Following the “rules” wasn’t that hard, was it? Since the holidays are coming, what if we add another element... like rotating our “rules” for even...

More Rules

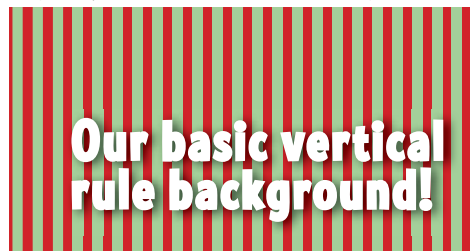


Before I start, I want to remind you to always check your documents after they’ve been printed. Errors can still occur and best to know what went wrong to avoid future problems. Digital doesn’t mean no worries!

Last month I showed how to use simple horizontal rules. This month, I’m going to take it up a notch—think plaid!

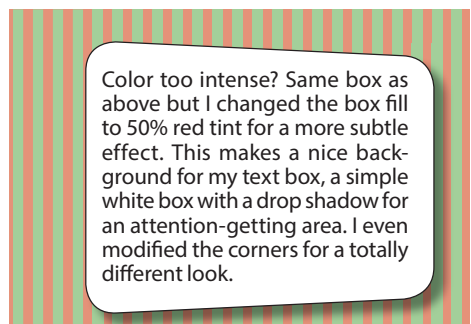
Again, I work in **Adobe InDesign 6**, but most of the other page layout programs should allow for the same “rule” functions.

These borders and backgrounds can be saved to a library, so that once one pattern is made, you have it to use over and over. With minor variations and colors, they will look different... and it is still one of the best ways I know to create attention and contrast. By the way, I am presenting these in color (think Christmas), but they also look great in black and white. I also play with the rule width and leading (space between lines of type pronounced as “ledding”) to get my combinations. So here we go...



Our basic vertical rule background!

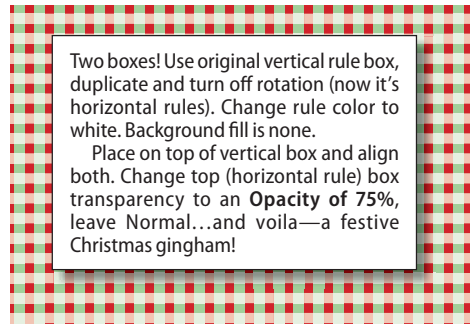
ABOVE: In the “Paragraph” tab, I chose the “Paragraph Rules...” and set to **rule below** with a 4-point solid green line at 50% tint; point size is 9 with leading of 7.8 (9/7.8). You may have to play with the leading to get the stripes to look equally spaced— you will know if it’s not working! The box itself is filled with 100% red and rotated 90° to give me vertical stripes. I always set rules to **column width** so I can change the height of the box (or width if you don’t rotate) to whatever size I need just by changing the box size —this is very flexible!



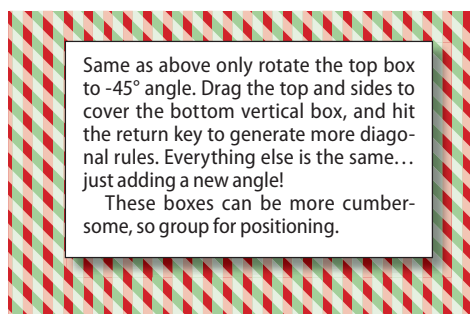
Color too intense? Same box as above but I changed the box fill to 50% red tint for a more subtle effect. This makes a nice background for my text box, a simple white box with a drop shadow for an attention-getting area. I even modified the corners for a totally different look.

More rules... twisted

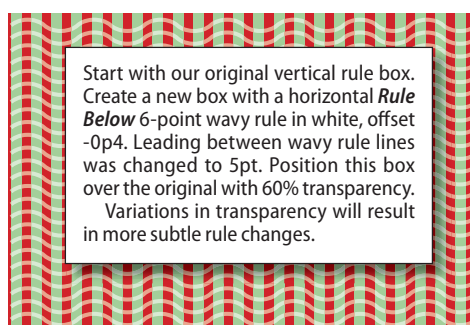
More variations with **two** boxes! Start with the same sample we created in column one. Combinations are endless— you control the pattern. When you add transparency settings you can achieve more subtle results, depending on the size of the ad and the **impact** you want to make. I’ve used mainly the **rule below** function in **InDesign**, except where noted.



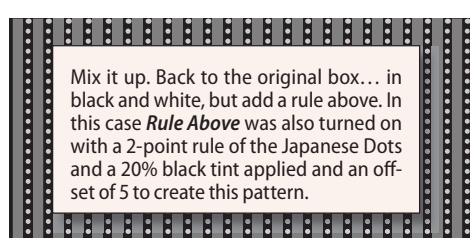
Two boxes! Use original vertical rule box, duplicate and turn off rotation (now it’s horizontal rules). Change rule color to white. Background fill is none. Place on top of vertical box and align both. Change top (horizontal rule) box transparency to an **Opacity of 75%**, leave Normal...and voila—a festive Christmas gingham!



Same as above only rotate the top box to -45° angle. Drag the top and sides to cover the bottom vertical box, and hit the return key to generate more diagonal rules. Everything else is the same... just adding a new angle! These boxes can be more cumbersome, so group for positioning.



Start with our original vertical rule box. Create a new box with a horizontal **Rule Below** 6-point wavy rule in white, offset -0p4. Leading between wavy rule lines was changed to 5pt. Position this box over the original with 60% transparency. Variations in transparency will result in more subtle rule changes.



Mix it up. Back to the original box... in black and white, but add a rule above. In this case **Rule Above** was also turned on with a 2-point rule of the Japanese Dots and a 20% black tint applied and an offset of 5 to create this pattern.



Some of these backgrounds may be a little extreme—but if you’re just going to put a black box behind your text, why not get a little more dramatic. Changing the tint, color, size or transparency will result in changes to the look.

For the above technique, I used “dashed” lines to get the checkerboard effect. We had requests to use a “checkerboard” border for some of our ads, so wouldn’t this take “checkerboard” to a whole new level?

With these pattern backgrounds I eliminated a border rule, but this can be added in case you need the “coupon border” dashed lines. As for these examples, the white boxes that contain the text can be enlarged. You may even be able to add artwork!

Experiment with lights/darks/colors and other rules to see what you can come up with.

Give it a try...

The techniques shown work with any size ad from full page to smaller two- and one-column ad sizes. An advertiser who requests a smaller ad size can still add impact to their information. Using simple patterns generated with rule lines can help vary the look, yet maintain the text at a readable size.

Create a library to have these on hand for an even faster way of working. Use this technique in large ads as well, like grocery ads. The use of subtle patterns in the background help create divisions among the food groupings.

Once you practice these techniques you’ll be hooked. Size change? Not a problem, just hit the “return” key to lengthen or widen your selections. I did need to change my leading because my column size changed from the originals—but it was still an easy alteration.

I would be interested in seeing some of the patterns that you can generate. Just e-mail me at the address below!



Until next time!

I write for **The Independent Publisher**, **SAPAtoday** and **CPM**. For information, PDFs of articles, or have ideas for design articles, e-mail: hanrahan.in@att.net
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