

tip

The Independent Publisher



**Dealing With
Competition**

page 6

Creative Cloud?

page 16

AUDIT PROMOTION CHECKLIST

All of the services listed below are FREE promotions included with your audit.

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

- ☑ **DISPLAY THE CVC LOGO** - After your printed audit report has been issued, you can run the CVC logo in your publication, rate card and media kit. Call CVC for more logo promotion ideas.
- ☑ **GET CONFERENCE CALL TRAINING** - Call (800) 262-6392 to schedule training on your 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 new 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 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, and hundreds of national media buyers. Make sure you review your SRDS listing regularly and contact national advertisers in your area regularly. Call CVC for more information on national & regional media contacts.
- ☑ **REGIONAL AUDIT PROMOTION** - CVC maintains a database of more than 5,000 advertising agencies nationwide. Use the advertising agency marketing plan in the CVC Sales Handbook to develop profitable relationships with local ad agencies.
- ☑ **CREATE IN-HOUSE AUDIT PROMOTION ADS** – www.cvcaudit.com shows examples of hundreds of promotional ads run by other publishers. Make sure area businesses know why your readers are their potential customers.

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

Need Posters?

CVC's "power" poster is free and looks great in offices, conference rooms and training areas. Make sure your office visitors know about the power of your CVC audit. Order your free poster today by calling (800) 262-6392.

Higher standards. Better results.

- CVC audits are available at no-cost to most state, regional, and IFPA qualified members. Publications can also fund their own audits and readership studies at affordable rates.
- Need a map? CVC offers additional custom mapping services for publishers and advertisers.
- Own other publications? CVC extends group discounts to publishers with multiple titles.
- CVC audits paid and non-paid print media including newspapers, magazines, shoppers, and niche publications.
- Audit reports include comprehensive readership studies and cover printing, distribution, and circulation verification.

Call today for more information
800.262.6392.
www.cvcaudit.com

**CIRCULATION
VERIFICATION
COUNCIL**

OUR DATA SPEAKS VOLUMES

FREE

NADA

ZIP

ZILCH

GRATIS

COMPLIMENTARY

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



OFFICERS FOR 2016-2017

JANE MEANS
President



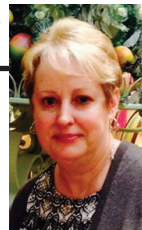
Kapp Advertising
P.O. Box 840
Lebanon, PA 17042
(717) 273-8127
janem@themerchandise.com
term expires Sept. 2018

KATIE MCNABB
Vice President



Exchange Media Group
P.O. Box 490
Fayetteville, TN
(931) 433-9737
Fax (931) 433-0053
katie@exchange-inc.com
term expires Sept. 2018

DEBORAH PHILLIPS
Director of Finance



The World
403 US Rt. 302 Berlin
Barre, VT 05641
(802) 479-2582
Fax (802) 479-7916
dphillips@vt-world.com
term expires Sept. 2017

DAN BUENDO
Director



Reminder Publications
280 N. Main St.
E. Longmeadow, MA 01028
(413) 525-6661
Fax (413) 525-5882
Dan@TheReminder.com
term expires Sept. 2017

EILEEN CURLEY
Director



The Shopper
924 E. 162 St.
South Holland, IL 60473
(708) 271-8957
Fax (708) 333-9630
general@myshopper.biz
term expires Sept. 2018

RICK WAMRE
Director



Advocate Community Newspapers
6301 Gaston Avenue
Dallas, TX 75214
(214) 560-4212
Fax (214) 823-8866
rwamre@advocatemag.com
term expires Sept. 2018

RENA REISER
Director



New Mexico Market Place
PO Box 92800
Albuquerque NM 87199
(505) 888-0500 Ext 102
Fax (505) 888-1078
rena@nmmarketplace.com
term expires Sept. 2018

JOE MATHES
Director



Tempo
P.O. Box 237
Kiel, WI 53042
(920) 894-2828
joe@deltapublications.com
term expires Sept. 2018

DOUG FABIAN
Past President



Reminder Publications
280 N. Main St.
E. Longmeadow, MA 01028
(413) 525-6661, ext. 144
doug@thereminder.com
term expires Sept. 2018

ERIC MCROY
Sergeant-at-Arms



Advantage News
235 A East Center Drive
Alton, IL 62002
(618) 463-0612
Fax (618) 463-0733
EricMcRoy@AdVantageNews.com
term expires Sept. 2017

DANIELLE BURNETT
Assistant Director



CADNET
13157 Avocet Street NW
Coon Rapids, MN 55448
(866) 224-8151
Fax (866) 864-2051
danielleburnett-ifpa@live.com

DOUGLAS FRY
Executive Director



Headquarters
104 Westland Drive
Columbia, TN 38401
(931) 922-4171
Fax (888) 450-8329
douglas@ifpa.com

Vol. XXXVI, No. 1 • January 2017



"...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

The Independent Publisher

Published monthly for the benefit of members by Independent Free Newspapers of America*

Publisher

Jane Means, President

Federal Collective Membership
Registration No. 1,561,653

Managing Editor

Douglas Fry
e-mail: douglas@ifpa.com

DEADLINES: The next issue of The Independent Publisher will be published February 15, 2017. Deadline for all copy is January 15, 2017. Copy will be accepted on a space-available basis and the publisher reserves the right to edit or reject any material.

Advertising, Editorial & Production

The Independent Publisher (IFPA)
104 Westland Drive
Columbia, TN 38401
(931) 922-4171

©2017 by Independent Free Papers of America*. All rights reserved. Reproduction in whole or part without written permission is prohibited.

You might be wondering what the cover has to do with anything in the world of independent free papers, read the story on page 6 and it might make sense.



Jotted by Jane

by
Jane
Means



Focus is talked about a lot. We have many directions we could place our attention.

On a basic thought, it's all about the reader. Once we focus our efforts on the reader's experience ... everything else falls into place. If the readers are happy, the advertisers are happy and publishers are happy! It sounds simple, but we all know it's not easy.

The readers need to receive our papers, routinely, on time and dry. After all, every single advertiser is counting on us – every display advertiser and every classified line advertiser. Besides, readers want to shop and support the local community.

Readers like knowing what's going on in their area. I frequently hear comments about a great article we printed regarding a non-profit organization. Readers also want to know what events are happening around the region and where they can shop locally.

Readers need easy to follow display ads. We need to lead them into the ad with a strong heading that shows a benefit to the reader. Then we usher them through the ad with details about the products or services. An eye-catching photo or graphic always helps! Readers want to shop close to home.

Readers need logical order for classified line ads. They want to

be able to pinpoint what they're looking for quickly. Readers like lots of line ads because they want lots of local buying opportunities.

And, we know across the U.S. and Canada, readers rely on us; we're proud of the fact that they do.

Everyone working at our member publications is smart, reliable and dedicated. We will not let our readers down.

"Wins" are the way that scores are calculated. Another way to sum up the situation is to merely read the first word in every paragraph above.



www.msgpay.com
1-888-697-8831

EASILY ACCEPT FAST, SECURE
PAYMENTS ACROSS ALL CHANNELS

Competitively-priced
merchant services.

Request your **FREE**
quote today at
hello@msgpay.com



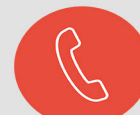
Mobile
(Phone/Tablet)



Software
Interface



Website &
eCommerce



Over the
Phone



Let Us Help You. **Contact Us Today.**

1-888-697-8831



TO THE Fabulous
PUBLISHERS SUMMIT
LAS VEGAS, NEVADA

Final Notice: Only 1 Spot Left

January 27 and 28, 2017
The Flamingo and Casino
Las Vegas, Nevada



Limited Availability. Register Today! www.freepaperconference.com

Oh No! Another Bear Story

by
Douglas
Fry



If you read the monthly column, and I can't blame you if you don't, you might remember a couple of months ago I told a story of how bears altered my life. Well, here's another one. This story may help us understand how to deal with competition.

Let's start by talking about competition. We all have competitors. Sometimes it seems they come in to our market and scoop up all the advertising dollars and leave very little for us. When I was in sales, and I'm going to date myself here, the Yellow Pages folks would come into our city once a year like an annual locust swarm and leave behind a parched, barren advertising wasteland. I remember calling on customers each one telling me, "We spent all our advertising dollars with the Yellow Pages."

Maybe you have experienced something like that as well. So, what can you do to combat such a scorched earth type of marketing blitz? This is where the bear comes in.

We were hiking in the beautiful, snow-capped peaks of the Olympic Mountains in Washington State. My father was the bravest man alive because he willingly took 8 twelve year old boys hiking in the mountains for a week. The parents of those boys knew he was a bit loony for taking on that task. However, my dad is the eternal optimist. He can find the good in any situation.

Our situation was good. It was one of those rare days in the Pacific Northwest during which you could actually see the sun and the sky was blue instead of gray. We were hiking down from Mount Gladys and the cleverly named Gladys Divide. As we hiked along, we noticed a large

patch of wild blueberries up on the ridge. We dropped our packs and attacked the hillside until we reached the berry patch.

We became a devouring horde that left nothing in our wake. We picked the blueberries and ate them as only twelve year old boys can. Gary Lindstrom was the first to glance up and exclaimed, with blue stained teeth, that a bear was cresting the ridge and heading our way. We knew we were no match for the bear so we beat a hasty retreat to our packs below. When we were a safe distance from the bear we gazed in awe as that predator ravaged the blueberries.

There wasn't much we could do at the time but hike on to our intended campsite on Flapjack Lakes. (Please remember I am not making any of this up, especially the names.) We set up camp and talked about the two flat, round lakes we stared at. The lakes were named because from above they looked like two pancakes or flapjacks. Naturally, that got us talking about what we would eat next. We decided that we would have pancakes for breakfast the next morning in honor of the locale. We further decided that the pancakes would only be edible if they had lots of fresh blueberries ensconced in each bite.

A plan was hastily made to take back our blueberry patch. Perhaps the bear didn't understand that twelve year olds need lots of food. It was a mile or so back up the trail to where the berry patch was so we had plenty of time to refine our plan. Each boy had a "mess kit," think aluminum pot or pan, and their largest spoon in hand. Bears are instinctively afraid of humans except when they are feeding so we needed to make lots of noise to alert the bear as to our

presence and frighten him off. We figured parents, teachers, and the general public retreated when faced with 8 twelve year old boys so why would a bear be any different?

Approaching downwind we saw the bear still feeding on the berries. We each brought our pots or pans to the ready and on a signal began beating them with our spoons and shouted at the top of our lungs telling the bear to leave or face the wrath of prepubescent youth. Upon hearing our approach and seeing a knot of boys walking toward him, the bear scurried up the hill and disappeared over the ridge.

We filled our pans with luscious, ripe blueberries, eating more than we saved. The pancakes the next morning were absolutely the best I have ever eaten.

What does that have to do with an advertising competitor taking all the money out of a market? Well, we have a choice. We can be the ones having to work with the leftovers or we can be the predator taking "the Lion's Share." As a sales rep decided that during the next year I would develop a plan that gave a small slice of the advertising pie to the Yellow Pages but we would be the top predator.

We sold contracts to our existing and new customers when we approached them with a plan in which they continued to spend some money with the competition but not all of it. We made a lot of noise. We made our presence in the market felt. We didn't use pots or pans to make our noise. We made an impact by meeting the needs of our advertisers before the competition could take everything out of the market. You can too. Just make lots of noise.

The Statue of Liberty is shown from the waist up, holding a tablet in her left hand. The tablet has the date "JULY 17" and the word "LIBERTY" written on it. She is holding a torch in her right hand. The background is a clear blue sky with some light clouds.

2017 New York City IFPA Fall Conference and Trade Show



Sept. 28 - Sept. 30

*Great Location!
Learn, Stay and Play!*



Download the app "Layar" from the Apple App Store or Google Play for an interactive experience. Open the app and hold over the video symbol.

Graphic Hooks

by
Ellen
Hanrahan



And it begins. Another year comes to a close and it seems as if there is more to do now than before. On a personal note, when I left teaching to begin my “new” career as a Graphic Designer (at my family’s shopper), I did not know where it was going to lead, but I am happy to say that it was one of the best choices I ever made.

Wow, this is sounding a little melodramatic, but all I wanted to say was that December 1st, 2016 ushered in a new era for *The Booster*. My brother and his wife, Mark and Linda Hauser, retired and sold the business to new owner/publisher, Mike Walton. Mike operates the *Sheboygan Sun*, a weekly shopper he began in 1999. His family business has owned and operated shoppers guide publications and radio stations throughout eastern Wisconsin and Michigan since 1974. He will extend the lifetime of *The Booster*, started in 1938 just prior to the war to give “a boost” to Hartford.

Even though I chose to leave publishing (2009), I remained close with a number of co-workers, family members, and customers and felt a little regret that the family business has come to an end.

Our dad, Joseph Hauser, has seen all six of his children (four boys, two girls), and even his wife, work in the business at some point or another. Joe is still alive and well, and will be 95 in April, and proud of his accomplishment when he partnered with David Mann in the early 50s.

I remember that shortly after I began working at the Booster, my dad and I drove to St. Louis (must have been the early 80s) to attend an IFPA conference. Little did we know how often we would make that trip, get tons of valuable information and develop relationships that span so many decades!

But I digress. I will continue to write about the ups and downs, trends, tips and techniques that

have plagued graphic designers throughout the years! I also have a few questions for you at the end of this article, so please help make this job easier (for me) and geared to your needs.

InDesign Magazine

I recently read the September issue of *InDesign Magazine* (yes, I am a little behind, but a little late to change now) which was focused on “Teaching InDesign” where InDesign instructors shared their stories, philosophies, trouble spots for students and what the likes and dislikes of the students were.

I also remember teaching a class (but I am sure it was *QuarkXPress*) and I had about three or four students from an insurance agency who wanted to get up to speed on the program. They used a lot of “leader dots” and wanted a faster way to generate them. Here’s what they were doing: they used the “period” to create varying lengths in their tables! I wanted to laugh and cry. They were thrilled when I showed them how to create leader dots using the tab... can you imagine how much time they saved?

.....	29.99
.....	19.99
.....	29.99
.....	19.99

The top two rows use a period across the length of the column width; the bottom two rows use the tab setting. Lining up the pricing must have been a nightmare because they would never get it to line up accurately (I used align on decimal). And their entire letter size page was made up of this!

It goes to show that you don’t know what you don’t know and the software programs have gotten even more complex, so it’s even harder to understand everything in the program. Again, I refer you to answer the questions at the end of this article.

A New Year’s Tip

When I work on support material or newsletter (or articles!), I will usually use paragraph styles (*XPress* has them as well), but in the questions below, I used a simple, fast way to create the indent, called *Indent to Here*. Under the **Type** menu, go to **Insert Special Character**; select **Other**, then **Indent to Here...** or select **Command Key & Back Slash** (above return key). That’s it!

A few questions...

In the article *Teaching InDesign*, the conclusion was that a list of favorite features is almost as long as the list of InDesign users; but the following were the most popular:

Flexibility and the ability to produce professional looking results very quickly

Having effective control over creation and the design process

Automation of repetitive tasks, making work faster, easier, and more consistent

Styles and typography

I also used the *Indent to Here* shortcut on the above listing. So, seriously, if you could take some time to answer some or all of the questions, it would help me to focus on putting together information more pertinent to your needs.

If you respond, I will send you 10–12 PDF pages covering Basic Design Fundamentals, Typography, Color, and Visual Literacy—FREE! So here goes:

1. What Programs and Versions do you use?
2. What topics would you like to see covered?
3. How long have you worked as a Graphic Designer?
4. Do you create collateral material or just work on ads?
5. What would simplify your workflow?

That’s it! Send the answers to my e-mail address below with the word “Answers” in the subject line. I also was on vacation in Mexico when I came up with this idea, so cut me a little slack!

A New Year’s Goal

I am going to catch up on my reading and look over all the interesting plug-ins I bought myself for Christmas... and decide if *Adobe Creative Cloud* is right for me!

Until next month...

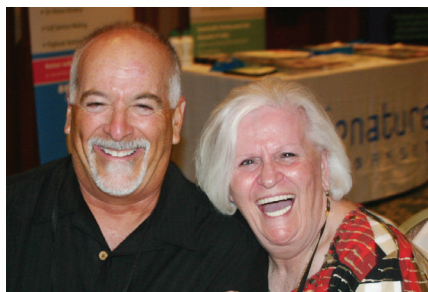
Ellen Hanrahan hanrahan.in@att.net ©2016





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)



DHS allowed to withhold names of terrorist groups

from
King & Ballou



By Doug Pierce
dpierce@kingballou.com

The U.S. Court of Appeals in Chicago has recently ruled that the names of certain terrorist organizations were protected from disclosure under the federal Freedom of Information Act (FOIA). These names had been reported by the Heartland Alliance's National Immigrant Justice Center (the Center).

The Center states that it is "dedicated to ensuring human rights protections and access to justice for all immigrants, refugees and asylum seekers. [The Center] provides direct legal services

to and advocates for these populations through policy reform, impact litigation, and public education." The Center sent the Department of Homeland Security a request under FOIA for information relating to "Tier III" terrorist organizations.

AS EXPLAINED BY THE COURT:

Tier I and Tier II organizations are publicly identified terrorist groups such as ISIS and al Qaeda. Tier III organizations are defined . . . as any group of two or more people that engages in terrorist activity . . . even if their terrorist activity is conducted

exclusively against regimes that are enemies of the United States. Tier III organizations tend to have a lower profile than Tier I's or Tier II's, not only because the government does not publish their names but also because they tend to be groups about which the U.S. government does not have good intelligence . . .

The Department provided only some of the re-quested information, so the Center sought intervention by the court to compel the disclosure of other information it sought, particularly the names of the Tier III terrorist organizations.

32 Quarterfold
32 Magazine
37 Broadsheet or Tabloid
32 Digest

HAMILTON
CIRCULATION SUPPLIES
800-398-2427
www.theservicechamps.com
info@hamiltoncirculation.com
Fax - 708-946-3733

Tubes and Steel Posts

Poly Bags

Rubber Bands

Carrier Bags

Steel Distribution Boxes

Plastic Displays

SS-8

SS-5



from
King & Ballow

DHS allowed to withhold names of terrorist groups

THE LAW ENFORCEMENT EXEMPTION

The district court ruled for the Department, holding that the sought-after information—the names of the Tier III terrorist organizations—were protected from disclosure under one of FOIA’s exemptions. The Center appealed.

FOIA requires federal agencies to make their records “promptly available” to anyone who asks for them. There are, however, several exemptions from compelled disclosure. The exemption relied on by the district court covers “records or information compiled for law enforcement purposes, but only to the extent that the production of such law enforcement records or information . . . would disclose techniques and procedures for law enforcement investigations or prosecutions, or would disclose guidelines for law enforcement investigations or prosecutions if such disclosure could reasonably be expected to risk circumvention of the law.”

The court of appeals had to determine whether the district court was correct in ruling that the names of the Tier III terrorist organizations were exempt under the FOIA exemption discussed above. The Center argued that the exemption did not apply to this information because the names of organizations are not “guidelines.”

The Department urged the court not to compel disclosure of the names of these organizations because “an alien who becomes aware that a particular organization has been found to fall within the definition of a Tier III organization will have a very strong incentive to falsify or misrepresent any and all encounters, activities, or associations that he or she may have had with that organization.”

The names of the terrorist organizations were exempt from disclosure under FOIA

The court of appeals agreed with the Department. If the alien does not know that a terrorist organization with

whom he has been affiliated has been identified by the U.S. government as a terrorist organization, he is likely to be less guarded in answering questions about his associations with the organization.

However, if he knows that the organization has been so identified, he, of course, will likely deny any connection to it. “And if his denials are believed he may—even if he is a past and prospective future terrorist—not only escape the government’s net but also cost the government an opportunity to obtain information about the organization that might in the future help in identifying terrorists.”

Thus, the court of appeals concluded that the withholding of the names of Tier III terrorist organizations from an alien who is being questioned is a “technique of law enforcement investigation” and therefore exempt from FOIA disclosure.



Like Us On Facebook!



<http://bit.ly/1UiP7qT>



Follow Us On Twitter!

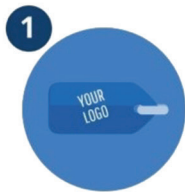
https://twitter.com/_IFPA_

INDEPENDENT FREE PAPERS OF AMERICA

Learn about conferences, webinars, and industry news.

Launch Your Own

How It Works



Rebrand Our Platform -

Add your own company name and logo. Use your own domain.



Sign up Local Businesses -

We'll show you how with proven sales techniques and marketing materials.



Build Sites Fast -

Create small business websites in minutes. No coding or technical experience needed.



Get Paid Every Month -

Set your own prices and keep 100% of sales.

Includes:

- ✓ Branded Marketing Site
- ✓ Desktop & Mobile Site Builder
- ✓ Hosting for every site
- ✓ Reseller Dashboard
- ✓ Sales & Marketing Materials
- ✓ 100% White Label
- ✓ Training & Support
- ✓ No Contracts - Cancel anytime



Partner with SiteSwan and start selling websites today.

Web Design Business

How Much Money Can I Make?

Profit Calculator

Set your own prices and generate upfront and residual income on every site you sell. The recurring income you create will continue even if you no longer sign up new accounts. Use our potential profit calculator to see how much you can make.



NUMBER OF SITES SOLD	UPFRONT DESIGN INCOME	RECURRING MONTHLY INCOME	RECURRING ANNUAL INCOME
25	\$9,975	\$1,250/mo.	\$15,000
50	\$19,950	\$2,500/mo.	\$30,000
100	\$39,900	\$5,000/mo.	\$60,000
200	\$79,800	\$10,000/mo.	\$120,000
400	\$159,600	\$20,000/mo.	\$240,000
1000	\$399,000	\$50,000/mo.	\$600,000

**Based on our recommended pricing structure of \$399 Setup followed by \$50/month.*

Call now for a Free Demo: 1 (888) 958-6838
Learn more at www.siteswan.com

Coupons Keep Customers Happy and Advertisers in Mind

by Darrell Davis

Since the dawn of commerce and currency, people have delighted in saving money on the items they need and want. For the past 129 years, however, among the most common and convenient forms of retail savings has been the coupon. While this marketing strategy launched one of the most successful products ever to hit the marketplace—Coca Cola—many people think that coupons continue to be popular only among those of modest income or advanced age. But that could not be farther from the truth. There are, in fact, coupon clippers—and clickers—from every income bracket—including such luminaries as Lady Gaga, Kourtney Kardashian, Carrie Underwood and NY Knicks forward Carmelo Anthony.

According to Deloitte, 89 percent of Americans have become more resourceful since the economic downturn beginning in 2008; moreover, 93 percent of that group plans to continue spending cautiously, even in a stronger economy. For consumers, the increasing availability of online and mobile coupons has made it easier to spend cautiously and save money. At the same time, according to the Center for Media Research, when consumers are offered mobile coupons, they both buy more and spend more—a fact that is being noticed by more and bigger retailers. And, as technology advances, coupons will continue to evolve in order to remain both relevant and popular.

Recent data on coupon users and usage not only continues to demonstrate

their popularity and strength as a marketing method, but contains some surprises as well. Consider the following statistics and trends, which are drawn from a variety of sources, including CreditCards.com, MarketTrack, Valassis, Coupons.org and other national media marketing firms.

- About 85 percent of shoppers use coupons. While a little more than half of those consumers use print coupons from a variety of sources, including newspaper inserts, a growing number are using a mix of print and digital coupons.
- Millennials use coupons—a lot. And surprisingly, they tend to prefer print coupons and use them twice as much as digital coupons. Data

also points to millennial parents as frequent users of coupons.

- According to Valassis, 90 percent of affluent use coupons. And Coupons.org reports that households with incomes at or above \$100,000 are twice as likely to use coupons as households whose incomes are less than \$35,000. Similarly, college graduates are twice as likely to use coupons as individuals without high school diplomas. Across the board, consumer data reveals that affluent shoppers take action—use coupons, seek out in-store discounts, etc.—to save money on a regular basis.

The data tells a powerful story with a down-to-earth ending: People—especially affluent and young people—love to save money and coupons continue to be a key part of that process.

from
Metro Creative
Graphics



You have choices in advertising.
Let us help you choose wisely.

You probably have over 100 channels of video content to choose from when watching TV. Which one is the best to use when you want to advertise?

There simply isn't one station that reaches all your target audience. In order to insure you reach all your customers you would have to spend your money on dozens of stations. That adds up to a complex and immense gamble.

Gambling on audiences that increasingly take action to avoid commercials just doesn't make sense. Channel flipping, ad skipping, snack and bathroom breaks keep your ads away from the audience you are paying for.

Your free community paper changes all that. You can reach your customers with one ad. Our audited circulation guarantees that your ad will be seen by more people and get results. The fact remains that free community papers are

Exchange (931) 433-9787
Published every Wednesday by Exchange, Inc. Volume 27 Number 43 Wednesday, November 28, 2012

HOWARD BENTLEY
PONTIAC • GMC
FAYETTEVILLE, TN

We Are Pre-Owned Factory Program Headquarters
For The TN Valley & Will Save You Thousands!

2005 Chevy Malibu MSRP \$17,999 Now Only \$12,775	2006 Chevy Malibu MSRP \$17,999 Now Only \$13,705	2005 Pontiac G6 MSRP \$17,999 Now Only \$12,775
2006 Pontiac Grand Prix MSRP \$17,999 Now Only \$12,775	2006 Chevy Impala LT MSRP \$17,999 Now Only \$12,775	2005 Cadillac Seville MSRP \$17,999 Now Only \$12,775
2005 Buick LaCrosse MSRP \$17,999 Now Only \$15,188	2006 Pontiac Sunfire MSRP \$17,999 Now Only \$8,945	2006 Buick Lucerne MSRP \$17,999 Now Only \$16,788
2006 Chevy Suburban MSRP \$17,999 Now Only \$25,109	2006 Buick LaCrosse MSRP \$17,999 Now Only \$16,788	2004 GMC Denali XL MSRP \$17,999 Now Only \$30,985

Program Cars Are GM Certified
Remainder Factory Warranty + Ext. Warranty

HOWARD BENTLEY 1230 Huntsville Highway
Fayetteville, TN 37334
931-433-9585
1-800-654-1597

You will save thousands of dollars!
24 Hour Roadside Assistance

frequently thought of as a results medium.

Advertise in the one place people look for our community information.

Free Papers
Working For You

EMPLOYEE BENEFIT

from



Your student can apply
for one of four
SCHOLARSHIPS



Have your student apply today!



Bob Wright Memorial Scholarship Requirements:

- Parent must work for a community paper that is a current member of the Independent Free Papers of America (IFPA).
- Applicant must be a high school graduating senior or current college student.
- Applicant must be attending a 4 year college, vocational trade school or community college.
- Application must be received by 3/22/17

**To download application: Visit www.ifpa.com
Click on “Member Benefits” the “Bob Wright Memorial Scholarships”**

Adobe's Creative Cloud: Is It So Bad?

by Steve Dent of Engadget

In case you haven't heard, a chapter in the history of Adobe's venerated Photoshop (and other Creative Suite applications) is closed. That's because all future versions have been moved to the Creative Cloud and renamed "CC," meaning that the only way to grab anything after CS6 will be to sign up for an internet-only subscription. Now, many of Adobe's customers for those apps (at least those who actually pony up for it) are pros who use it for paying gigs, and as Apple discovered with Final Cut Pro X, they're a vocal bunch when they see any threat to their livelihoods. You may not be sure whether to get angry and look for an alternative (good luck with that), or to just go with the flow and regard the whole thing as inevitable. Luckily, we've been using the Creative Cloud since it came out and Creative Suite before that, so our rundown should help you make up your mind.

BACKGROUND

Photoshop's been around since

1990 when version 1.0 came out exclusively on Mac, and Adobe's Creative Suite launched 10 years ago, bundling apps like Premiere, After Effects and Acrobat together for an attractive sum. The CS6 Master Collection suite, which contains virtually all of its content creation software, runs about \$2,600 on Adobe's site. However, three years ago Adobe began touting the Creative Cloud model for \$50 per month (with a minimum 12-month commitment) to access nearly every app it makes on a Mac or PC, while still offering users the possibility of buying a traditional permanent license for all its suites and individual programs. Once fully downloaded, each app runs fully on your computer (you can have it installed on two, but only run it on one at a time) and the cloud itself is only used for updates and cloud storage -- no processing is actually done on the cloud. The cloud bundle also includes software not available in the hard-copy suites, like Adobe Edge, and later, Adobe added the \$70 Creative Cloud for Teams

option with more flexible licensing and 100 GB of cloud storage per user.

Starting with the CC versions, future apps will no longer be available by permanent license. If you're okay to stick with Creative Suite 6 and all its apps, Adobe said you'll be able to buy full copies "indefinitely," either through downloads on its site or via other resellers and partners. The caveat is that you won't be able to update to a new permanent license as you could in the past, and you'll miss any of the goodies that Adobe will pass along to its Creative Cloud clients, apart from bug and security fixes. The price for a stand-alone copy of Photoshop CS6 still runs \$700 for the foreseeable future, while the latest version of Photoshop CC through a subscription is now \$20 per month -- meaning it would take just under three years to pay off a full-license version.

Since it first announced the subscription plan, Adobe's tried to lure users with gotta-have features like canny content-aware patching and Mercury graphics support for Photoshop CS6, a built-in warp stabilizer for Premier Pro CS6 and the addition of Lightroom and other

Continued on page 17

Thanks for making us number one.

Why is TownNews.com the **top CMS choice** among U.S. newspapers? Maybe it's because we give you more ways to **make money, create content and grow your audience** than anyone else. And all at an affordable price.

Ready to thrive in the digital age? **Call 800.293.9576 today.**

TN TownNews.com

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



apps never before available in any of the suites. When the new Creative Cloud versions arrives like it did about a year after introducing the new plan, Photoshop CC packed an all-new smart sharpen that Adobe says will “minimize noise and halos,” along with intelligent upsampling, for starters, while Premiere finally supports OpenCL on Mac and PC, ushering in ATI-accelerated graphics for that app. Those updates were in significant demand, ratcheting up the pressure for users to make the cloud switch, which is the only way to grab them.

THE CONCERNS

Considering that this category of products usually has a one- to two-year product cycle, why are so many of Adobe’s customers offended by the change? Admittedly, forums aren’t the most balanced of sources, but so far it does look like a slight majority is unhappy with the new system. Typical complaints include:

“I’ll be stymied from using the software on the road if there are licensing issues or no internet.”

“I don’t want to be bogged down

with downloads chewing up my bandwidth.”

“I don’t want to get a bug-filled update that jams up in-progress work.”

“I’ll be forced to upgrade (against my will) due to new cameras and RAW incompatibility.”

THE REALITIES

Adobe has addressed many of those issues through a FAQ, but as for the first issue, this writer can attest to having the licensing manager pop up under deadline pressure demanding a licensing renewal in order to continue -- which involved an overly difficult process, to top it off. As for the other complaints, we were bothered very little after six months of use:

You can choose when to update apps, so bandwidth shouldn’t be an issue for most users.

Though it wasn’t always the case, Adobe’s recent software updates have been fairly solid in our experience.

Adobe said that it’ll continue to update CS6 for camera RAW updates, they also said it “didn’t have

a timeline for how long this camera RAW support will continue for Photoshop CS6.”

One dubious class of users that may not be thrilled with the changes are pirates who skip the whole “legal buying” thing and just skim apps via The Pirate Bay and other torrent sites. Though Adobe didn’t address that issue directly, its subscription system is likely a way to get a handle on that issue once and for all by making it much more difficult to run illegal copies while dangling the carrot of a digestible payment plan. Though all the previous versions can still be stolen, at least users of future versions can content themselves with the knowledge that they’re not competing for business with overhead-free pirates.

THE MATH

However, that raises the biggest complaint we saw from the anti-cloud faction: cost. Many feel that the CC option will be pricier than the previous scheme, but is that the case?

Let’s take a look at the numbers. A Master Collection suite with a permanent license for CS6 costs \$2,600 through Adobe, with a stripped-down CS Design Standard version running \$1,300, while an individual app -- let’s take Photoshop -- will ding you \$700. If you count on two updates during that period, those costs would bump to \$3,600, \$2,100 and \$1,100 for permanently licensed copies of each, respectively. Making the same buy via the cloud over four years, you’d be looking at \$2,400, \$2,400, and \$960 respectively -- since you’d need to get the \$50 / month Creative Cloud for either of the suites.

Looking at those figures, we can get a sense of who will be the most upset by the changes: if you only run two apps, like Adobe’s Lightroom and Photoshop, for instance, the new deal is a wash, or even a loss, depending on how frequently you upgraded before. Individual app users won’t

Discover the Creative Cloud experience
 Inspiration you capture, assets you create and images you need - always at your fingertips.
[Learn more about Creative Cloud](#)

Individuals Business Students and Teachers Schools and Universities

Get 10 free images when you add Adobe Stock to any Creative Cloud plan.

Plan	Price	Key Features
Photography	US\$ 9.99 /mo	Annual plan, paid monthly • Lightroom CC and Photoshop CC • All the essentials to organize, edit and share photos on your desktop and mobile devices • Your own portfolio website • Learn more
Single App	US\$ 19.99 /mo	Choose an app • Your choice of one creative desktop app like Photoshop CC or Illustrator CC • Your own portfolio website, premium fonts and 20 GB of cloud storage
All Apps (Most Popular)	US\$ 49.99 /mo	Annual plan, paid monthly • The entire collection of 20+ creative desktop and mobile apps including Photoshop CC and Illustrator CC • Your own portfolio website, premium fonts and 20 GB of cloud storage
All Apps + Adobe Stock	US\$ 79.98 /mo	Annual plan, paid monthly • The entire collection of 20+ creative desktop and mobile apps including Photoshop CC and Illustrator CC • Get 10 free Adobe Stock images • Your first month of Adobe Stock is free with the 10 images per month plan • Cancel risk free within the first month

800-585-0774 Questions? Let's chat.

VISA Mastercard American Express PayPal All prices subject to applicable local taxes. Select currency: US Dollar (US\$)

Creative Cloud Continues

see much difference either way, but for users of multiple apps, you actually pay much less by going the cloud route.

As far as existing CS owners go, let's say you purchased the CS5 Master Collection and upgraded it to CS6. If the system continued as it had, you would've paid \$2,600, plus \$900 to upgrade to CS6. If you upgraded only once at the end of the four year period, it would've run you an additional \$900, taking the total to \$4,600. Switching to the cloud starting with CS6, on the other hand, would cost you \$4,640 during the same period, including your original purchase. As before, single app Photoshop users would fare worse, paying \$1,660 on the cloud versus \$1,100 for the old way, but either they or the suite owners would've had the latest tools during that period, rather than just at the end. Upgraders would still have a permanent license at the end of those scenarios, albeit from the last Creative Suite version of their app or suite.

WRAP-UP

That's the crux of most of the complaints -- they primarily seem to be coming from users who don't wish to have every upgrade, or those who don't need an entire suite of apps. However, Adobe managed to move over 500,000 cloud subscriptions in the first year, so they've decided to ignore that hue and cry -- despite the fact that those users are starting to grumble loudly while eying the pitchforks, torches and online petitions. As far as we're concerned, many of the new upgrades are too good to resist, and spreading out the pain over time lets us invest the bucks elsewhere -- like the inevitable hardware updates required to keep such software running smoothly. And if you decided that you bit off more than you could chew and want to move on to other things, you can always cut your subscription off after a year -- and you'll have shelled out far, far less money at that point than if you had bought it the old way.

ADDENDUM BY DOUGLAS FRY

The sad thing about all of this is that there really aren't any viable alternatives to the Creative Cloud or the older Creative Suite.

Photoshop has some good competition in Pixelmator. It does everything that you would need to do in an image editing program. And it only costs \$29.99. Period. No monthly fee.

The hard part is finding alternatives to InDesign. I worked with iStudio Publisher and find it does most of what one needs in a page layout program. However, I can't get past taking twice as long to accomplish a task versus InDesign. iStudio Publisher only costs \$29.99 per seat. Again, this is a one-time charge. The biggest problem is that they haven't updated their software in over a year. Not good.

Finally, I tried Swift Publisher since they have both Mac and PC versions. It only costs \$19.99 but feels like a toy compared to the real thing, InDesign.

So for now, I'll stick with my old copy of CS 6. What are your plans? I'd love to hear from you.

AccountScout Anywhere...

Software to manage every ad dollar, from sales, through production and billing

- Rent or Own
- Cloud or On Premise
- ANY device

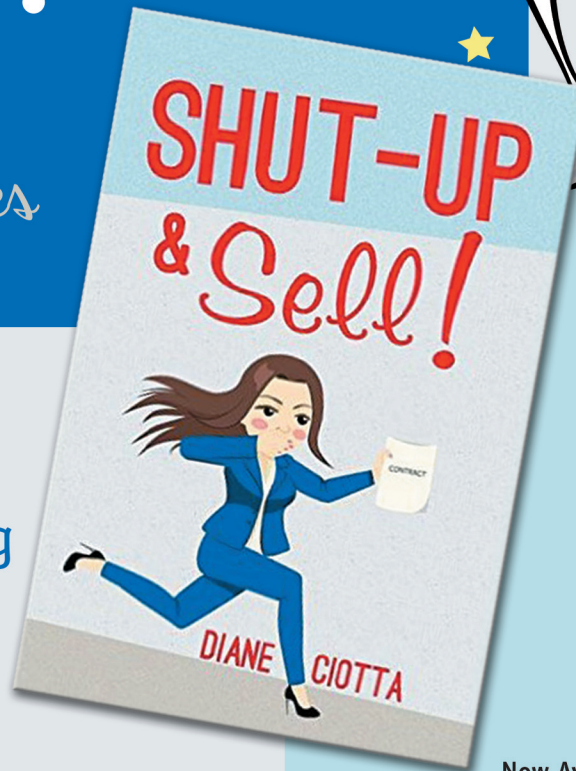
303-791-3301
www.FakeBrains.com



A Toast to Selling More in 2017!

Diane Introduces

A Fantastic Tool for Understanding and Avoiding Common Pitfalls That Often Impede True Success in Sales.



Now Available At:

BARNES & NOBLE
BOOKSELLERS

amazon

Apple iTunes

INGRAM

Indigo

McNALLY ROBINSON
WWW.MCNALLYROBINSON.COM

kobo

RUSSELL BOOKS
USED & NEW
CARDS • CALENDARS • ANTIQUARIAN

BAM!
BOOKS-A-MILLION

Spring Arbor



www.dianeciotta.com
diane@trainingclassics.com
732-672-7942

cf
Christian Faith
PUBLISHING



www.scity.com  **STEEL CITY CORP** 800.321.0350

APPRAISALS

Newspapers
Magazines • Shoppers
Book Publishing

BROKERING

Discover the current value
of your publishing entity!

**Confidential
Customized • Comprehensive**

EXPERT COURT VALUATION WITNESS
Testimony • Depositions • Declarations

follow us at www.twitter.com/kamengroup

- Custom Brokering For Media Organizations
- Print & Digital Media Valuations & Business Plans
- Book Publishing, Video, Direct, Interactive, B2B, Listing & Database Valuations

info@kamengroup.com www.kamengroup.com

KAMEN & CO. GROUP SERVICES
(516) 379-2797

626 RXR PLAZA, UNIONDALE, NY 11556



www.KamenGroup.com
Media Appraisers & Brokers



Will the Internet kill your
free community paper?
Did instant potatoes kill
potatoes?

New technologies change many things. But not everything. You may tweet, blog, surf, shop, or search online but you continue to read your free community paper. You just proved it.

Readership of free community papers is now higher than paid daily papers and continues to grow. Rather than being replaced by "instant" media, your local free community paper has become an important part of our neighborhood.

The reason, which sometimes is not heard because of all the noise about the Internet, is pretty obvious: your free community paper does what the Internet doesn't. We promote connections at a local level. Free papers join readers and advertisers in ways digital media don't.

In fact, the local content and power of your free paper makes advertising even more effective. We are the number one medium for driving purchases. That's important in every product category.

Including potatoes.



Publishers, We Want You! Yes, YOU!



“ The greatest part of being in a SHARE group is engaging my peers. Often, I have questions that nobody in my office can answer. But in my SHARE group, everyone either is or has experienced exactly what I’m dealing with. It’s great to hear so many options and solutions that have never occurred to me. ”

Eric McRoy, VP, AdVantage News, Alton, IL



SHARE
peer groups



IFPA
INDEPENDENT FREE PAPERS OF AMERICA

Join IFPA’s peer group exclusively for publishers, where you can share ideas and success stories, and learn from other publishers about what’s working for them.

Sign up Online at www.ifpa.com/Share

IFPA Board Meeting, Thursday, December 15, 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, Rick Wamre, Katie McNabb, Eric McRoy and Executive Director: Douglas Fry Guests: Joe Nicastro and Gary Rudy Excused: Dan Buendo and Joe Mathes

2017 Fall Conference – Joe Nicastro & Gary Rudy: Joe reported that they are working to get more marketing out in the next few months as well as TIP articles promoting various pieces of the conference including the speakers and conference location.

Treasurer's Report – Deborah Phillips: November financials were emailed prior to the meeting. Deborah, Jane and Danielle will be meeting with all committee chairs to finalize 2017 budget numbers.

Bootcamp/Training – Rick Wamre: The committee has been researching virtual companies for future Bootcamps and other training sessions. Rick reported that the committee is looking into other digital options that will allow the initiative to be revenue neutral.

2017 Conference Sponsorships – Eric McRoy: Eric has completed the vendor packages for the 2017 conference. Sponsorship flyers will be mailed to all Associate members.

Publishers Summit – Danielle Burnett: Registration is full (we will now start a waiting list should anyone have the need to cancel) and the committee is working through the final details.


TIP/Website – Eileen Curley: Eileen is working on new ideas for TIP and is in search of freelance writers for new projects. She is also continuing to work with Dan on website changes and updates.

SHARE – Doug Fabian: Doug and Rena will talk with Publishers at the Publishers Summit about forming a Publishers SHARE group and Rick is working on a Niche/Magazine group.

Membership – Danielle Burnett: Thrifty Nickel of Utah was presented for membership. Rena made a motion to accept their membership and Doug seconded the motion, all were in favor.

Deborah made a motion to adjourn, Rena seconded the motion, all were in favor. The meeting was adjourned at 9:36am EST.

Recording Secretary: Danielle Burnett



*We specialize in
the art of printing!*

Customer Satisfaction
and Competitive Pricing.

More than Just printers...
We are Publishers Too!

Keeps Up with the
Latest Technologies

Your One-Stop
Print Resource.

Newspapers · Publications · Shoppers · Catalogs
Magazine · Directories · Coupon Books

College Course Catalogs · Advertising Supplements
Business and Financial Periodicals · Free Standing Inserts



Trumbull
PRINTING

205 Spring Hill Road
Trumbull, CT 06611

203.261.2548

www.trumbullprinting.com



104 Westland Drive
Columbia, TN 38401

Presorted Standard
US Postage
PAID
Helmer Printing

INDEPENDENT FREE PAPERS OF AMERICA



F-2015
Digital Display Rack

We're the name you've relied on and trusted for years, but we're not resting on a strong past. We're innovating and pushing for a successful future. One where the value of print, the demand for digital, and the need for advertising solutions are met with products, ideas and service you can count on. The Steel City name is defined by reliability. So know that our focus is on providing you with the best tools for today and tomorrow.

STC STEEL CITY CORP

[800] 321.0350 • scity.com • facebook.com/steelcitycorp