MACPA
MID-ATLANTIC COMMUNITY PAPERS ASSOCIATION

Happy Holidays from the Board of Directors!

Ron Burke, President
Ruth Isenberg, Vice President
Claudia Christian, Secretary
John Hemperly, Treasurer
Tracey Crissman, Director
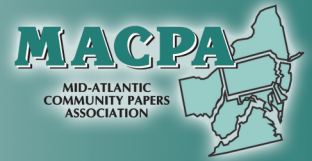Joy Bramble, Director
Alan Spoto, Director
John Schaffner, Director

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JoyeDell Beers, Director
Margaret Ehle, Director
Randy Miller,
Past President

PRESIDENT'S MESSAGE

Thank you…

Smart, efficient management and new revenue from our 2x2 network has helped us to show positive months for MACPA and are confident we will see a year that we are in the black by the end of December. With that in mind, I want to thank all of our members and MASS publishers who provide our advertisers with coverage in the Mid-Atlantic Region. It is a great win-win for all of us. The advertisers have positive experiences, the Association generates the funds to be able to provide our members with excellent conferences, bi-annual audits, and so much more. You are the core of our success. Thank you, again. Also, thank you to our board of directors who provide their time and talents to make good decisions for the Association from our Ad & Editorial Awards Contest to our conference activities from our 2x2 Network to digital marketing from the Associate Members who provide our members with quality products and service to our Bi-Annual Audits. Thank you.

Looking forward…

In January the Board of Directors will be meeting for a face-to-face meeting to plan for 2017 and beyond. I'm sure part of our discussion will include membership benefits like the conferences, regional training, and maybe even webinars. We'll maybe look at other benefits we can provide our members. Do you have any ideas? We'll look at our revenue sources and see if there are ways to incorporate digital marketing as part of our network advertising programs. Have you tried anything with your own paper that you think could work for the Association? Facebook Ads? Email Marketing? We'll look at our current network advertising programs to see if there are ways to fine tune them as well. Any thoughts or ideas on improving the networks we have? I know it will be a very productive meeting and look forward to any ideas and feedback you can provide us to consider for the meeting. Feel free to send your ideas to either myself or Ruth Isenberg. Our emails are: rburke@washingtoninformer.com | journalruth@pa.metrocast.net.

AND a reminder...

The 2017 Conference is coming up quickly. Time to sign up for the Early, Early Bird registration for a chance to win a free night's stay at the Conference. Early, Early Bird ends on November 30th. This month's Messenger is packed with information about the great lineup of speakers and topics to be discussed at the Conference. There will be something for everyone because of you!!! Yes, thank you to everyone who participated in the many surveys conducted to help create the conference tracks and conference experience. Make sure to bring your whole staff for the conference. You'll be glad you did.

See you in March,

Ron Burke, President
rburke@washingtoninformer.com

MACPA Messenger

UPCOMING EVENTS

Super Early Bird Registration
November 30, 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
Wyndham Gettysburg
95 Presidential Circle
Gettysburg, PA 17325

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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

**Register for the
2017 MACPA Conference
by November 30th
and be entered to win
a FREE night's stay at the Conference!**

http://bit.ly/2017MACPAConference

2017 MACPA CONFERENCE
TENTATIVE SCHEDULE OF EVENTS

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Thursday, March 16
1:00 p.m.   Committee Meetings
4:00 p.m.   Board Meeting
6:00 p.m.   Dinner

Friday, March 17
7:00 a.m.   Registration Opens
8:00 a.m.   General Membership Meeting with Plated Breakfast
9:30 a.m.   Secrets to Getting Great Photo Reproduction on Pages: Editing & Color Correcting in All Versions of Photo Shop | Kevin Slimp | *Graphics*
            Open Discussion: What's Happening With Your Publication | *Publisher/Management*
11:00 a.m. Break
11:15 a.m. Learning to Use Camera Raw to Work on Your Photos | Kevin Slimp | *Graphics*
            The Importance of Completing Your Audit | Tim Bingaman | *Publisher/Management*
12:00 p.m. Lunch
1:00 p.m.   Adobe Bridge: It's a Lot More Than You Think and Will Speed up Your Workflow | Kevin Slimp | *Graphics*
            Bundling Your Print and Online Products Round Table | *Publisher/Management*
2:00 p.m.   InDesign Tips for the Ad, Page and Publication Designer | Kevin Slimp | *Graphics*
2:45 p.m.   Health Insurance Round Table | *Publisher/Management*
3:50 p.m.   Break
4:15 p.m.   An Overview of Adobe InCopy and How You Can Use It to Create a Workflow | Kevin Slimp | *Graphics*
6:00 p.m   Networking Mixer with Heavy Hors d'oeuvres
7:00 p.m.   Special Speaker - General Grant

Saturday, March 18
8:00 a.m.   Registration Opens | Continental Breakfast
9:00 a.m.   Media Buyers Panel
10:15 a.m. What's Shaking up the Newspaper Business These Days & Why You Need to Know About It | Kevin Slimp | *Publisher/Management*
            TLI Training | J.W. Owens | *Sales*
            The Importance of Completing the Internet Section of Your Audit | Tim Bingaman | *Digital Track*
11:00 a.m. Break
11:15 a.m. Sales Staff Compensation Round Table & Kevin Slimp One-on-One Begins | *Publishers/Management*
            TLI Training | J.W. Owens | *Sales*
            Enhancing Your Print Product with Digital/Social Media Marketing | Margaret Ehle | *Digital Track*
12:00 p.m. Lunch | Ad Awards Presentation | Installation of Officers
1:30 p.m.   Facebook Advertising with MACnet | Alyse Mitten/Margaret Ehle | *Publishers/Management*
            TLI Training | J.W. Owens | *Sales*
            Your Company's Social Media and Legal Information to Know | Emily Billig | *Digital Track*
2:15 p.m.   3 Minute Idea Exchange Closing

PUBLISHERS ONLY

Interested in discussing any design issues, questions of your operations or more with Kevin Slimp?

Sign up for your one-on-one by emailing info@macpa.net.

First come, first serve!

| Graphics/Digital ■ | Pub/Man ■ | Sales ■ |

2017 MACPA Conference
Speaker Line-Up

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Kevin Slimp, Kevin Slimp Consulting

Kevin Slimp has been busy since he last visited our group. He continues to speak and write about the future of print and online journalism. He's been invited to speak at the biggest conferences in the world this year on the future of our industry and continues to challenge those who try to convince the public that print is dead.

As director of the world-renowned University of Tennessee Institute of Newspaper Technology, he stays on top of the latest trends and still finds time to train newspaper professionals in the latest technology and software.

One thing that sets Kevin apart of other industry "experts." He has nothing to sell and is not on the payroll of software or technology company. When Kevin speaks, you know he is speaking from the heart, with no ulterior motive.

J.W. Owens, Advertising Evangelist

JW Owens has been an owner, manager and leader in the Free Paper Industry for more than 36 years. Working and running/overseeing 10 companies (the smallest with 25 employees and the largest 250 employees, and 2 printing plants) and doing all the training. His experience in managing several different free papers (Direct Mail, Home Carrier, Paid / FREE and Niche) in Florida, South Carolina, North Carolina and Georgia provide him with a unique foundation for training free paper and newspaper professionals.

JW also does consulting for several companies in the Southeast Region which Organize, motivate and lead sales teams in a wide range of sectors.

"Understanding, this is an investment in the Company's Future." Operate incentive schemes that motivate members of their team to reach or exceed sales targets.

JW has also specializes in Digital, Mobile, Web, Social Media helping many businesses to go to the next level.

Emily Billig, Ober | Kaler Attorneys At Law

Emily Rohm Billig is an associate in Ober | Kaler's Intellectual Property Group.

Emily also represents small to mid-size businesses, government agencies, educational institutions, nonprofits and individuals in a wide range of other intellectual property matters, including copyright, trademarks, trade secrets and licensing. She takes a comprehensive approach to helping clients obtain the strongest and best protection for their intellectual property, and works closely with Ober | Kaler's Business Group to effectively manage and protect clients' intellectual property during startup, reorganization and sale of a business.

Emily's practice also includes patent and trademark litigation in federal court. Most recently, she helped negotiate a favorable settlement for a national client in a trademark litigation matter involving claims under the Lanham Act the Anitcybersquatting Consumer Protection Act, and state unfair competition laws.

KNOW WHEN TO FOLD THEM

When does holding on to older software and hardware become detrimental?

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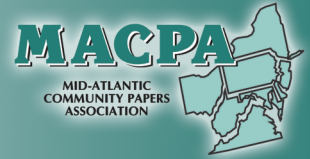
by Kevin Slimp

While in Minnesota last week, I had an assignment similar to assignments I've had many times during the past 20 years: to spend a day with a small community newspaper group, meet with the management and staff individually, then propose two optional plans with the same goal in mind.

The goal was to improve the editorial and production workflow, thereby improving the quality of the publication and efficiency of the operation. Sounds simple enough, and having completed similar assignments hundreds of times before, I felt up to the task.

Every newspaper is different, so I keep their particular needs in mind when offering advice. This group is in a process that many of us find ourselves in: determining whether to tweak the current workflow using the tools available, or to upgrade hardware and software throughout the organization to achieve monumental jumps in efficiency.

I understand the dilemma. Having owned several publications in the past, plus a couple of companies right now, I know what it's like to make upfront expenditures in order to see longterm gains.

Perhaps you are in the same dilemma. Should I purchase new hardware and upgrade software at the same time, or will everything be OK if we upgrade software on our current machines? Would my staff be more efficient with training or is it a waste of time? If I train them too much, will they run off and find a higher paying job somewhere else?

The questions go on. What about camera raw? Will it improve my product or just slow down my workflow? Am I spending enough time on my digital products or am I possibly spending too much time on them?

Speaking of staff, do I have too many or too few? Are they organized in the most efficient manner? Should we create our website in-house or use an outside vendor? The questions could go on forever. It's enough to bring on a panic attack.

Don't panic. Let me suggest a few things to think about when faced with similar questions. Let us consider hardware and software today and I will discuss other issues in upcoming columns.

Q. Is my hardware too old? Is it all going to come crashing down?
A. Hardware is a delicate issue. One of the quickest ways to improve efficiency is to improve the tools we use. Why do you think Amazon is always investing in new robots and distribution methods? However, hardware isn't cheap and no one wants to waste money.

I would suggest newspapers look over their current hardware and ask a few questions. How old are my computers? If you are working on machines more than six years old, chances are they are getting pretty slow and produce all kinds of delays. I've noticed six years is kind of a magic point for computers. Yes, Macs can last forever, but like anything else they slow down in time. And Windows-based machines slow down more quickly than Macs. It's just a fact of life.

I have four computers I primarily use in my work. One is an eight-year-old iMac. It still works and is fine for word processing and less intensive processes. But, I notice lately that it even slows down during simple tasks like checking email. I wouldn't dare waste my time

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trying to crank out pages on that computer. Sure I could do it, but it would take three times as long as creating the same pages on my two-year old iMac.

Q. What can I do to get the most of my current hardware?
A. If hardware is slowing down your workflow but new computers aren't in the budget, one of the easiest ways to get more from your machine is to maximize its RAM memory. RAM isn't expensive these days and I've seen machines double or even triple in speed by upgrading their current RAM to higher levels. Most computers can hold 8 to 16 gb of RAM. Check to see how much your machines currently have and how much they can hold, and make an investment (usually under $100) to maximize the memory in each machine.

Q. Is my software too old? Do I really need to pay a monthly fee to keep from falling too far behind?
A. Maybe, maybe not. Approximately a third of the newspapers I visit are using the most recent design software. If you're an Adobe user, that means the Creative Cloud version, which requires a monthly subscription.

Does this mean you're behind the curve if you have older software? Again, maybe or maybe not. I don't work for Adobe or Quark, so I have no reason to mislead you.

You don't have to have the latest version of InDesign or Quark to be efficient. I have three versions of Adobe's software on the machine I'm using right now: CS5, CS6 and CC. I've noticed no big difference in speed between CS6 and CC. That's also the case on other machines I use. So if your staff is using CS6 software, speed probably isn't an issue. If it is, you should check the RAM memory, as mentioned earlier. You may want to upgrade to Creative

Cloud for other reasons but speed probably isn't one of them.

You might even be OK with Adobe CS5 or 5.5. If things seem to be moving along nicely and you are getting your ads and pages out in a timely manner, you might be safe for now. I wouldn't plan to use CS5 for several more years, but your operation won't come crashing down in the near future due to software issues.
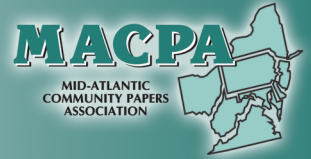
However, if you are using really old software like CS or CS2 (even CS3), your days are numbered. One day in the not-to-distant future you might walk in to learn no one can get their pages out. Even if that weren't a possibility - and it is - it's taking at least twice as long as it should to get your product out the door using old software. CS3 was released just under ten years ago. Not many of us are driving the same cars we were in 2007. And if we are (I've had mine five years), we're probably thinking about upgrading to a newer model.

It's interesting we often update our cars before updating the things that provide our financial security. We forget that time is money. If it takes twice as long to get an issue designed due to old software and computers, the amount of time it would take to recoup the cost of new equipment is minimal.

As I tell my clients, I'll be home in a couple of days. So do what you think is best. But if it were my decision, I wouldn't wait too long before upgrading any older software and hardware.

PREPARING FOR YOUR 2017 READERSHIP AUDIT AND WHY IT'S IMPORTANT

MACPA Messenger

by Tim Bingaman

As we near the end of the MACPA group audit period now is the time to make sure your CVC reporting is up-to-date so CVC can begin producing your new audit reports and readership studies in March 2017. Not sure if your reporting is current? Email jkennedy@cvcaudit.com, or call (800)-262-6392.

These days, with increased competition for advertising revenues and circulation, audited circulation places publications ahead of the pack. To ensure advertising decision makers have the data they need to fully consider a publication and to earn a competitive advantage against other media, MACPA publishers turn to circulation audits and readership studies. When your audit is completed CVC updates the databases of hundreds of retailers and media listing firms across the country. Audited MACPA members dominate media bases like SRDS. As an example, when a media buyer researches the Harrisburg, PA DMA, 17 of the top 20 listings are audited members of MACPA. Media listing firms are very similar to Google searches. Most media buyers choose from top listings and no one ever goes to the second page.

Make sure you report to CVC every 90 days, so media buyers know your most current numbers. If you are behind on your reporting now is the time to update your CVC records to receive your 2017 audit as quickly as possible. CVC generally reviews and balances printing and distribution records to substantiate circulation numbers. Press bills and/or press documents with financial support documents are used to verify print runs. Route lists with draw and return tracking for rack and store delivery are needed to substantiate controlled bulk/demand distribution delivery. Carrier lists or maps are required for home delivery, while USPS forms and receipts are necessary for mail circulation claims. Basically, CVC is auditing the forms and support documents that all companies maintain for good business practices.

Also, don't forget to report your website, digital edition, social media, email newsletter and video or podcast media. Reporting digital data show media buyers the increased reach of your publication, and shows them how active you are in your community. Reporting digital data is easy. Please email jkennedy@cvcaudit.com, or call (800) 262-6392 for more information.

MACPA member audits will include the following readership study with new and updated product & service category listings for 2017.

1. «Organization» is distributed regularly in your area. Do you regularly read or look through «Organization»?

YES	Survey Respondents

2. Do you frequently purchase products or services from ads seen in «Organization»?

YES	%
NO	%

3. How long do you keep «Organization» before discarding it?

%	1-2 Days
%	3-4 Days
%	5-6 Days
%	1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics	
%	%	Male Readers
%	%	Female Readers

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Postal Pricing continued

5. What range best describes your age.

Reader Demographics	Market Demographics	
%	%	18 - 20
%	%	21 - 24
%	%	25 - 34
%	%	35 - 44
%	%	45 - 54
%	%	55 - 64
%	%	65 - 74
%	%	75 - 84
%	%	85 years or older

6. What range best describes your combined annual household income for last year?

Reader Demographics	Market Demographics	
%	%	under $15,000
%	%	$15,000 - $24,999
%	%	$25,000 - $34,999
%	%	$35,000 - $49,999
%	%	$50,000 - $74,999
%	%	$75,000 - $99,999
%	%	$100,000 - $124,999
%	%	$125,000 - $149,999
%	%	$150,000 - $199,999
%	%	over $200,000

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
%	%	Some High School or Less
%	%	Graduated High School
%	%	Some College
%	%	Graduated College
%	%	Completed Master Degree
%	%	Completed Professional Degree
%	%	Completed Doctorate Degree

8. Which of the following products or services, if any, do you plan to purchase during the next twelve months?

%	
%	New Automobile, Truck or SUV (% = Positive respondents)
%	Used Automobile, Truck or SUV
%	Antiques or Auctions
%	Furniture or Home Furnishings
%	Major Home Appliance
%	Computers, Tablets or Laptops
%	Home Improvements or Home Improvement Supplies
%	Television or Electronics
%	Carpet or Flooring
%	Automobile Accessories (tires, brakes or service)
%	Lawn & Garden Supplies
%	Florist or Gift Shops
%	Home Heating & Air Conditioning (service, new equipment)
%	Vacations or Travel
%	Real Estate
%	Men's Apparel
%	Women's Apparel
%	Children's Apparel
%	Boats or Personal Watercraft
%	Art & Crafts Supplies
%	Childcare
%	Education or Classes
%	Attorney
%	Veterinarian
%	Chiropractor
%	Financial Planner (Retirement, Investing)
%	Tax Advisor or Tax Services
%	Health Club or Exercise Class
%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
%	Weight Loss
%	Lawn Care Service (Maintenance & Landscaping)
%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
%	Pharmacist or Prescription Service
%	Cell Phone or Smart Phone (New Service or Update Service)
%	Dining & Entertainment
%	Jewelry
%	Wedding Supplies
%	Athletic & Sports Equipment
%	Motorcycles or ATV's
%	Medical / Physicians
%	Pet Supplies
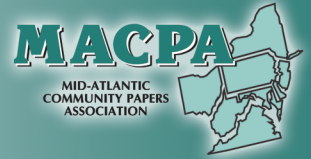
MACPA Messenger

Also new for 2017, MACPA members can expand their research with CVC online studies. All costs for the basic study and two personalized questions are included as part of your MACPA membership. The online survey template contains 30 standard questions. The readership study is highly customizable and is designed to be promoted across multiple media platforms. You may eliminate any question that does not apply to your publication and make slight modifications to existing questions. You can view the sample study at https://www.research.net/r/cvc2016 The study is typically promoted through house ads, website links, social media, email newsletters. To find out more about CVC online studies email tbingaman@cvcaudit.com, or call (800) 262-6392.

Once your 2017 audit is complete, the most important part of your audit process is about to begin! To get the biggest return, make sure you promote your audit. It's easy, and it's free. Make sure you are participating in all the promotions below to increase your publication's revenue.

DISPLAY THE CVC LOGO - After your printed audit report has been issued, you can run the CVC logo in your publication, and on your rate card and media kit. By running the CVC logo advertisers know your publication is audited and an effective media buy.

GET CONFERENCE CALL TRAINING - Call (800) 262-6392 to schedule training on your personalized CVC audit report and readership study. Training sessions take 30 minutes, and can be scheduled during regular weekly sales meetings.

LET US SEND A LOCAL AUDIT PROMOTION - Send CVC 10 pre-addressed mailing labels for potential advertisers in your area. CVC will personalize an audit promotion letter for your publication and send each advertiser a copy of your report. After completing their conference call training, your

sales staff should follow up with the recipients of the letter.

NATIONAL AUDIT PROMOTION - CVC automatically releases your audit to Standard Rate and Data Service, AdWeek Directories, E&P Directories, Oxford and other national media listing firms. Being audited increases your publication's visibility nationwide.

REGIONAL AUDIT PROMOTION - CVC maintains a database of more than 4,900 advertising agencies nationwide. When you receive your 2017 audit an enclosed CD includes a list of advertising agencies located in your state.

CREATE IN-HOUSE AUDIT PROMOTION ADS – The CVC website www.cvcaudit.com shows sample promotional ads run by other publishers. Drop your name and logo into an existing ad, or create your own promotions. Make sure your readers and advertisers know your audit has been completed and you now have new research to share with them.

Always remember, CVC is here to help! Call anytime to discuss all of the programs available FREE to MACPA members.

THE CURSE OF KNOWLEDGE

MACPA Messenger

By John Foust

In 1990, Elizabeth Newton, a graduate student in psychology at Stanford University, conducted an experiment to measure knowledge and familiarity. One group "tapped" popular songs with their fingers, and another group tried to identify the tunes. When the tappers were asked to predict the number of tunes which would be correctly named, they consistently overestimated. The tappers predicted the listeners would have a 50 percent success rate, but the listeners named only 2.5 percent correctly. That's a huge gap.

This illustrates what some people call the Curse of Knowledge. Once we know something – even something as simple as the melody of a song – it's difficult to imagine not knowing it. As a result, it can be a big challenge to get in step with someone else when dealing with that topic. It's nearly impossible to teach algebra to someone who doesn't know algebra if you don't remember what it was like to not know algebra.

Curse of Knowledge is a big factor in the world of sales. I recently shopped for a computer at a store where I had bought electronic equipment before. Unfortunately, I got stuck with a sales person who assumed everyone knew as much about computers as he did. I repeatedly asked him to simplify his explanations, but he wasn't capable of seeing things from a non-tech's point of view. It was impossible for me to suddenly gain enough knowledge to understand what he was talking about, and it was impossible for him to remember what it was like to not know as much as he knew. The experience was frustrating for both of us, and I eventually had to find someone else to help me.

The business people in your market have varied ranges of ad knowledge – from highly informed to neophyte. Like the old saying, "If you're treating all of them the same, you're treating most of them wrong." Here are some points to keep in mind:

1. Learn as much as you can. It should be your goal to know more about advertising in general, more about your specific advertising product, and more about each one of your clients and prospects than anyone else in your area. This will give you plenty of reserve power.

2. Listen carefully to find out how much your prospect knows. A sales appointment is not a performance. It's an opportunity to get in step with your prospect, so you can tailor the conversation to his or her specific marketing needs – in terms that are clearly understood.

3. Don't assume that you're being understood, just because the other person isn't saying anything. They may be bored, or they may feel unsure in their lack of knowledge.

4. Develop a variety of ways to explain advertising concepts. The good news is that you can prepare explanations and examples in advance. Some should be basic and some should be advanced. And some can be used with all levels.

You see, it's not just what you know about advertising. It's what you know about communication.

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Happy Holidays from the
Interlace Communications Office
Alyse · Vicki
Kasey · Kristen
Annie

AD AND EDITORIAL AWARDS
RULES AND CATEGORIES

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

CONTEST RULES FOR PRINT ENTRIES

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

ENTRIES WITHIN YOUR PUBLICATION(S)

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)

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

OTHER

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

        Division 1: Editorial
        Division 2: Advertising

EDITORIAL

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. 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.

INTERNET

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 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!

Category 1...General Excellence
__ Division 1 - Community Papers
__ Division 2 - Shoppers Guide
__ Division 3 - Niche Publications
1ST QUARTER
JANUARY - MARCH ISSUE

Company _____
Must have a copy for each Quarter to qualify for General Excellence.
Use additional labels for other Quarters.

Category 2...Single Ad - Small Space
__ Division 1 - Black Ink Only
__ Division 2 - Color

Company _____
Advertiser in Ad _____
Graphic Designer _____
Sales Rep _____
Data Entry Published _____

Category 1...General Excellence
__ Division 1 - Community Papers
__ Division 2 - Shoppers Guide
__ Division 3 - Niche Publications
2ND QUARTER
APRIL - JUNE ISSUE

Company _____
Must have a copy for each Quarter to qualify for General Excellence.
Use additional labels for other Quarters.

Category 3...Single Ad - Large Space
__ Division 1 - Black Ink Only
__ Division 2 - Color

Company _____
Advertiser in Ad _____
Graphic Designer _____
Sales Rep _____
Data Entry Published _____

Category 1...General Excellence
__ Division 1 - Community Papers
__ Division 2 - Shoppers Guide
__ Division 3 - Niche Publications
3RD QUARTER
JULY - SEPTEMBER ISSUE

Company _____
Must have a copy for each Quarter to qualify for General Excellence.
Use additional labels for other Quarters.

Category 3...Single Ad - Large Space
__ Division 1 - Black Ink Only
__ Division 2 - Color

Company _____
Advertiser in Ad _____
Graphic Designer _____
Sales Rep _____
Data Entry Published _____

Category 1...General Excellence
__ Division 1 - Community Papers
__ Division 2 - Shoppers Guide
__ Division 3 - Niche Publications
4TH QUARTER
OCTOBER - DECEMBER ISSUE

Company _____
Must have a copy for each Quarter to qualify for General Excellence.
Use additional labels for other Quarters.

Category 4...Grocery Ads

Company _____
Advertiser in Ad _____
Graphic Designer _____
Sales Rep _____
Data Entry Published _____

Category 2...Single Ad - Small Space
__ Division 1 - Black Ink Only
__ Division 2 - Color

Company _____
Advertiser in Ad _____
Graphic Designer _____
Sales Rep _____
Data Entry Published _____

Category 5...Automotive Ads

Company _____
Advertiser in Ad _____
Graphic Designer _____
Sales Rep _____
Data Entry Published _____

Category 6...Restaurant Ads

Company _____

Advertiser in Ad _____

Graphic Designer _____

Sales Rep _____

Data Entry Published _____

Category 7...Free Standing Inserts
__ Division 1 - Single Sheet
__ Division 2 - Multiple Pages

Company _____

Business in Insert _____

Data Entry Published _____

Category 7...Free Standing Inserts
__ Division 1 - Single Sheet
__ Division 2 - Multiple Pages

Company _____

Business in Insert _____

Data Entry Published _____

Category 8...Timely and Themed Sections or Guides
__ Division 1 - Newsprint
__ Division 2 - Glossy Medium/Magazine

Company _____

Business in Insert _____

Data Entry Published _____

Category 8...Timely and Themed Sections or Guides
__ Division 1 - Newsprint
__ Division 2 - Glossy Medium/Magazine

Company _____

Business in Insert _____

Data Entry Published _____

Category 9...Original Photography
__ Division 1 - Editorial
__ Division 2 - Advertising

Company _____

Photographer _____

Data Entry Published _____

Category 9...Original Photography
__ Division 1 - Editorial
__ Division 2 - Advertising

Company _____

Photographer _____

Data Entry Published _____

Category 10...Community Service
__ Division 1 - Promotion run in sequential pages of publication.
__ Division 2 - Promotion run in separate section

Company _____

Writer _____

Data Entry Published _____

Category 10...Community Service
__ Division 1 - Promotion run in sequential pages of publication.
__ Division 2 - Promotion run in separate section

Company _____

Writer _____

Data Entry Published _____

Category 11...Original Writing
__ Division 1 - Personal Column
__ Division 2 - Editorial
__ Division 3 - News Story
__ Division 4 - Feature Story

Company _____

Writer _____

Data Entry Published _____

Category 11...Original Writing
__ Division 1 - Personal Column
__ Division 2 - Editorial
__ Division 3 - News Story
__ Division 4 - Feature Story

Company _____

Writer _____

Data Entry Published _____

Category 11...Original Writing
__ Division 1 - Personal Column
__ Division 2 - Editorial
__ Division 3 - News Story
__ Division 4 - Feature Story

Company _____

Writer _____

Data Entry Published _____

Category 11...Original Writing
__ Division 1 - Personal Column
__ Division 2 - Editorial
__ Division 3 - News Story
__ Division 4 - Feature Story

Company _____

Writer _____

Data Entry Published _____

Internet Entries
__ Category 12 - Site Design
__ Category 13 - Social Media
__ Category 12 - Email Marketing

Company _____

Website _____

Webmaster _____

Internet Entries
__ Category 12 - Site Design
__ Category 13 - Social Media
__ Category 12 - Email Marketing

Company _____

Website _____

Webmaster _____

Internet Entries
__ Category 12 - Site Design
__ Category 13 - Social Media
__ Category 12 - Email Marketing

Company _____

Website _____

Webmaster _____

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