



**Community  
Papers of  
Michigan**

**INFORMER**

March, 2017

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OUR DATA SPEAKS VOLUMES



# Member Spotlight

The Gateway Shopper's Guide adds new features, blends Indiana and Michigan Editions to better serve advertisers and readers.

**Share your  
publication's news,  
change of format, new staff  
members, successful section or  
event, digital success, new business  
systems, etc. with CPM's Members  
in our Member Spotlight.  
Send your information to  
[JackGuza@cpapersmi.com](mailto:JackGuza@cpapersmi.com) to be  
featured in a future  
Informer newsletter.**



By Don Rush  
CPM President

# Despite the snow & cold, it's Sunshine Week

**Yeah, yeah, yeah.  
Stop your whining.**

It's the middle of March and it snowed. Big deal. It's winter in Michigan, for crying out loud. And, while I (like you) was gearing up for an unusually early spring, it didn't happen. Groundhogs be damned, who can trust over-grown rodents anyway? Get over it and focus your attention on something you can have an impact on – that is open and transparent government.

It is that time of year again when the “enemies of the American people” (read: reporter types and journalists all across these fruited plains we call 'Merica) tend to shine the line of openness on all levels of government. Sunshine Week was March 12-18. During this time newspapers and others highlight why it is important to keep government actions and dealing open and easily researchable to regular Joes and Joettes (you and me).

It is important for you to tell your elected and appointed government types that you want – no, that you demand they be transparent in their dealings and if they do not open up, then you support local journalists who will shine the disinfecting beams of sunlight into the dark crevasses of their offices and report on what they find.

## Why is this important?

Let's start a list . . . conflicts of interest; preferential treatment; rules and regulations being ignored; meetings being closed unlawfully; and, requests for information being delayed, denied, lost or litigated against, off the top of my head. And, the bugaboo is this isn't just an issue for the bloated and bureaucratic federal government, this drips on down much more fluidly than trickle down economics, to state, county and local government.

The best way to keep the cockroaches at bay, is to keep the light on and focused on government types. This sunlight keeps the honest ones from being tempted to do something they wouldn't normally do, and to keep the scoundrels from applying for the job in the first place.

.....  
Did you know Michigan was ranked dead last in transparency by the Washington, DC, group Center For Public Integrity. While no state in the Union received an “A” grade, Michigan was one of 11 given an “F.” Awesome! No wonder local folks think they can hide from the law, their peers higher up the food chain find it okay to stand behind the old, “business as usual” operational model.

When looking up stuff for this little column of mine I also found this: Michigan is the only state with a full-time legislature and no financial disclosure requirements. Double Awesome, Dude!

.....  
As not to sound like Donny Downer,

there are some bits of sparkly goodness I can report on.

There is a local state representative who was just recognized by the Michigan Press Association (MPA) for his work on government transparency. Here's the quote from the MPA.

“Representative Jim Tedder (R-Clarkston) a second term representative has been a strong supporter of open government and transparency as well as journalism during his career in Lansing. He is a cosponsor of a package of bills moving through the House which would remove FOIA exemptions from the Governor's office and the legislature.

“ . . . These individuals continuously demonstrate their belief that government transparency is important to a strong democracy.”

Personally, Jim has also kept me abreast of efforts to eliminate governments' responsibility of posting Public Notices in newspapers since taking office. Thank you, Jim. Keep up the good work and congrats!

Two other state electeds were also recognized by the MPA, Representative Jeremy Moss (D-Southfield) and Senator Rick Jones (R-Grand Ledge). If you have not yet talked to your local electeds, please reach out to them. Ask them about, HB 4002. This bill has been referred to the committee on Local Government. As I understand, it's a retread of the bill regarding public notices from last session – which aims to take public notices from newsprint to websites in the not too distant future.

# New Features at The Gateway Shopper's Guide in Sturgis, MI

*By Kim Haller, General Manager - The Gateway Shopper's Guide*

**For the last few years, I have watched the decline in revenue as local mom and pop stores have closed their doors, some due to economy, some just due to retirement, others, have cut back their advertising, relying on their "regular" customers to keep them in business. We no longer have customers beating down our doors to get a good location, or buying bigger ads than their competitors. Many advertisers are leaving us for the internet and they are taking our readers with them.**

Being a shopper, we can't offer the same things our daily newspapers can. They have captured the market on sports, headlines and selling ads on their website. So what can we do to compete in this ever changing industry? As I began taking a long hard look at our shopper, and talking with readers and advertisers, they all said the same thing, "We love your Neighbors column". This is a column that we have been running for years, readers can give away items, or let people know of something they might be looking for, as long as everything is free. It is also the only thing in our shopper that is not an advertisement. Wow! Just like that a light bulb went off...people want content..

And so it began...my journey to revamp the entire look of our Shopper. I needed a new logo, something fun and inviting. How am I going to get the next generation of shoppers to open our

paper? We needed content. I have four people on our entire staff. None of us are writers and I don't have the budget to hire someone else. So I went to a source that we were already using, Metro Creative Graphics. This is not a plug for Metro, but they had everything I needed. We now run a weekly word search, crossword puzzle and crypto puzzle, which by the way, all have advertising sponsors. We are running a "Restaurant of the Week", which the restaurant pays for, we just put a heading on it entitled "Restaurant of the Week". We are running 2 lifestyle stories each week. Nothing serious, just a fun, informative story that we get right off Metro. We also include a movie review, recipe of the week, a weekly calendar of obscure holidays for the week and a few other weekly features. All in all, we spend about 2 extra hours a week gathering this information and formatting for the paper.

Our goal was to increase the paper by four pages with content every week. We aren't there yet. This is definitely a work in progress, but I can tell you it is worth it. We started running teaser ads around the middle of February and launched our new look on Feb. 28. Since then our circulation numbers have increased approx. 200 papers. We started looking aggressively at our delivery program with our carriers and are having them deliver to dormant homes again.

What do our readers think? They love it. What do our advertisers think? They



*Front to back: Dawn Marchand-Sales Rep,  
Kim Haller-General Manager,  
Michelle Brownell-Sales Rep.,  
Trisha Lalancette-Graphic Designer.*

love it. More readership, extended shelf life, more ads and we have only just begun. As the momentum builds on this brand new Gateway Shopper, I know we will continue to come up with fresh, innovative ideas.

We have also blended our Indiana and Michigan Gateway Shopper's Guide editions to provide more circulation coverage for our advertisers in both areas, and provide more choices to readers in both markets - A Win-Win! Check out: [TheGatewayShopper.com](http://TheGatewayShopper.com)

# I Committed the Cardinal Sin of Selling



By Michael Angelo Caruso



**I've been teaching sales training for years and know exactly how to avoid the biggest sin in our business.**

**But, I committed the sin anyway. Big time.**

The prospect was a referral from a salesperson I have known for years. Dennis was trying to do the right thing by his company and do a favor for me.

The idea was to have me keynote his employer's annual sales meeting.

The close should have been almost automatic, but things went terribly wrong.

And it's all my fault; I committed the cardinal sin of selling.

## **The biggest sin of selling**

After receiving the lead from my friend, Dennis, I called the decision

maker, a sales manager named Keith.

We entered into some general dialog about what I offered in terms of sales training. Keith, a savvy guy, almost immediately asked about my fee.

It was kind of fun at first. Two veteran salespeople negotiating to cut the best deal for their respective companies.

Keith was wise to ask about my fee early on. But, I know how to defend against that tactic.

I always teach salespeople to talk about price last. The reason is that if you talk price last, you can talk about everything else first. Once you cover value, features, and benefits, the price—even a high price—becomes a sort of *fait accompli*.

Saving price for the last negotiation point also allows the seller to learn all the prospect's challenges. This is a key part of selling because knowing the exact problem allows you to sell the exact solution. And people pay more for the exact solution.

So when Keith inquired about my fee, I demurred and instead gave him a price range. The idea was to get him to agree to the price range so that neither of us would spend a lot of time on a deal that was not a good fit for both parties.

Keith agreed to the price range. The trial close had worked perfectly. And then he got me to spend lots of time with him.

I teach my sales coaching clients to not spend a lot of time with a prospect unless it looks like a deal is pending. But all of a sudden, I had spent two hours with Keith on the phone and another two hours crafting a proposal.

I found myself in a very unusual predicament. I had spent four hours with a prospect and we had not even agreed on how much he was to pay me. Not good.

Once a seller has invested time, energy and resources in a sales opportunity, it can be very difficult to walk away from a deal.

## **I was being played**

I guess I wanted to please my friend Dennis, who had referred me. At this point, I had invested much more time than usual in the negotiation. But I continued to commit the biggest selling sin.

Even now, I can hardly believe that I sent a "hypothetical" agreement to Keith at his request. It contained all the salient terms of an agreement including a voluntary 20% discount as a favor to my pal that had connected me to the deal. (Continued on page 5)

Keith showed his stripes soon enough. After receiving the agreement, he called to make me a counter offer.

What?

Oh, he never called it a “counter offer.” Keith just said that all he had left in his budget was “X.”

And X, coincidentally, was about 50% of the requested fee.

What? I felt the blood rush into my head. Angry at having been played, I stalled for time and tried to rethink my scenario. But I still couldn’t walk away

Still trying to please my friend, Dennis, I actually went to work trying to find ways I could justify working for half-price.

I sent Keith a counter proposal, but by now I was in far too deep. I was playing his game now, negotiating a deal that wasn’t even mine.

I informed Keith that it wouldn’t be fair to my other clients to speak at his event for 50% of my normal fee, but that I would do so if he paid my fee and all travel expenses in advance.

This was an easy “yes,” for almost anyone getting a 50% discount, but surprisingly, Keith declined.

I had finally had enough and said I would have to bow out of the deal.

I said, “I don’t understand, Keith. You’ve offered to pay me half-price and now you won’t accept terms in exchange for the discount.”

### Here’s the worst part

Keith didn’t want me to walk away. His event was less than thirty days. His voice became louder on our final phone call. “Michael, I thought we had

**50%  
Off?**



a deal.”

I said nothing.

He was nearly shouting now, “I can’t believe you’re willing to lose this. I’m certainly not happy having wasted all this time talking!”

“Keith, you want to hire me to teach sales training. Do you want me to teach your team to sell your product at half-price? Do you want me to teach them how not to protect the terms of the deal?”

Finally, he said the words that I could not.

“Michael, I don’t think we’re a good fit.”

So I lost. Keith lost, too.

In the process, the aggressive sales manager had betrayed his own company. Keith wanted it both ways. He was trying to hire a person to educate his salespeople, but he only wanted to hire someone who was not very good at selling.

This hadn’t happened to me in 15 years. I had actually started thinking that I was too sharp to ever have it happen again.

It was a nice review of these selling basics:

- Always pre-qualify the prospect
- Don’t spend a lot of time with the prospect unless you’re sure you’ve got a deal
- Walk away anytime the deal is not a good fit

We salespeople are all in this together. We must continue to improve our trade-craft and become the best communicators we can be.

One of our primary goals should be to only spend time on deals that are beneficial for everyone involved. To stay in a deal that is not good for both parties, is the biggest sin of selling.

Ah, a lesson re-learned for me, I guess. In the immortal words of The Who, “We [I] won’t get fooled again.” At least for another 15 years.

### About The Author

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



# The most important word in advertising sales is.... “RETENTION”

By Bob Berting

*Berting Communications*

*“The continued possession, use, or control of something”*

*“The condition of retaining something”*

*“The fact of keeping something in one’s memory”*

Customer retention is the ability of a publication to retain its customers over a specified period—namely a commitment to advertise in a publication through a contractual agreement. How is this done when recent surveys show that 80% of newly acquired accounts do not come back the next month, while 90% fail to come back the second month. The number one place publications can get revenue is retention. There is no one product that’s going to save them. They need to stop being so product oriented and work on establishing an effective strategy for their customers. That strategy will include a marketing plan which will commit them to a long range program with the publication.

## What is successful customer retention?

High customer retention starts with the first contact with a prospect and continues throughout the lifetime of a

relationship and successful retention effort takes this entire lifestyle into account. A publication’s ability to attract and retain new customers is related not only to its product and services, but also the way it services its existing customers. This service generates a reputation that creates a powerful image within and across the marketplace. Customer retention also has a direct impact on profitability. Research indicates that engaged and very satisfied customers generate 1.7 times more revenue than normal customers, while having an engaged publication team and engaged customers return a revenue gain of 3.4 times the norm.

## Trust and believability

The bedrock of customer retention is also based on these factors:

- The image and reputation of the publication. How does it fit in the media mix of the customer? What is the strength of their readership?
- The trust and believability of the salesperson.
- The plan of action for the customer will include the following promises:
- I will design a compelling advertising campaign using my publication to

present your products and services in the most creative way possible.

- I will work with you as your marketing partner to fine tune your ad campaign and adjust it to changing market conditions.
- I will treat your advertising dollars as if they were mine, giving you the best discounts available to control your costs.
- I will keep you up to date with what is going on in the market from my communication with other business owners.

## The final word on customer retention

Customer satisfaction is a strong predictor of both customer retention and repurchase behavior. Repurchase intentions are statistically and positively associated with repurchase behavior.

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

## Nominate an Employer, Employee or Colleague for CPM's ~John R. Gaedert~ "Outstanding Community Paper Professional Award"

Nominations for this award is open to any owner, member of management or employee of a current CPM Member Publication.

**Nomination Criteria:**

- Must emulate a strong commitment to the community their publication(s) serve by participating and/or providing support to non-profit community or civic groups and projects.
- Strong belief in the value of supporting local businesses, schools and residents both professionally and personally.
- Must exemplify the highest level of ethics and a strong commitment to customer service – which means not just advertisers and readers, also employers, co-workers and families.
- A true team player in every aspect for the good of the entire company.
- Shares ideas and ways to improve their publication.
- Projects a positive and cheerful demeanor regardless of the circumstances and is looked upon as a positive influence within the company and community.
- Self-motivated and energetic
- Always willing to assist when needed.



To nominate someone for this prestigious award, please provide the following:

Your Name: \_\_\_\_\_

Publication you work for (or own): \_\_\_\_\_

Title: \_\_\_\_\_

Ph. #: \_\_\_\_\_

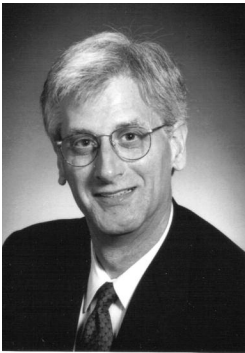
Nominee's Name: \_\_\_\_\_

Name of Publication they Work for (or own:): \_\_\_\_\_

*Submit a brief essay (not to exceed one typed page) outlining why your nominee should be considered for this award using some or all of the above criteria.*

*DEADLINE to submit nominations is April 28, 2017*

Send this form and your essay to: Community Papers of Michigan  
1451 East Lansing Drive, Suite 213B, East Lansing MI 48823  
Or email to [jackguza@cpapersmi.com](mailto:jackguza@cpapersmi.com) or Fax to (517)333-3322



By John Foust  
Raleigh, NC



# If your marketing were a car, what would it be?

Lawrence told me about a technique for gathering information from prospective advertisers. “I’ve been selling for a long time, so I realize the importance of information. But I like to go beyond the standard questions about their history, products, customers and goals.”

He said that sometimes it helps to switch gears. “A lot of people ask prospects to rate their current marketing on a scale of one to ten, with ten being the highest. Whatever number they choose, you simply ask why they made that choice. For example, if they say ‘seven,’ ask what would make it a ten. The answer tells you what they would like to change, so you respond by focusing your presentation on your paper’s strengths in those areas. If they say ‘ten’ – which you’ll rarely hear – ask them why they feel that way. Sometimes their answer will reveal that it’s really not a ten. If they truly believe it should rate that highly, ask how they can maintain that number – then look for a role your paper can play.

“I like the car comparison that Paul Smith uses for computer systems in his book

‘Lead with a Story.’ It’s probably related to questions that kids ask, like ‘What kind of animal would you like to be?’ or ‘If you were a tree, what kind would you be?’ In this case, ask, ‘If your current marketing were a car, what make and year would it be?’ Then ask what kind of car they would like it to be in the future.”


Lawrence was pleasantly surprised first time he tried the idea. “I figured it wouldn’t work with everybody. So I used it with a prospect who had shown some creativity in our conversations. She said her current marketing was like a 20-year-old Toyota – reliable and comfortable, but not running as efficiently as before. Then she said she would like her marketing to run like a Porsche – stylish and built to react quickly to market changes. Now that’s what I call good information. Those two simple questions gave me a clearer picture of what she thought of her company’s marketing. I was able to show her how to Porsche-ize her advertising and keep some of the best qualities the Toyota had when it was new.”

Lawrence explained that you don’t have to

have spec-list knowledge of every car, but it helps to have a general understanding of product categories. For example, economy cars are affordable and fuel efficient. Luxury cars are heavy on high-end features and turn heads on the highway. SUVs are spacious, minivans are practical, pickup trucks are strong and serious. Of course, age and mechanical condition are factors. And some models are higher maintenance than others.

“And just like people,” he said, “some advertisers start with an entry-level model and progressively move up. That creates plenty of in-between advertising options.”

Lawrence’s approach confirms that the right kind of information can give your presentation more power. Horsepower, that is.



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



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# Websites From Scratch

*What you need to know when creating your own sites*



**Kevin Slimp**  
The News Guru

Two weeks ago, I found myself awake at 3 a.m., unable to get back to sleep. After tossing and turning for more than an hour, I decided I might as well get some work done. Checking my messages and social media,

I quickly found I wasn't the only one who couldn't sleep.

Shelly, a publisher friend in Minnesota had been up for hours. I soon learned why.

"Ugh! My new website crashed yesterday and I'm trying to fix it," she told me. "I got it through GoDaddy and I'm trying to chat with them, but nobody seems to be answering. What should I do?"

Fortunately, I've got more websites than . . . well, I've got a lot of websites. That means I've become a pro at getting to the bottom of problems before they ruin my day or, in this case, night.

Rather than attempting to get through to someone using the chat function, which Shelly had already tried, I called the customer support number on the GoDaddy.com website. Guess what, someone answered and they were a big help.

Shelly had simply forgotten to "publish" her new site, meaning it worked for a few days while the host waited for someone to click the "publish" button. After the allotted time, the host assumed the site wasn't meant to go live and took it offline. This is a very common mistake for folks who are new to website design and one I've made myself plenty of times.

If you're new to creating websites, there are a few things to keep in mind before you begin. Keep this list handy. You might need it someday.

**1.** Will you be creating the site from scratch, or will you use a template-based system to design your website?

Let's add another option while we're on the subject. Maybe you will use WordPress, which is template-based, but requires a good bit of programming here and there.

When I'm designing a new website, the answer varies. When NewspaperAcademy.com was being created (my best friend and I designed and programmed



the entire site in one weekend), we used WordPress because the site is an "online community," meaning it is a membership-based site. WordPress had tools and templates created for online communities which we could purchase.

On the other hand, when I was designing the NewspaperInstitute.com site earlier this week, I wanted to have total control of the design and functionality. In addition, I didn't have a lot of time. With one afternoon to get the site up and functioning, I turned to Adobe Muse, an application in the Adobe Creative Cloud suite.

Designing a website in Muse is a lot like designing a page in InDesign. Websites are made up of groups of pages, much like documents in InDesign.

Muse allows me to place a picture, video or menu on the page much like I'd place an element on the page in InDesign. When speed and control are my priorities, I often turn to Muse.

If I'm creating a news site, I'll probably go with a template-based system like Bondware.com or TownNews.com. These are just two of dozens to choose from. If I'm at a metro paper, I'm looking at robust CMS systems that do everything from take online orders to assembling my site, all while creating the newspaper pages.

**2.** Where will you register your URL? The steps to getting a site online are basically three-fold:

- Design the site (see Question 1 above)
- Register your URL (website name)
- Upload your website files to a host.

If you want the name of your new website to be KevinIsTheBest.com, you'll need to find out if anyone else is already using it. Two popular places to

register a URL are Network Solutions and GoDaddy. You will find these at NetworkSolutions.com and GoDaddy.com.

I've learned it's best to use one company for website registration. By the time you have a dozen or more websites, it can be hard to keep up with all the hosting details, passwords, etc.

I've used both Network Solutions and Go Daddy and both have worked fine. These days, I use Go Daddy whenever I need to register a new domain.

**3.** Who will host your site? Websites need space on a server. You might have heard a geek say something about "parking" a site.

Unless you're hosting your own site, you will begin by selecting a host to park it for you. Folks who are new at creating websites often use the same company they used to register their domain name. That's fine, and certainly makes remembering where everything is located easier.

Having worked with more than my share of hosts over the years, my current favorite is SiteGround.com. You can have a different favorite. That's OK.

I like using SiteGround.com (no, I don't get an endorsement fee) because I've always been able to connect with them within seconds whenever there is an issue. That's worth a lot to me.

**OK.** Let's go over all that again. It's not as complicated as it sounds, but you will get better with practice.

First, design a website, using Adobe Muse, WordPress or some other method. Next, register your domain (website name). Third, find a place (host) to park your website.

Once you have those, you simply upload your files (you've probably used FTP before) to the host and update them when necessary.

Now, that wasn't so hard, was it? Seriously, I know creating your first website can feel like learning a foreign language.

Don't be fooled. It's not that complicated. You need a website, a domain and a host. And maybe an I.T. pro, but probably not. Shelly got her site online and it's working very well. I've got confidence in you.

**Daylight Savings is March 12 and I await anxiously the spring colors. We live in a world of color... and yet we rarely give it much thought. Color gets our attention, evokes a mood, sends a message and can influence our behavior. Please consider this column from 2012—quiz next month!**

We see lots of colors together and knowing the best way to use them can make a big difference in creating effective ads. Advertisers like to use color—lots of color since they are paying for it—especially red!

I am also seeing a greater use of gradient colors... colors that change from one solid color to another. That can be very tricky on newsprint. A number of times, that gradient turns “muddy” somewhere in the middle. Newsprint is very porous and dot gain can really alter color—but more about that later!

But it seems at most times color is an afterthought in the design process... just pick some areas and add a bit of color. Yet the proper use of color can create a huge visual impact!

### Color terms

**Hue:** A color or shade

**Chroma:** How pure a hue is in relation to gray

**Saturation:** The degree of purity of a hue.

**Intensity:** The brightness or dullness of a hue. You can lower the intensity by adding white or black to the hue.

**Luminance / Value:** A measure of the amount of light reflected from a hue. Hues with a high content of white have a higher luminance or value.

**Shade and tint refer to a variation of a hue:**

**Shade:** A hue produced by the addition of black.

**Tint:** A hue produced by the addition of white.

### Color models and effects to use when designing:

**Primary Colors:** Red, blue and yellow. Usually associated with fun or child-like emotions. These three colors will mix to form...

**Secondary Colors:** Orange, green and violet. Red and yellow mix, blue and yellow mix and red and blue mix. Mixing primary and secondary colors gets you the tertiary colors—but enough!

**Warm Colors:** Reds, oranges, yellows and any variation in between are warm colors. Think sun!

**Cool Colors:** Look to the blues and green areas on the color wheel.

**Monochromatic:** These are colors that are variations of the base color—darks, mediums and lights of the same color hue. It can provide contrast, especially when only one color is used in your message.

**Analogous:** These colors are located on either side of the base color, so they share undertones of the base color and can create a low contrast harmony.

**Complement:** Colors located directly opposite each other on the color wheel. These colors offer your greatest range for contrast and offer more excitement or energy in an ad. The complement is usually used in a smaller amount — the accent color that is so often described on design shows as the color that “pops.”

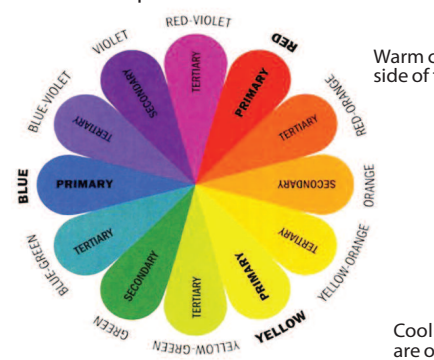


There are variations on these general color wheel placements, but we don't need to get into a lot more detail—we have enough if we just learn to use these color choices more effectively.

### The Color Wheel

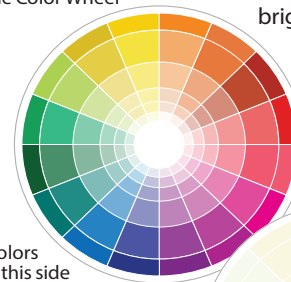
Colors on the color wheel come from mixing the primary colors: red, blue and yellow!

Primary colors are not a fundamental property of light (as is RGB) but are often related to the physiological response of the eye to light. Fundamentally, light is a continuous spectrum of the wavelengths that can be detected by the human eye, an infinite-dimensional stimulus space. The human eye normally contains only three types of color receptors, called cone cells. Each color receptor responds to different ranges of the color spectrum.



Warm colors are on this side of the Color Wheel

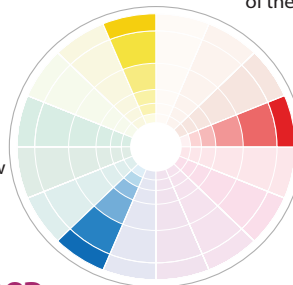
Such a model is called **subtractive** because the inks “subtract” brightness from white.



Color Complement: Across from one another

Cool colors are on this side of the Color Wheel

Primary Colors: Red, Blue, Yellow



### Printing RGB

The RGB color model is an **additive** color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name comes from the initials of the three **additive** primary colors, red, green, and blue.

In **additive** color models such as RGB, white is the “additive” combination of all primary colored lights, while black is the absence of light. In the CMYK model, it is the opposite: white is the natural color of the paper or other background, while black results from a full combination of colored inks. To save money on ink, and to produce deeper black tones, unsaturated and dark colors are produced by using black ink instead of the combination of cyan, magenta and yellow.



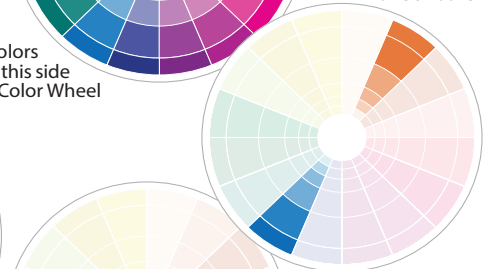
### Printing CMYK

In the printing process we use just four inks (there are some exceptions, as always!)... cyan, magenta, yellow and black, represented as CMYK.

The CMYK color model (also known as process color, four color) is a **subtractive** color model, used in color printing, and is also used to describe the printing process itself. Though it varies by printer, press operator and press run, ink is typically applied in the order of the abbreviation.

The “K” in CMYK stands for **key** since in four-color printing cyan, magenta, and yellow printing plates are carefully keyed or aligned with the key of the black key plate.

The CMYK model works by partially or entirely masking colors on a lighter, usually white, background. The ink reduces the light that would otherwise be reflected.



Analogous Color: Next to each other

### There's still more, so next time Color Combos...

I write for *The Independent Publisher* and *SAPA-today*. If you want more info, PDFs of articles, or have ideas, e-mail: [hanrahan.in@att.net](mailto:hanrahan.in@att.net) Ellen Hanrahan ©2017



## PAPER CHAIN AND NCPtravel “Set Sail” to Help Publishers That Mail Save Money

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As in prior years, the United States Postal Service has offered, and the PRC has approved, a number of mailing promotions for 2017. For Standard, now named Marketing Mail, there are four promotions that will result in discounts and savings for registered mailers and eligible pieces.

Detailed information on the promotions, and promotion requirements, can be found on the Postal Service website USPS Ribs or Postal Pro. The three promotions that are likely to be of most interest to free papers that mail include the following:

**Emerging and Advanced Technology.** This promotion runs March 1, through August 31, 2017. Registration to participate in the promotion started as early as January 15 and will continue until the last day of the promotion. This promotion encourages mailers to integrate direct mail with advances in mobile technology using NFC Technology, video and print, Beacon technology, “enhanced” augmented reality, virtual reality, or a digital to direct mail experience to allow the recipient to engage

in an innovative digital experience triggered from their mail piece. New for 2017, is the inclusion of virtual reality to generate opportunities to immerse consumers by creating interactivity and harnessing a first-hand engagement experience. The Service added a digital to direct mail to this year’s promotion to elicit a higher response from consumers by using dynamically printed, personalized messaging that is automatically triggered based on a digital interaction.

**Tactile, Sensory and Interactive Mail Piece Engagement.** This six month promotion runs February 1, through July 31, 2017. Registration began in late 2016 and continues through June, 2017. This promotion leverages some of the latest technological advances within the print industry to provide marketers with exciting new ways to enhance and encourage sensory engagement with the mail piece. The print industry has been actively innovative not only in print production equipment, but the fundamental elements of the mail itself through new developments in paper stocks, substrates, finishing techniques and inks. These elements can be incorporated to engage a multi-sensory experience through special visual effects, sound, scent, texture-tactile treatments, and taste.

**Mobile Shopping.** As with prior holiday shopping promotions, this one runs at the



end of the year and is a five month promotion beginning August 1, continuing through December 31, 2017. Registration begins June 15 and continues until the end of the year. This promotion encourages mailers to adopt and invest in technologies that create consumer excitement and highlight the connection between the mail piece and the digital shopping experience. It is designed to enable customers to conveniently go from the mail piece directly to a mobile optimized online shopping experience, using technology platforms such as Quick Response (QR) codes, snap tags, watermarks, and other advanced technologies.

Each of these promotions has detailed promotion requirements that describe eligible content, registration requirements, any prior submission and approval requirements, and often have links to assist mailers in learning about new and qualifying technologies. *(Continued on page 12)*

Each of the three promotions discussed above will entitle registered mailers to earn an up-front, two percent discount on qualifying pieces at the time of mailing. Although there is some overlap among promotions, only one promotional discount can be claimed and credited on any one mailing. The discount must be claimed at the time of mailing and cannot be rebated at a later date.

As a service to members of the state, regional, and national Free Paper Associations, Paper Chain, in conjunction with the Association for Free Community Papers and its in-house travel agency, NCPtravel, has created an augmented reality ad. The ad has been pre-approved by the U.S.P.S., for participation in the Emerging and Advanced Technology/Video and Print promotion.

Publishers wanting to participate in the program are advised and required to follow the following steps to make sure that they are registered and that the ad they are planning to use is pre-approved.

The NCPtravel ad takes advantage of technology produced by “Layar” that works with a Layar app and augmentation software to help the mail piece “come alive” to give the consumer an interactive opportunity and purchasing experience to contact the NCPtravel agency by email, or phone, to purchase travel services. Paper Chain, and the various Free Paper Associations, do not endorse the Layar app, but note that this technology, and other technologies, could be used by publishers to create their own ads for their own customers.

Once an ad has been designed and has the eligible technology features, mailer and publishers are urged to have the ad pre-approved by the USPS Mailing Promotions Office. Approval can be obtained at [mailingpromotions@usp.gov](mailto:mailingpromotions@usp.gov).



At the same time a publisher or mailer is seeking to have the ad approved, mailers should register at the USPS Gateway for participation in the applicable promotion. The registration takes place on the USPS Business Customer Gateway via the incentive program service ([gateway.usps.com](http://gateway.usps.com)). Participants must complete their registration, including agreeing to the promotion terms, a minimum of two hours before presenting the first qualifying mailing and specify what permits or CRIDS or mailer IDs will be participating in the promotion. The Promotions and Incentive Program Office recommends that mailers register several days in advance of the first qualifying mailing.

One of the promotion requirements is the agreement to complete a survey at the end of the promotion period.

A sample of the ad appears with this column. A high resolution image of the ad can be obtained by publishers contacting AFCP or other free newspaper associations taking part in Paper Chain.

To help the travel agency identify the source of ads, and to comply with the franchise agreement of the agency, mailers and publishers choosing to use the NCPtravel ad are asked to complete and submit a simple form with an ad use registration.

For publishers that have not been able to develop their own qualifying technology, or add copy that works to qualify for the promotion, or to find participating advertisers, the work done by Paper Chain, AFCP and NCPtravel, is a great way to save some money, and help the AFCP in-house travel organization.

# CPM Members, You Could WIN \$100!

Do you have a promotion, contest, special section or feature pages that your paper rocks at? Write it down, how it worked and share it with your brothers and sisters in community papers to help keep our print industry growing ...and be entered to win \$100!

CPM will pay \$100 a month for the "Best" idea of the month. We will publish/notify the winner in the Informer newsletter. "It's a win-win-win," said CPM President Don Rush. "CPM wins, because we become more engaged with our membership; members' publications win because they have the opportunity to try new money-making ideas; and our industry wins because we all want to stay vital and profitable. Plus, somebody will pocket a hundy a month!" Please include the following digital files:

- Promotional materials that includes flyer with details, pricing, sizes, etc.
- Full section or pages of the finished promotion as it appeared in your publication.

**Send all to: [jackguza@cpapersmi.com](mailto:jackguza@cpapersmi.com)**

We will feature each monthly winner's submission and photo of their sales team in the Informer Newsletter and post all winning submissions on CPM's website [mifreeads.com](http://mifreeads.com) under the members' only tab for future reference. If your submission is not chosen in a given month, it may still be chosen in a subsequent month, so feel free to send in several of your most successful ideas and watch the monthly Informer for YOUR winning entry!

**GOOD LUCK!**



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