



INDEPENDENT FREE PAPERS OF AMERICA

December 2016

tip

The Independent Publisher

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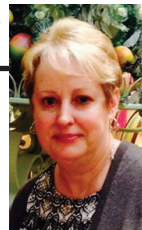
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"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

— Victor R. Jose
IFPA Founding Conference
September 20, 1980

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While other associations change their names, IFPA remains constant in our commitment to free publications in North America.



Jotted by Jane

by
Jane
Means



As you read this, you would have made it through Thanksgiving and are now preparing for the Holidays. As I write this, I haven't even made the grocery list for Thanksgiving yet. (For those of you who know me well, you I have no need for a grocery list, ever!)

Yet both scenarios give you and I a chance to pause and give thanks. As each of us look around our offices, I'm confident we all get a "warm and fuzzy" feeling as we appreciate each and every department. Our dedicated sales staffs, the ever creative graphics departments, ad entry and pagination are honed in on every detail, A/R and A/P are on top of it, electronic tear sheets are streamlined, the pressroom is humming and circulation is bustling.

We work in a wonderful industry where our circulation holds strong and our readers remain loyal.

I'm so grateful my path crossed with a gentleman (Jim Hillman) who hired me into this incredible industry. I am so indebted to so many industry leaders who guided me along the way. Several are now deceased and many are reading this column now! I hear from several retired newspaper people throughout the year; it's always great to keep in touch.

Facing my first year as President, I cannot begin to tell you how helpful both Douglas and Danielle have been. Our board is made up of top leaders, sharp thinkers and devoted people to the mission of IFPA. Our past president Doug Fabian has been invaluable

with his unending dedication to making sure the organization has a smooth transition.

I don't know if other industries are as helpful, as devoted in helping each other, but IFPA members certainly excel. Thank you fellow IFPA members!

My sincere wishes for a wonderful holiday season and a glorious new year.

p.s. If you haven't registered yet for the Publishers' Summit at the end of January, do so today; space is limited and there are not many seats left. See you in Las Vegas!



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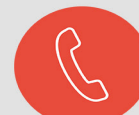
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What's In A Name? Everything!

I really needed to put on my “curmudgeon” pants as I wrote this. Before we get to the content of this article please remember that I love everything digital. I embrace new technology and enjoy all the new, fun, fast, important things we can do with our new tablets, phones, blistering-fast internet connections, and wireless toilets.

However, I read recently that the Newspaper Association of America was going to change its name. Is there anything wrong with their name and what does their old name tell us? First of all, it's an association. Check. I understand that. It's located in the space on the map called “America.” Double-check. I can find its members on a map. Finally, the association located in America is composed of Newspapers. Got it!

The NAA (old name for the Newspaper Association of America) is changing its name to **News Media Alliance**. Please forgive my puzzled look. After we regain our composure let's try to figure out what that means. It is an alliance. That sounds kind of like an association but more militaristic. The dictionary informs us that an alliance is a union or association formed for the mutual benefit of its members. Alright, it's a fancier name for “association.”

I think we know what “news” means. An aside here, did you know that the word “news” came from the information coming in from the four cardinal directions: North, East, West, South, thus news? News: broadcast or published noteworthy information which may have been unknown to others.

Finally, we have “Media.” The main means of mass communication: broadcasting, publishing, and the internet.

My assumption then regarding the meaning of the name change is a “union for the mutual benefit of mass media broadcast, publishing, and internet who inform others of information that may be unknown to others.”

Does that seem a bit broad to you? Maybe I'm slow. But it seems to me that what was once an association of newspapers in America has transformed itself into anything that disseminates information anywhere in the Universe.

Let's see what the NAA, er, NMA is telling its members regarding the name change.

The Newspaper Association of America today announced it has changed its name to News Media Alliance and launched a new website, www.newsmediaalliance.org. The announcement is the culmination of a larger strategic plan to highlight the news media industry's evolution to multi-platform, digitally-savvy businesses and premium content providers.

The organization's new focus better reflects the fully-integrated multi-platform media organizations that comprise its membership. The new website visually depicts this expansion of news media into digital and mobile formats, with a modern look and feel that incorporates imagery of what it means to be a news media organization today: communicating in real-time across multiple platforms. The site is also mobile-responsive to accommodate the increasing number of readers accessing the site on mobile devices.

News Media Alliance Vice President of Innovation Michael MaLoon says of the changes, “Our transformation efforts are designed to show the positive trajectory of the industry and to share the innovation and growth taking place, especially in the

by
Douglas
Fry



digital space. There are so many great things happening in our industry right now, and our job is to tell those stories.”

In addition, for the first time the organization is broadening its membership requirements to allow digital-first and digital-only news organizations publishing original content to become members. The association has a number of new tools and resources it will be making available to members in the coming months that reflect the digital focus of its membership.

If I understand this correctly, it means that anyone that has a website that publishes original content may become members of this new alliance. I guess they want all those folks that are making tons of money with their content on the internet. Bubba down the street has a website on which he places photos of his best friends drinking and shooting firearms. He even writes about what happened last weekend. Here's your newest member of NMA. Congratulations.

About a zillion years ago I was publisher of a 40,000 weekly shopper in Wilmington, NC. It was owned by the Raleigh News & Observer. Since I couldn't be a member of IFPA I tried to join NAA. They said “no thanks.” I don't know how they did it but the rejection letter had an air of turned up noses. I felt as if they were holding the application like it had “cooties” as the board gave sideways glances to members of their association at the impertinence of this rube. Oh, how the mighty have fallen.

I am so proud to be connected with an association like IFPA. We are an association of independent free papers in America. Bubba can't be a member. Only those with the highest principles and standards are allowed in our association. We still stand for something important.

The Statue of Liberty is shown in a green, metallic texture, holding a newspaper in her left hand. The newspaper has the date 'JULY 17' and the word 'NOBEL' visible. She is holding a torch in her right hand. The background is a blue sky with light clouds and a city skyline across a body of water.

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Graphic Hooks

by
Ellen
Hanrahan



Once again, we have come to the end of another year. That means there are lots of holiday ads and a chance to use some of the “lessons” from this past year, which included *Ad Redos and Comparisons*, *Flyer Redo*, *Design Principles and Elements*, *Vector Art*, *Glyphs, Contrast*, and *White Space* usage to name just a few.

Over the years, we used Special Sections to showcase a number of our customer’s businesses. One way for us to get a head start was to designate the top half of the page to articles regarding the holiday. These examples from past Christmas sections give you an idea of what could be done. This process allowed us to put together themed articles and fill in with advertising as the sales staff collected the information. Most of the time they sold a half, quarter or eighth of a page... and yes there were irregular sizes, but we handled those on an individual basis.

The articles were done mostly in black and white, because we were never sure where the color would land, but again, this was an easy fix because we could always go back and add color to the headline or art.

White space doesn’t have to be boring

I was working with mostly a six-column by 8-inch deep area but that did not mean I needed to have a “window pane” look to the story area. These story areas are at 35% of original size.

I still see articles that follow this process—the stories are on the top of the page, but the heading runs across all the columns and the text is neatly lined up in six-columns next to each other. Change it up! You don’t even have to start at the top of your columns. Make sure the artwork is an integral part of the design. Sometimes I created my own “grid system” as well, but don’t tell anyone. None of the text spans the width of the article. That is for both readability purposes and to help incorporate the artwork into the ad.

White space is your friend and each of these examples shows that by using the “white space” wisely, you can add more interesting ways to include a variety of stories. Even the headings are different, but they don’t compete because there is art or text that creates a boundary.

A majority of our stories came from the *Metro Newspaper Service*, but that didn’t mean I had to use them as is. At times I edited to fit the space and as you see, it breaks up the page making it easier to read.

Type and artwork

In these examples, I usually paired a light typeface heading with a bold typeface heading on the same page—two reasons—to show that the stories are different and to add contrast. You could just pick one typeface, but I had a number of short articles and I wanted to give them their own “identity.”

I also used fairly simple artwork so that I could use it larger and to support the information in the stories. Rather than using someone stringing tree lights, I just showed a string of tree lights. The *Partridge in a Pear Tree* artwork also summed up the “The 12 Days of Christmas” info and using *text wrap* in *InDesign* also gave a more dynamic look to the stories presented.

I used a star on a radial background to create unity and continuity on the pages—there are a lot of options to break up space! Use them!

A Merry Christmas and safe holiday season to all... and I hope to continue to share more tips and techniques to make ad creation easier. Also, I apologize for grammar/spelling errors in advance, ‘cause I know I make them (and will continue to do so). I try very hard to proof-read, but if I ask my husband, his eyes glaze over...

plus his spelling isn’t that great either, so thanks for your patience! *Until next month...*

Find the perfect Christmas tree

For some, the process of selecting a Christmas tree is akin to an art form. They scout out the ideal tree farm or lot, eye up the selections, and then poke, prod and shake until they’ve found a winner. Others go strictly by sense of smell: The more potent the piney aroma, the better the tree must be. Still others have no discernible method for choosing a tree other than basking the purchase on cost—if it’s a steal, they’ll take it. However you choose your Christmas tree, you may be interested in learning there are actually a few different species common to farms and lots across the country by learning about the differences between species, and also some general tree-care tips, you can ensure that this year you have the tree that’s perfect for you.

Tree species
Foster fir is a variation of spruce that’s shaped like a tree. Strong branches are turned slightly upward, giving the tree a compact appearance. Needles are flattened and dark green with a groove on the upper side and two broad silver-white bands on the lower surface. The combination of form, needle retention, dark blue-green color, pleasant scent and excellent shipping characteristics led to Foster fir being one of the most popular Christmas tree species.

The Scotch pine is known for its dark green foliage and stiff branches, which are well suited for decorating with both light and heavy ornaments. It has excellent needle retention characteristics and holds up well throughout harvest, shipping and display. It is likely the most-used species for Christmas-tree purposes. As a Christmas tree, it has several desirable properties: a dark-green appearance, long-lasting needles, and attractive form. It also retains its pleasant fragrance. Balsams are so fragrant that their

needles were once used for stuffing “pine pillows” to act as a natural deodorant.

The Douglas fir has been the major Christmas tree species used in the Pacific Northwest since the 1920s. The needles are dark green or blue-green, are soft to the touch and radiate out in all directions from the branch. They have a sweet fragrance when crushed.

Colorado blue spruce or blue spruce is an attractive tree often used for Christmas trees or ornaments. It has a narrow, pyramidal shape and cone-shaped crown. As trees become older, they often take on a more irregular appearance. The tree is very popular thanks to its symmetrical form and attractive blue foliage. Blue spruces are often used as living Christmas trees (bough with root ball intact and planted afterward).

Tree care

Once cut, there are some steps you can take to ensure your tree lasts through the Christmas season.

Trees, even healthy ones, will have their share of needle loss. However, if the tree is faded, if the bark on branches is wrinkled, or exterior needles fall off even the most gentle touch, the tree is excessively dry.

• Cut trees will absorb water more readily from their stand if they are given a fresh cut prior to submerging the trunk. A tree that has not been freshly cut will still absorb water, but at a slower rate. A thick, crusty sap forms on the end of the trunk and can hamper water absorption.

• According to the National Christmas Tree Association, it is not necessary to add anything to the water of Christmas trees, like bleach, bleach or fertilizer. Plain tap water will extend the life of a tree for weeks. Other additives can actually hamper water absorption and tree moisture levels.

• Look for large tree stands that can accommodate at least a gallon of water. A tree drinks at least one quart of water per inch of trunk diameter per day. A larger stand ensures the water will last longer between refills. Also, check water levels regularly. There are products on the market that will automatically add water to tree stands in case you forget.

Tree misconceptions

Many people avoid real Christmas trees because they feel they’re “killing” a tree and harming the environment. In fact, Christmas trees are raised on farms and harvested for this specific purpose. For every tree harvested, at least three are planted in its place. Each year there are more trees available than the last. Cut trees can be recycled after the season and impact the environment far less than artificial trees made of non-biodegradable metal and plastic. —Metro Newspaper Service



Hints for stringing holiday lights

Chances are, when it comes to designing your Christmas lights display, you’re more like Chevy Chase as Clark Griswold than Bob Vila. But holiday decorating credits to a daunting task. Luckily, there are products that can make designing your holiday decorations a lot easier.

Net lights make decorating all those trees and hedges significantly easier than it used to be. Rather than forcing you to string together several different strands of lights to cover your hedges and trees, net lights are connected in one easy net, reducing your dependence on knotted-up extension cords, requiring you to just unfold the net and drape it over your desired hedge. Also, most of these lights allow you to connect three nets at once, making the decoration of a row of hedges or one long tree trunk a breeze.

Rope lights have also made decorating the home, and taking those decorations down, a lot less stressful. Similar to a garden hose, rope lights typically come on a spool that makes the tiring process of unspooling holiday lights a thing of the past. They can be used in many locations where you’ve once used traditional lights.

After you’ve chosen the right design, make sure you’re careful in your use of holiday lights and decorations. According to the U.S. Consumer Product Safety Commission (CPSC), each year, 12,500 people head to the emergency room with cuts, burns, shocks and falls, courtesy of accidents involving faulty holiday lights, strung-out Christmas trees, and other decorations. The following are some helpful hints from the CPSC for you to take into consideration before dishing off your lights, ladder and staple gun and heading to the roof.

Product inspection agencies such as ETL, Semko (formerly Edison Testing Laboratory) and UL (Underwriters Laboratories), test tests for a reason. Whether you’re buying indoor or outdoor lights, make sure your lights have the ETL or UL seal, which assures they meet safety standards and have been certified for their specific use (indoor or outdoor).

• Examine your lights, new or old. Broken or cracked sockets, frayed wires, or loose connections indicate that those lights should be thrown away.

• Also, if a bulb burns out, replace it immediately, as the remaining bulbs will burn hotter for each burned-out bulb.

• Always turn the lights off before going to sleep or leaving your home.

• Plug outdoor lights into circuits protected by ground-fault circuit interrupters (GFCIs) to protect against electric shock. These are available wherever electrical supplies are sold.

—Metro Newspaper Service



Save time when holiday shopping

With a gift list a mile long, time is of the essence. Here are a few time-saving tips:

• Shop during off peak times — first thing in the morning and at the beginning of the week, on Monday or Tuesday.

• Wear comfortable clothing and comfortable shoes. The more comfortable you are, the happier you will be.

• Keep shopping trips to 3 hours or less. Long shopping sprees lead to impulsive buying and frustration.

• During the holidays, traffic is heavier than normal. Plan your routes and consider carpooling, valet parking or taking public transportation to your shopping destination.

• Limit the number of presents per person. The fewer presents you have to buy, the less shopping you have to do.

It’s not quantity — it’s quality.

If you see a gift, buy it — no matter what time of year it is. It will save you the hassle of having to buy so many gifts all at the same time. —Metro Newspaper Service

The 12 Days of Christmas

Ask most people to recite the “12 days of Christmas” and chances are you’ll find a significant number of people who can actually name most, if not all, 12 verses. A frequently played Christmas song, it’s been heard by nearly everyone, once or several hundred times. But though many of us can quote the lyrics, far fewer people are likely to know the meaning behind the 12 days.

To begin, the 12 days of Christmas have to do with the differences in the days various cultures celebrate the birth of Jesus Christ. Though many assume the 12 days refers to the days prior to December 25 (when those in the Western hemisphere celebrate Christmas), it actually refers to the days between December 25 and the beginning of the Epiphany on January 6. The Epiphany (also known as “Little Christmas”) is recognized as the day the Three Magi arrived with gifts for Baby Jesus.

As for each individual day and what each gift symbolizes, the largely cryptic connotation of each gift dates back to the times when Catholics were not allowed to openly or even privately celebrate their religion in England. Therefore, as a means to both celebrate and pass on their religious beliefs to their children, Catholics began singing “The 12 Days of Christmas,” with each gift bearing some religious significance.

According to Catholic Online, a Web site devoted to providing Catholics with information pertaining to the origins, practices and issues regarding their faith, the song is a reflection of the love between Catholics and God, with “my true love” referring to God and “me” being all practicing, baptized Catholics. The rest of the song, Catholic history suggests, can be interpreted as follows:

- A Partridge in a Pear Tree** Jesus Christ, the son of God
- Two Turtle Doves** the Old and the New Testament
- Three French Hens** the theological virtues of Faith, Hope and Charity
- Four Calling Birds** the four Gospels
- Five Golden Rings** (the Pentateuch), or the first five books of the Old Testament, all of which deal with man’s fall from grace
- Six Geese A-laying** the six days of creation
- Seven Swans A-swimming** the seven Sacraments
- Eight Maids A-milking** the eight Beatitudes of the Holy Spirit
- Nine Ladies Dancing** the nine fruits of the Holy Spirit
- Ten Lords A-leaping** the Ten Commandments
- Eleven Pipers Piping** the 11 faithful apostles (excluding Judas)
- Twelve Drummers Drumming** the 12 points of doctrine in the Apostle’s Creed. But, for those who prefer to continue looking at the song as just a quirky holiday list, enjoy your raucous chorus of “Five Golden Rings!”

—Metro Newspaper Service

Ellen Hanrahan hanrahan.ln@att.net ©2016



Gary's Gallery

To keep you on your toes, TIP (The Independent Publisher) will include several photos from Gary Rudy's vast photo library. Try to identify each person and email those names to Douglas Fry (douglas@ifpa.com)



Newspaper's First Amendment defense gutted

from
King & Ballow



By Brigham Dixon
bdixon@kingballow.com

The Chicago Sun-Times obtained the birth date, height, weight, and hair and eye color for each of five Chicago police officers from the Illinois Secretary of State's motor vehicle records, and published the information in a story alleging that the Chicago police had mishandled a homicide investigation. In the controversial column, the newspaper claimed that all five of the officers looked similar to a homicide suspect, who happened to be the nephew of Mayor Richard Daley. The newspaper further claimed the

officers were purposefully used in a single lineup alongside the suspect in order to prevent the witness from making a positive identification. The newspaper published pictures of all of the officers along with their personal information to support its claims of a mishandled investigation.

OFFICERS FILE SUIT, NEWSPAPER APPEALS

The officers all sued the newspaper in the United States District Court in Chicago, alleging that it had violated a federal statute, the Driver's Privacy Protection Act (DPPA), by obtaining and publishing

their personal information. The newspaper responded by filing a motion to dismiss the officers' lawsuit on the grounds that (1) the information the newspaper obtained and published was not the type of personal information protected by the federal statute, and (2) the federal statute's prohibition on obtaining and publishing personal information from motor vehicle records violates the First Amendment. The district court denied the newspaper's motion, and the newspaper appealed to the Court of Appeals.

The appellate court agreed with the district court and found (1) the information the newspaper had obtained and published was

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Newspaper's First Amendment defense gutted

protected personal information under the DPPA, and (2) the newspaper had no constitutional right to obtain or publish the information. As a result, the appellate court held that the newspaper had violated the DPPA and affirmed the district court's denial of the newspaper's motion to dismiss.

IS THERE LIFE AFTER APPEAL?

After the appellate court's ruling, the officers argued the appellate court opinion left nothing more to be decided. Therefore, they asked that the case be dismissed. The district court dismissed the entire case with one narrow exception: whether the newspaper's actions in obtaining the officer's personal information was protected by the First Amendment.

At the time the newspaper obtained the officers' personal information, the Chicago police department had already, in the opinion of the Illinois Attorney General, violated the Illinois Freedom of Information Act by failing to timely turn over photographs of the individuals in the

suspect line-up. The district court found this significant because, in its view, the court of appeals "may well in fact recognize a 'balancing' test so that under certain circumstances the press would be allowed to obtain personal information while investigating a matter of public significance and the invasion of privacy [is] not particularly great."

The district court distinguished the newspaper's possible lawfulness in obtaining the information from publishing the information by noting that, at the time of publication, the newspaper in fact had the photographs of all of the officers. Therefore, it considered publishing the officer's personal information cumulative to the photographs the newspaper also published, so publishing the personal information was not itself constitutionally protected.

This ruling means the officer's case will proceed subject to the newspaper's First Amendment defense.

THOUGHTS GOING FORWARD

This case is a significant loss for journalists because it allowed the news media to be punished for publishing truthful information that was lawfully obtained. Although this particular case appears to be a significant loss for journalists, there are potential positive implications.

Journalists may have a tool to hold government agencies' feet to the fire in meeting their Freedom of Information Act obligations. If government agencies are not timely in meeting their FOIA obligations, journalists may be constitutionally protected by using other means to obtain information if it is needed to report on a matter of public significance. In addition, if equivalent or cumulative information is not later obtained via the FOIA request, journalists may even be constitutionally protected in publishing that information.



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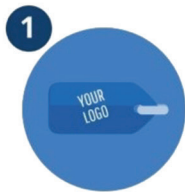
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Supported vs. Native Content

by Jo-Ann Johnson

Last year saw tremendous growth in the popularity of native advertising and sponsored content. While these formats have been making waves online for a several years, 2014 saw the growth of native advertising in all media, but most notably in print. In fact, both The New York Times and The Washington Post ran their first print native ads in 2014. At the same time, many media outlets, perhaps encouraged by recent data showing that readers spend about the same amount of time on advertiser-sponsored pieces as they do on news stories, are increasingly adding these strategies to their advertising toolkits. But to ensure optimal success with native advertising and sponsored content, an understanding of what each one is — and isn't — is essential.

The difference between the two terms varies widely and this fuzziness has caused considerable confusion — even inside the industry. Many advertising insiders use the terms interchangeably and, in doing

so, blur important distinctions. In simplest terms, native advertising both mimics a publication's editorial style and enhances reader experience. Blogs and articles with a promotional tone that aim to convince a highly targeted audience and flow seamlessly with the regular content of the publication, site or app are examples of native advertising. Although native advertising is delivered in a way that doesn't disrupt a reader's experience, it may include content that links to advertisers' Web sites or advertiser-generated content as well as videos and images with a brand bias. Sponsored blog posts are currently the most popular form of native advertising, followed closely by brand-oriented articles and Facebook sponsored updates.

Sponsored content, on the other hand, is purely editorial. Its goal is not to convince or to sell, but to inform and educate readers and create/increase the value of a brand by demonstrating thought leadership. Examples of sponsored content include editorially-focused,

from
Metro Creative
Graphics



unbiased content — articles that mesh with both the style and subject matter of a publication or site and engage readers by presenting useful and engaging topics — that generates exposure for the sponsoring business. For example, a print publication's Home Improvement section may include a sponsored article on "How to build a disaster-resilient house," or "Recognizing safety hazards during yard work." Its Health & Wellness guide may feature an article on "What to do when beginning an exercise regimen" sponsored by a local fitness club. Examples and opportunities are endless. The only requirement is to ensure that these articles are prominently and clearly labeled as sponsored content — SPONSORED BY ABC FITNESS, for example — at the beginning of the article or above the headline.

Watch for other ways that print publications can make money with native advertising and sponsored content.

This article was written by Jo-Ann Johnson of Metro Creative Graphics, Inc.

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USPS Raises Rate, Changes Name

In October 2016, the USPS filed its Notice of Price Adjustment for market dominant products with the Postal Regulatory Commission. The rate filing generally increased rates in line with the cumulative increase in the Consumer Price Index (CPI) since the Service last adjusted rates. Significantly for mailers of free papers and other shared mail programs, the USPS has increased the breakpoint of allowable weight for standard mail flats from 3.3 ounces to 4.0 ounces. This change was done without a commensurate increase in prices for the extra weight. The new price for a piece weighing up to four ounces is the price with just the CPI increase.

Another significant change in the filing, is the proposal to change the name "Standard Mail" to "Marketing Mail." The price change, upon approval, will become effective January 22, 2017. At that point the name will also change, but requirements for mailers to change their software, postal indicia, or placards, to reflect the name change

will not be imposed until July 2017.

For members of the Saturation Mailers Coalition, the increase in the breakpoint was welcome news. It was responsive to requests and appeals we have been making to the USPS for many years to take steps to reduce the rates for heavier pieces to make the mail more valuable and to make mailed free papers better able to offer competitive prices to advertisers that can choose between other print media, electronic, and an ever growing array of digital offerings.

In support of these changes, the Postal Service echoed arguments SMC has been making about the benefits of additional weight. The USPS wrote in its filing "the purpose 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 piece (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 simplify the price structure for mailers who are already mailing items weighing more than 3.3 ounces."

As a participant in postal proceedings for the past 20 plus years, SMC has sponsored and supported economic testimony that shows postal costs do not increase significantly as piece weight increases. Yet the competitive playing field between private carrier delivery, and other methods of print delivery, and postal distribution for heavier pieces, can be intense. It is hoped that this increase in the allowable weight will give free papers an opportunity to add pages to their publications, to offer rates more attractive to insert advertisers, and to attract heavier inserts than was competitively feasible in the past.

Other adjustments on rates, and prices for weight over 4.0 ounces, maintained the same pound rate in place before the filing for mail brought to the destination delivery office (DDU). The pound rate dropped a fraction for pieces brought to the SCF. A full chart showing the individual rate cells, and before

Continued on page 18

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*Source: Reynolds Journalism Institute "Tools We Use" report.



Regular Standard Mail Flats Postage Rates--Enhanced Carrier Route
(USPS Proposed Rates for January 22, 2017 Implementation)
(All Rates Shown in Cents)

SUBCLASS/ Rate Category	For Pieces Weighing 4.0 Ounces or Less /1 /2				For Pieces Weighing More Than 4.0 Ounces /1 /2			
	Curr. Rate	Prop Rates	% Diff	Amt Diff	Current Rates		Prop Rates	
					Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound
ECR FLATS – Basic	28.8	29.0	0.7%	0.2	14.5	70.1	11.0	72.0
NDC Entry	25.6	26.0	1.6%	0.4	14.5	54.0	11.0	60.0
SCF Entry	24.5	25.2	2.9%	0.7	14.5	49.2	11.0	56.8
Delivery Unit Entry	23.8	24.1	1.3%	0.3	14.5	44.9	11.0	52.4
ECR FLATS – Basic (5-D Pallets)	28.3	27.0	(4.6)%	(1.3)	14.0	70.1	9.0	72.0
NDC Entry	25.1	24.0	(4.4)%	(1.1)	14.0	54.0	9.0	60.0
SCF Entry	24.0	23.2	(3.3)%	(0.8)	14.0	49.2	9.0	56.8
Delivery Unit Entry	23.3	22.1	(5.2)%	(1.2)	14.0	44.9	9.0	52.4
ECR FLATS High Density /3	23.5	24.8	5.5%	1.3	10.8	61.5	9.4	61.5
NDC Entry	20.2	20.8	3.0%	0.6	10.8	45.4	9.4	45.4
SCF Entry	19.2	19.4	1.0%	0.2	10.8	40.6	9.4	40.0
Delivery Unit Entry	18.3	18.5	1.1%	0.2	10.8	36.3	9.4	36.3
ECR FLATS – High Density Plus	23.0	22.8	(0.9)%	(0.2)	8.4	61.5	7.4	61.5
NDC Entry	19.7	18.8	(4.6)%	(0.9)	8.4	45.4	7.4	45.4
SCF Entry	18.7	17.4	(7.0)%	(1.3)	8.4	40.6	7.4	40.0
Delivery Unit Entry	17.8	16.5	(7.3)%	(1.3)	8.4	36.3	7.4	36.3
ECR FLATS – Saturation	20.5	21.8	6.3%	1.3	7.8	61.5	6.4	61.5
NDC Entry	17.2	17.8	3.5%	0.6	7.8	45.4	6.4	45.4
SCF Entry	16.2	16.4	1.2%	0.2	7.8	40.6	6.4	40.0
Delivery Unit Entry	15.3	15.5	1.3%	0.2	7.8	36.3	6.4	36.3
EDDM ECR FLATS – Saturation	20.6	21.9	6.3%	1.3	7.9	61.5	6.5	61.5
NDC Entry	17.3	17.9	3.5%	0.6	7.9	45.4	6.5	45.4
SCF Entry	16.3	16.5	1.2%	0.2	7.9	40.6	6.5	40.0
Delivery Unit Entry	15.4	15.6	1.3%	0.2	7.9	36.3	6.5	36.3

For all Standard Mail letters and flats, add \$0.070 (no change) per assessed piece, for mailings with less than 70 percent of pieces passing Performance Based Verification at acceptance and which cannot demonstrate Move Update compliance.

Forward and Return Service - If used with electronic/automated Address Correction Service, forwarded flats pay \$1.36 (currently \$1.355) per piece (no change from current rate). Returned flats pay the applicable First-Class Mail price. All other returned flats requesting Forwarding-and-Return Service are charged the appropriate First-Class Mail price for the piece plus the price multiplied by a factor of 2.472.

Add \$0.035 (no change) for each piece addressed using a Detached Address Label with no advertising or a Detached Address Label containing advertising (Detached Marketing Label).

- /1 The USPS has increased the per piece maximum weight to 4.0 ounces before piece/pound rates apply.
- /2 Saturation, High Density Plus, and High Density letter-shaped pieces, that weigh more than 4.0 ounces must pay the piece and pound prices shown in the applicable Saturation, High Density Plus, and High Density Flats (Commercial and Nonprofit) price tables. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 3.5 ounces, but not more than 4.0 ounces, must pay Carrier Route Flats (4.0 ounces or less) prices. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 4.0 ounces must pay Carrier Route Flats (greater than 4.0 ounces) per piece and per pound prices. These pieces cannot be entered at a DDU and must be prepared as letters.
- /3 Subtract \$0.001 per piece for each High Density flat that complies with the requirements for Full Service Intelligent Mail.

This chart was prepared by Postal Consulting Services, Inc.
the Association for Postal Commerce(PostCom) *

USPS Raises Rate, Changes Name

and after rates, accompanies this column. Our thanks to PostCom for permission to share the chart on page 17.

Other features of the rate filing include no change proposed for the DAL (detached address label.) The surcharge remains 3.5 cents. The price for Every Door Direct Mail (EDDM) Retail, will be 17.7 cents. The allowable weight for this product remains limited to 3.3 ounces.

The industry largely greeted the rate filing as one where the Postal Service officials responsible for costing, pricing, and industry engagement, had done a good job of discussing, in advance, price and structure changes with the industry. The filing did not produce any unintended consequences or unwelcome surprises.

The industry reacted in a slightly different manner to the proposal to change the name from Standard Mail to Marketing Mail. In support of the change, the USPS writes "The 2015 Household Diary Study shows that customers used Standard Mail to send advertisements (84.1 percent of standard mail volumes) funding requests (0.6 percent) political materials (1.5 percent) and newsletters/information (12.8 percent). While the content may differ, each of these uses "markets" a product, a service, or the benefit of an event or an organization. Accordingly, this name change will aid our customers in understanding what standard mail is and how it can be used as part of their respective marketing strategies."

Some industry associations and mailers are less enthused about the

new name. Some associations have reached out to the USPS to ask it to reconsider this change and to take it out of the filing for further discussion. Reasons for concerns include the fear that the name "Marketing Mail" will be synonymous, in the eyes of some consumers, with the notion of "junk mail." Some associations have pointed out that the name change reflects a shift from identifying the level of service the mail receives ("standard") to a description of its content (marketing material). Another industry request has been to suggest that the Postal Service keep this name change "optional." The USPS would be free to market its current standard mail product as marketing mail, but the required postal indicia and names that must appear on a piece, or on mail as entered with the USPS, could continue to use the name "standard" and current, acceptable, postal indicia and abbreviations.

The filing also included the USPS promotions for 2017. Promotions that are available for free paper publishers that mail include a Tactile, Sensory and Interactive Engagement promotion that will award eligible mailers with a two percent up-front discount for a promotion period running February 1, through July 31. Another Emerging Advance Technology Program runs March 1, through August 2017. A Mobile Shopping Promotion will be offered for a five month period beginning August 1, through December 31, 2017. Many SMC members, and free paper publishers that use the mail, were able to take advantage of ad copy and promotions sponsored by Paper Chain and/or the AFPP that helped the association, and allowed registered mailers, to earn the discount. All of the promotions

include detailed rules and promotion requirements and require pre-registration. A future column will discuss more of the details and requirements of the promotions. The latest program requirements for 2017 promotions and incentives can be found on the RIBBS website: <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>. Questions on the 2017 promotion can be directed to the Mailing Service's program mailing office at mailingpromotions@usps.gov.

In addition to the filing for market dominant pricing, the Postal Service also filed its proposed prices for competitive products and shipping prices with these rates scheduled to also take effect on January 22, 2017.

Some highlights of the proposed changes for shipping and other market dominant prices include the following:

A 2.0 cent increase in the price of a first class mail forever stamp, bringing the price to 49.0 cents.

A single price for first class mail commercial pre-sorted letters weighing up to 3.5 ounces.

Increases in priority mail of 3.9 percent with an average increase in the retail prices for this product of 3.3 percent. The price for a medium flat rate box will increase from \$13.45 to \$13.60. The price for a regular size, flat rate priority envelop, increase from \$6.45 to \$6.65.



The Solution for Lost Classified Revenue

Like most of you, IFPA has seen a decline in classified advertising revenue the past several years.

The CADNET Classified Network is IFPA's largest source of revenue and also funds the bulk of member benefits our member publishers enjoy. The IFPA Board of Directors is always looking for alternative revenue sources to replace those lost classified dollars. IFPA has introduced a new program that will do just that.

You may recall receiving an email from IFPA talking about the roll out of a new Google AdSense Network. We are asking our member publications set aside one unsold display ad spot on their website and designate it for this program. Similar to the way you set aside space in your print publications to run the CADNET ads. Google will fill that spot with ads from their AdSense Network and IFPA will collect the revenue for that one spot on your site.

To date, 25 IFPA members have signed on to the program and placed the IFPA AdSense code on their websites. Our association is already experiencing the monetary benefit of this participation. The goal is 100% member participation for this new revenue generating program.

If you were one of the early adopters of IFPA AdSense, thank you! If you have not yet added the IFPA AdSense code to your website(s) your participation is Vital and Urgent! I urge you to do so as soon as possible.

The IFPA Google AdSense Network will help IFPA continue to provide member benefits like: CVC audits, Conferences, Publishers Summit, T.I.P. Magazine, 20/20 Webinars, S.H.A.R.E. Group, SRDS Listings and More!

Here is the IFPA Google AdSense Network code for your website. Please place this on your website as soon as possible. This code is for a responsive ad. Other ad sizes are available upon request.

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It's very easy. If you're technically challenged, grab your IT person and they can handle it for you. If you don't have an IT person, and you need help, IFPA will help you.

Thank you in advance for your participation!

Joe Mathes

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IFPA Board Meeting, Thursday, November 17, 2016

President Jane Means called the meeting to order at 9:00a.m. (EST) Board members present: Eileen Curley, Doug Fabian, Rena Reiser, Deborah Phillips, Joe Mathes, Rick Wamre, Katie McNabb, Eric McRoy, Dan Buendo and Executive Director: Douglas Fry

Treasurer's Report - Deborah Phillips: October financials were emailed prior to the meeting. Deborah pointed out that while revenue continues to decline the combination of managing expenses and the Fall Conference coming in under budget has allowed for the organization to maintain a reasonable cash position.

2017 Fall Conference Information has been sent to other associations inviting both members and qualifying non-members to attend the conference in New York. Dan will be posting conference promotional videos on the website and the videos will also be sent to members in promotional emails.

TIP - Eileen Curley: Eileen is working to find a non-Board member to work with her on finding new TIP content and ideas.

Website - Eileen Curley: Eileen and Dan have gone through the entire IFPA website and have updated most items and are working to make things throughout the site more consistent.

FITS - Doug Fabian: Douglas reported that the FITS videos that have been distributed have received 401 views. Doug and Jane talked about ways utilize time at the Publishers Summit to gather content and create videos and/or clips for future use. Douglas is looking into new camera equipment to produce better quality videos at future IFPA events. Doug made a motion to authorize the purchase of a video camera with a ceiling of \$3000. Deborah seconded the motion and all were in favor.

SHARE Groups - Doug Fabian: The Sales Manager group is continuing to go well and is being run by Douglas. A magazine SHARE group started yesterday and Rick is working on inviting more members to participate in the group.

Membership - Danielle Burnett: Design2Pro was presented for Associate Membership. Dan made a motion to accept their membership, Eileen seconded the motion and all were in favor.

Social Media - Joe Mathes: Joe has been posting information on Facebook and Twitter and Douglas has posted the NY promotional video.


AdSense - Joe Mathes: Prior to the call Joe sent a report showing participation and revenue for the past 30 days. The program has hit a bit of a plateau which lead to discussion on how to reach out to more members to participate in the program.

Publishers Summit - Danielle Burnett The Publishers Summit is nearly sold out and several sponsors are confirmed. The Summit committee will meet at the end of November to work through more of the program details.

Vendor Packages - Eric McRoy: Prior to the call Eric shared the vendor packages and pricing structure he has put together for the New York conference. There was some discussion about price adjustments that Eric will work on and report back to the Board.

Eric made a motion to adjourn, Doug seconded the motion, all were in favor. The meeting was adjourned at 10:24am EST.

Recording Secretary Danielle Burnett



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