



**Community
Papers of
Michigan**

INFORMER

April, 2017

mifreeads.com



OUR DATA SPEAKS VOLUMES



Last Call For Nominations!

**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.

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

Accepting Entries Through April 28, 2017



By Jack Guza

Ask what YOU Can Do for Your Company!

One of the greatest quotes given by a U.S. president, was the one made by President John F. Kennedy, on January 20, 1961, one day shy of my second birthday. "Ask not what your country can do for you, ask what you can do for your country", is as powerful and relevant today as it was the day it was spoken. Regardless of political party affiliation, those words resonated with Americans as President Kennedy urged everyone to become involved in public service.

I do not reference President Kennedy's great quote to ask you to do anything for CPM - rather it's a call to action for you to serve your company by utilizing what is available to you through CPM, that only you can make happen. Here are a few examples of things you can implement that CPM makes available to you:

Please take the time to review and update your SRDS listing from Kantar Media. Your free SRDS listing is made possible to you from PaperChain and CPM's affiliation with that great group of community paper associations.

Your SRDS listing is a powerful resource that can assist you with unsolicited calls from media buyers who may need your market for their clients. Complete and comprehensive information on your SRDS listing will help your publication to get noticed, and provide the best chance at additional ROP or preprint placement. Take the time to update your SRDS Listing today as it is in your company's best interest to do so. Here is the login and temporary password to the SRDS platform:

www.srds.com

Login: promote

Temp Password: RAINOUT (all caps, active through 4/21/17 after this date, I will email a new password to you.

There is another media resource service available to you from Access Media that will be introduced to advertising agencies throughout the country this summer. This service will be free of charge for agencies to access to encourage them to utilize it.

Access Media is also free of charge to publishers across the country to place their publication(s) profile. The Access Media site currently only features newspapers, shoppers and magazines, so your company should be represented. If your company has multiple CPM member publications, please upload a profile for each. This service will feature your publication profile to be viewed by media buyers for possible advertising placement.

Why do this if your company is already on the SRDS site? The better question would be, why not also include your publications' profile within this service? Marketing is not unlike fishing - the more lines you have in the water, the better your odds of catching a fish. The 'fish' in this instance is getting your publication in front of media buyers.

I have included a page in this newsletter that shows the current Michigan listing page from Access Media. As you will see, three of our members have already submitted their profiles and are at the top of the page. As the page fills up, additional pages will be added to accommodate full profiles. Access Media would like all publications in Michigan, both paid and freely distributed, to have a featured profile. Here is a link to take you directly to the Access Media profile page so you can upload your publication(s) profile on this site: [Click here to register and load your publication's profile at no charge](https://accessmediainfo.com/sign-up/)

For our CVC audited members, if you are not taking advantage of the free training offered by Tim Bingaman via webinar, you are missing out on an

opportunity to utilize your audit to the fullest. Tim can also show you examples of how several companies have successfully marketed their audits to their advertisers by showing the power of their publications using their most recent audit information. Call Tim Bingaman to schedule your training session.

CPM board member, George Moses has put together an effective program that he would be willing to share with any member. See the last page of this INFORMER for George's contact info if you are interested in learning more.

While July is still a few months away, it's time to begin planning for Free Community Paper Month! July is designated as our industry's month to shine! We are asking all CPM publications to PLEASE use the ads and the logo the PaperChain committee has developed within your publications and on your websites for the entire month of July. The created ads focus on the strength of our industry and readership. They personalize for our readers the concept of how important their community paper is for providing hyper-local information not found anywhere else. The promotional materials are formatted in a variety of sizes and are available in color or b&w. There is a Free Community Paper Month logo that we ask you to place on your masthead and five ad designs allowing a publisher to run a month-long campaign. There are also four different digital ads so you can put the message on your website. The message is consistent however the featured image is different for each design. You may download any of the items from this site:

<http://paperchain.org/freepapermonth.html>

Good Selling!

Jack



AM ACCESSMEDIA
The Online Resource for Advertising Professionals

Check out the website at:

<https://accessmediainfo.com/>

Click this link to register and load your publication's profile at no charge

<https://accessmediainfo.com/sign-up/>



By Bob Berting
Berting Communications

Nuts and Bolts of Newspaper Advertising Sales Compensation

Every publisher is challenged by the desire to increase profits over the previous year. While everyone in a publication hopes for an income increase, the sales staff, being aggressive and go getters by definition, can be expected to always seek an improved compensation package.

What about straight Commission?

Many publishers equate a straight commission arrangement with the advantage of a built-in monitor that requires virtually no spur to keep the salesperson going full blast to bring in a lot of new business. Many times straight commission salespeople feel they are in business for themselves and can pursue their own activities without regard for the publisher's objectives. The better they are, the more freedom they want.

Sales Territories and Sales Reports

If sales territories are allocated geographically, the straight commission salesperson may be sitting on the paper's largest accounts and thus might not be making the most of the sales potential in their territory by not effectively calling on the smaller accounts. From another viewpoint, commission salespeople may find themselves in a territory where there is less potential, thus severely limiting their compensation and creating a morale problem for the publisher, who might feel that the area deserves more exploration. Sales reports, an important factor in management, may not be important, as are early morning sales meetings. After

all, they are in business for themselves and sometimes, can't be bothered by "office details".

Base salary plus commission

A large percentage of publications use a base salary plus commission. Sometimes the commissions are linked to gains over the previous year or on sales management selected objectives. In many cases, the salary starts relatively high and is scaled back every quarter to a relatively set level as commission sales increase. Many times, under a salary plus commission arrangement, the salesperson may be required to file a sales itinerary daily indicating which accounts he or she intends to call on, and at the end of the day, create a report on the results of their efforts.

Salary Only

A growing number of publications are paying their salespeople a straight salary—and here are some advantages to that plan of compensation:

- Places emphasis entirely on the customer's needs, rather than the salesperson's pocketbook. Can be used as a selling tool when the client realizes the advertising consultant is not there to make recommendations based on a commission.
- Turns your sales staff into creative marketing consultants rather than order takers.
- Gives smaller accounts the same importance as larger ones
- Forces sales managers to coach for improved performance rather than ways to find the right incentive plan
- Promotes a greater sense of teamwork.

Thoughts about money vs. other factors
What motivates salespeople? It's not always about money—even though some

sales trainers insist this is the only factor. Many advertising salespeople want to be noted for their creativity, while others want to feel they are achievers and want to be respected as successful marketing consultants.

Recently I have polled several publishers about income for their salespeople and here are some of my findings:

Many salespeople maintain a weekly sales volume that gradually increases over time and the average compensation for salary based on weekly volume is:

- Beginner-2000.00
volume-salary: 300.00
- Some experience-3000.00
volume-salary:400.00
- Heavy experience-4000.00
volume-salary: 500.00
- Outstanding-6000.00
volume-salary: 700.00
- Top Pro-8000.00
volume-salary: 800.00

Salary plus commission: above salaries plus 5 % commission

Commission only: 20% of paid receipts—a great way to make sure bills are paid before a salesperson is paid.

There are probably some of you reading this article who pay their people differently, but if so, please let me know at bob@bobberting.com.

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

Kevin Slimp takes a quick look at

kevin@kevinslimp.com

Favorite Apps for Journalists



Kevin Slimp
The News Guru

In April, I was asked to speak on the topic, “New Tools for Newspapers” at an industry-related conference in Des Moines, Iowa. Taking the easy way out, I quickly went online

and asked newspaper professionals to share their favorite apps, programs and devices.

I quickly learned editors, designers, photographers, ad reps and other folks at newspapers have definite favorites to help with their daily tasks. Let’s examine a few.

Phonto (free)

Phonto is a simple application that allows users to add text to pictures on their smartphones. Kim Shepherd, Dehi, New York, wrote that she used Phonto for weather updates online. She was even nice enough to send a couple of samples.

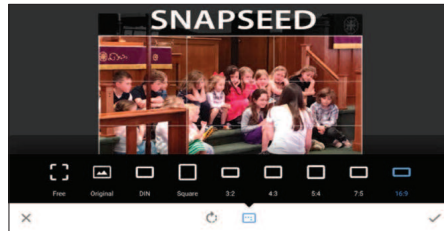
One was a photo of a postal carrier trying to deliver mail in the snow, with the words “No Mail Today” in bold red letters over the picture. Another reminded users a state of emergency was in effect for their county.



Tout (free)

Several users wrote to tell me about Tout, an application which allows users to record, upload and distribute video using smart phones and tablets.

Michael Smith, Aiken, South Carolina, explained his daily newspaper used Tout to record and upload videos from the field, while an editor examined and approved the material using a desktop version of Tout



Slack (free)

Nathan Simpson, Shelbyville, Kentucky, was the first to write to me about Slack, an app that allows teams to check of to-do lists while working together on a project.

I did a little research and found examples of sales staffs, designer groups and marketing teams using Slack to keep track of their progress while all working on the same project.

Fast Scanner (free)

Kristi Nelson Bumpus, a metro reporter in Tennessee, was the first to comment about scanning software. She noted that her current favorite was Fast Scanner, a free app by Hang Nguyen.

Fast Scanner allows the user to take a pic on their phone, then quickly convert the image to a high-res PDF which can be sent directly from the app via email or messaging.

Percent Calculator & Percentage Calculator (free)

Several ad reps wrote in about calculator apps. No one wants to pull out a pen and paper in front of a client to calculate percentages. Two apps, Percent Calculator and Percentage Calculator, were the most mentioned.

Adobe Sign (free with Adobe CC)

Adobe Sign is another scanning application with an important twist. Using their fingers, Adobe Sign allows users to sign documents on their phone screens. Documents can be scanned, converted to PDF and signed, all in one sequence.

In addition, Adobe signature is legally binding, compliant with e-signature laws around the world.

Instapaper (free)

Instapaper is a favorite of reporters and researchers who need to search and save information on the Internet. A simple click allows users to save web pages and stories to a phone, tablet or computer. Creating archives of web pages related to a topic is a breeze with Instapaper.

Snapseed (free)

Snapseed may be the best photo editing application for the phone. Many of the tools available in Photoshop, Lightroom and other editing applications are available from within Snapseed.

Shadows & highlights, dodge & burn, spot repair, tuning and more are available all while working from a phone or tablet.

Camera+ (\$2.99 - \$4.99)

Simply stated, Camera+ is the best app for taking pictures on an iPhone or iPad. For photographers who want total control over their photos and wish to attain the highest quality reproduction, Camera+ is a must-have app.

I use Camera+ almost daily to shoot RAW images on my iPhone 7, which uses dual lenses to produce RAW images. Compared to the camera app that comes built-in with the iPhone, Camera+ produces results which are far superior.

I received dozens of suggestions, which made preparing for my session in Des Moines a snap. If you have a favorite app, I’d love to know about it for future columns. Send me a note at kevin@kevinslimp.com.

Kevin Slimp is CEO of newspaperacademy.com and director of The Newspaper Institute. Contact Kevin at kevin@kevinslimp.com.

Online Training for Newspapers
newspaper
ACADEMY
ONLINE COMMUNITY
newspaperacademy.com



By Ryan Dohrn
President/Founder,
Brain Swell Media LLC

Want More Prospect Meetings?

T.A.R.G.E.T.

Your Emails and Voicemails!

The key to your success in the world of media sales is increasing the number of meetings you are granted by prospective advertisers. Developing an effective prospecting process can be the difference between life and death in your media sales career. For me, the goal of prospecting is simply getting to a meeting. Period. The goal of prospecting is not to sell anything. I am just hoping to meet with a client via phone or in person for 20 minutes. If you are selling during the prospecting phase you will greatly reduce your success. Over the course of 25 years in the media sales and marketing business I have seen many prospecting plans from many unique angles. I have identified five factors in the prospecting process that will increase your chances of being granted a meeting with a prospective client. I call this my T.A.R.G.E.T. prospecting tool. I use this tool every day in both writing my prospecting emails and leaving voicemails for my prospects. I will break it down into six pieces for you; each piece builds on the previous.

The **T** in T.A.R.G.E.T. stands for “time”. A person’s time is highly valuable to them, each and every day. The main reason that more prospects do not grant you access to present your ideas is the simple fact that many other media sales

people have wasted their time in the past. It is imperative that you focus on NOT wasting their time in your prospecting emails and voicemails. You want to articulate that you realize other media sales people may have wasted their time. But, in doing so, be careful not to sound like all the other sellers that also emailed them that day. An often over-used phrase in prospecting emails is “I know that your time is valuable.” Or, “I want to be respectful of your time.” These two phrases are common and un-authentic. Instead, I want you to consider phrases like, “I promise not to waste your time.” Or, “I’m sure other media sales people in the past have wasted your time.”

The **A** in T.A.R.G.E.T. stands for “authentic”. Showing that you are authentic is critical in breaking the ice with someone you do not know. People that are authentic are not afraid to admit their faults. People that are authentic are more focused on others than themselves. People that are authentic truly want to help you. I would ask you to consider phrases in your prospecting emails and voicemails like, “I truly feel that this idea will benefit you.” Or, “I have seen firsthand how this has benefited my other clients.” Or, “I have three clients like you that are seeing solid success

working with us.” Or, “I fully recognize the fact that you do not know me.” Your authenticity is also further driven by your focus on all the points in the T.A.R.G.E.T. system I am proposing to you.

The **R** in T.A.R.G.E.T. stands for “relevant”. There is nothing worse than receiving an irrelevant, generic media sales email from someone you do not know. I am amazed that companies still continue to use this approach as a prospecting tool. It does not work unless you email thousands and thousands of prospects, and even then it is hit and miss. Instead, I want to prove quickly that I am relevant to my prospect by pointing out something from their website, company Facebook® page or their profile on LinkedIn®. I recognize that this might come across as creepy if it is not handled properly. For example, “before reaching out to you, I was doing some research on your website and saw that you have recently moved into the aviation industry.” Or, “while researching your company, I saw on your LinkedIn profile that we both worked for ABC Company many years back.” Or, “in preparing to contact you, I saw on your company’s Facebook page that you’re promoting the XYZ product right now. “Generic does not work. Relevant always wins. (Continued on page 7)



The **G** in T.A.R.G.E.T. stands for “go”. This premise is simple: I want my email to be focused. We want them to move forward, and we need to ask them to do so. I am not suggesting that you be pushy or arrogant, I am suggesting that you consider phrases like, “I truly feel that I can help you with _____. Can we chat for 20 minutes or less via phone Tuesday at 9am, 11am or 3pm EST?” It is important to understand that each component of the T.A.R.G.E.T. prospecting system is important.

The **E** in T.A.R.G.E.T. stands for “ethical”. Have you ever received an email with a great subject line, and then opened the email to discover that you were tricked? If you are anything like me, this makes you mad. I have never, ever applauded a media sales person for tricking me. The subject line is often the ethical barometer by which you are judged – it sets the tone for your chances of getting your email opened or replied to. I recently wrote a blog called 10 Great Media sales Subject Lines. Check it out at this link: <http://media.salestrainingworld.com/media-sales-training/10-media-sales-email-subject-lines-to-get-an-open-read-and-reply/> Some of my favorite subject lines include

the date that you want to meet the prospect and the name of your prospect’s competitor.

The final **T** in T.A.R.G.E.T. stands for tick-tock. Meaning, tick-tock like a clock. When is the best time to send a prospecting email? What time of day should you send an email to get a reply? 10am and 2pm are the most common times for meetings in corporate America so these would be two times to avoid. Your email will just not get the attention required to receive a quality reply, if any reply at all. What times of day are predictable for fewer meetings? 11:15am and 4:15pm. Why? Not many meetings are booked at 11:15 because they will potentially interfere with lunch. Not many meetings are booked at 4:15 because they will potentially interfere with happy hour. I have seen a dramatic increase in email opens and replies during these two times of day. Maybe you sell to an industry working on a different schedule, like restaurants or contractors? You will need to alter your email prospecting send times to coincide with times that potential clients will be most attentive.

Let’s bring this T.A.R.G.E.T. blog to a final point: increasing the number of meetings that you are granted by prospective clients is the key to your success in the world of media sales. Period. Without the meeting, you do not have a chance to present anything. Developing an effective prospecting process can be the difference between life and death in your media sales career, and email is one step of that process.

Remember, if media sales was easy everyone would be doing it.

Ryan

Ryan Dohrn is an award winning media sales coach and offers media sales training to thousands of media sales executives each year. He is also an international motivational speaker and the author of the best selling media sales book, *Selling Backwards*. Ryan is the President and founder of Brain Swell Media, a boutique media sales training and media sales coaching firm with a detailed focus on media sales training and coaching for media and technology companies. He is also the owner and Publisher of SalesTrainingWorld.com an online portal for media sales training success. Contact information: Ryan R. Dohrn, President/Founder, Brain Swell Media LLC, Ryan@BrainSwellMedia.com, <http://www.BrainSwellMedia.com>, <http://RyanDohrn.com>, <http://360adsales.com>, <http://sellingbackwards.com>, <http://SsalesTrainingWorld.com>

Follow him on [Twitter.com/ryandohrn](https://twitter.com/ryandohrn) for daily tips and advice. <http://www.linkedin.com/in/ryandohrn>

It's April, but since we work in advertising, we always have to be thinking ahead. This year Easter is mid-April, so I am going to jump ahead to help with some ideas for our next advertising campaign—Mother's Day!

A great deal of the time my co-workers and I used art of some type. You know my feeling on vector (*Illustrator*) artwork, but there are many times when a photo is the better choice. Photographs score higher and readers would still rather see a real photo—even if they don't know the people in the picture!

I've made-up some ads using both types of artwork found from **METRO® Newspaper Service**. Since I'm in control, the ads will fit these columns at 15p4 width which is a bit narrower than our regular two-column ad (19p10) but the ads will still be 3" deep — our regular 17p4.75 pica depth.



Vector Art

I liked this illustration of a mom sitting with her boy and husband.

I've reduced the art to 35% of its original size. While this is a pretty compact graphic, I am still going to have to make some adjustments to have it fit into the ad space that I have.

I reduced the art another 2% to fit in the ad; cropped the dad; and put a directional feather on the bottom portion of the family so that I can fit the name of the restaurant in the ad without getting lost in the art.

I've used **House Industries Chalet Book** for text, **Adobe's Zity Do** for the heading and **Letraset's Green** for the restaurant name.



Celebrate Mom

She's the center of the family, so treat Mom to a special dinner celebration with her favorite people and favorite foods.

MOTHER'S DAY BUFFET
SUNDAY MAY 8 • 4-8PM
\$15 ADULTS • \$9 KIDS

Featuring Mom's choice of entrée with a delicious selection of sides, followed by coffee and our world-famous dessert buffet!

The GreenTree Restaurant
5780 Wheaton Avenue • Eden Ridge
555-323-5511

Ad Talk

with Ellen Hanrahan

How About a Photo?

I will leave the type basically the same for both ads. I didn't spend a lot of time with the type because the focus is on the art.

Let's take the same ad and see how we might be able to include a photo. I choose a photo of a mother and her daughters. Others I considered can be found at the top of the next column. This photo is 43% of its original size.



For the ad below, headline type is changed to **Adobe's Longhand** because the type looks smaller (even though the type is the same point size) to allow me a little extra depth to add the photo across the top. The other change consists of making the intro text a half point size smaller and centering the rest of the copy. The photo was placed at the same size as above—43%. But I used gradients to give me more space!

You could also forgo any art in an ad such as this. An elegant type and decorative border could also work well. But our purpose is to find different ways to work with parts or pieces of the original artwork.



Celebrate Mom

She's the center of the family, so treat Mom to a special dinner celebration with her favorite people and favorite foods.

MOTHER'S DAY BUFFET
SUNDAY MAY 8 • 4-8PM
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Featuring Mom's choice of entrée with a delicious selection of sides, followed by coffee and our world-famous dessert buffet!

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These were considered briefly, but my choice—and reasons—are shared below.

How "Feathering" Can Help

I placed an oval on top of the photo in column two, to help me create more space for my text without "chopping off" the photograph. You can see why some of my other photo selections (at the top of this column) didn't work. In this particular instance, the ad size itself was too small to accommodate the photo without making it look too cramped or an afterthought. Feathering can help to visually add a little more space.

Feathering affects the edge of your selection and one of the main reasons to use it is to smooth the transition between your selection and the area surrounding it. Without the feathering there would be a harsh, obvious edge where your selection ends and the background begins.

This is a very popular technique in photo retouching, where it's used to smooth the transition in areas that have been copied and pasted to hide defects or unwanted elements in the image. Or in my case, I used an oval with a fill of white and the basic feather and placed it over my photo of mom and the girls to create more text space.

Way Back When...

At times I may share with you what we did back in the "old" days in graphic design.

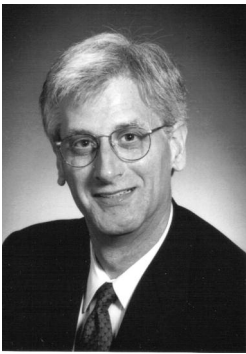
One time we had to send a logo we created to another vendor... and there was a problem. The vendor couldn't use it, but said he could accept an **eps** file, so we used **Adobe Illustrator CS** to save the logo file. Oops, problems there too. He could only use an **Illustrator 8** file.

In the **Illustrator CS** program you could "down save" the file by choosing **Export** under the **File Menu** which brought up a dialog box. In **Format**, choose **Illustrator Legacy** and export to save as an earlier version of **Illustrator**.

We sent it off again, adding a little note about handling the original PDF. He sent an e-mail back that said "no one had ever told him that you could just **"place"** a PDF in your document!"

Never assume the person on the other end understands... there is always something to learn! *...until next month!*

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
Ellen Hanrahan ©2017



By John Foust
Raleigh, NC

Advertising is all about motivation



When you peel back the layers of advertising philosophy and technique, it all comes down to one thing: Motivation. People buy things because they are motivated. And the most effective ads are those that appeal to the right motivation.

There are two basic motivators: (1) desire for gain and (2) fear of loss. Think about your own experience and it's easy to see that your purchases can be traced to a desire to get (or maintain) something you want or to prevent the loss of something you don't want to lose.

This goes for big and small buying decisions. Why do you move to a new house? (Real estate experts say the three biggest reasons are location, location and location.) Why do you buy new tires when your old ones wear out? (Fear of an accident.) Why do you go to the movies? (Desire for entertainment.) Why do you wait for something to go on sale before buying? (Desire to save money.) Why do you buy a convertible? Why do you join a gym? Why do you buy an insurance policy?

Smart advertisers find – and stick with – the right motivators to sell their products and services. Take tires, for example. Although every brand of tire is built for safety, Michelin took that universal benefit to a

new level – with imagery of smiling babies riding in the protective embrace of their tires. That strategy positioned Michelin as the “safe tire” – a benefit that is tied directly to a major motivator for parents.

You can do the same thing for your advertisers. Simply identify a dominant motivator and package it in the form of a benefit. Then make that benefit crystal clear in the headline and graphic images.

Here are some formulas to write better benefit headlines. Look for the motivational elements.

1. “How to _____ (fill in the blank).”
In many cases, whatever you put after the words “how to” will automatically promise a benefit. For example, “How to simplify your vacation plans”... “How to learn a foreign language”... “How to lose five pounds in five days.”

Some words are powerful links to basic motivators. “Protect” and “secure” are strongly connected to fear of loss (“How to protect your home from intruders”). And “save” and “increase” are associated with desire for gain (“How to increase your gas mileage”).

An interesting feature of a “how to” headline is that the words “how to” can be

dropped to create a shorter version of the same statement. “How to secure your retirement” can become “Secure your retirement.”

2. “Save ___ on _____.” This headline requires a specific dollar figure or percentage. (“Save 40 percent on new carpet.”)

3. “Quick and easy way to _____.”
This is a promise of hassle-free ways to do things. The words “quick and easy” can be used together or alone. (“A quick and easy way to do yard work”... “A quick way to refinish furniture... “An easy way to find the right camera.”)

4. “Free” offers like ... “Buy one sandwich, get one free” or “First month's rent free.”

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



Advertising: (Still) Power In Print - *Managing Editor*

Last week, a study was published which found nearly 20 percent of money spent on digital advertising likely is wasted. In 2016, \$66 billion was spent on digital advertisements globally, indicating about \$13 billion in fruitless spending. Advertising expenditures were considered "wasted" if they bought advertisements which were never viewed by humans. Instead, those ads were either "viewed" by bots (malware that generates fake click activity) or were never properly loaded on their host websites.

All that jargon boils down to this staggering conclusion, offered by Jason Kint of Digital Content Next: The amount of money lost to digital ad fraud is greater than the total digital advertising revenue for all 80 premium publishers of his trade group, which includes the AP, NBC, NPR, PBS and many more.

That is not to say that any money spent on digital advertising is necessarily wasted or subject to fraud. The transition to a digital-first model of advertising is understandable in our ever-evolving media landscape. Ad-buying firms predict an 8.7 percent decline in global spending on newspaper print ads in 2016. Meanwhile, digital ads now account for 33 percent of the global ad market, which is more than 10 times the share of media

spending they held in 2001. However, nearly all of this growth has been concentrated on two major websites: Google and Facebook. In fact, 99 percent of all "new" ad dollars spent in the third quarter of 2016 were spent on those two sites. Of the \$2.9 billion of ad growth in that quarter, 54 percent went to Google and 45 percent to Facebook, leaving just 1 percent of growth for all other online advertising platforms.

These numbers suggest that the digital-first advertising model may be gaining popularity-but it is not the best model for all businesses, particularly those that are small or locally-owned. Print readership may be down nationally, but community newspapers have not faced steep declines in readership as larger publications have. For local businesses with limited advertising budgets (which cannot afford the 20 percent waste rate that they would encounter on major sites online), print advertising remains a sound advertising investment. Furthermore, "hyperlocal" news sources thrive in areas (such as rural America) where high-speed Internet access often is limited.

According to a survey conducted by the National Newspaper Association, about two-thirds of adult residents in small towns read their local newspaper, and 40

percent of people consider it their primary source of news. In the same survey, 82 percent of those polled either "strongly" or "somewhat" agreed that they would rather look through newspaper ads than view them on the Internet.

Community newspapers serve a purpose that simply cannot be achieved by online publications or television news. Catherine Moore, the publisher of the Adirondack Daily Enterprise (which has a circulation of 5,000), said her paper found its niche "as a personal and intimate mirror of [the] rural community" it served. Local newspapers are still the best, if not only, place to learn about local governing boards and planning commissions, to read obituaries and to see news about the accomplishments of people you know personally. Because of these realities, "hyperlocal" news outlets, such as ours, remain effective advertising tools for local businesses in our communities.

JACKSONVILLE, Fla., March 16, 2017 /PRNewswire/ -- MarketingSherpa asked 2,400 U.S. consumers, "In general which type of advertising channels do you trust more when you want to make a purchase decision? Please sort the options into 'Ads I trust' and 'Ads I don't trust that much' categories." (Continued on page 11)

More than four out of five Americans (82%) trust print ads (newspaper, magazines), while 80% trust TV ads. Online pop-ups were only trusted by a quarter of Americans.

Of the 13 channels surveyed, the top five channels were all traditional channels, and the bottom eight channels were all digital channels. Search engine ads (Google, Yahoo! , Bing, etc.) were the most trusted digital channel (61%).

The MarketingSherpa article "Marketing Chart: Which advertising channels consumers trust most and least when making purchases" <https://www.marketingsherpa.com/article/chati/minimum-viable-vs-minimum-awesome> includes the full data along with an analysis.

"This consumer attitude presents a challenge for digital marketers," said Daniel Burstein, Senior Director of Editorial Content, MarketingSherpa. "Some of the elements of digital marketing that make the channel so popular - its trackability, targeting and low cost thanks to greater inventory - are also its Achilles' heel compared to traditional advertising. While the vaunted New York Times features 'All the News That's Fit to Print,' digital content pretty much just stops at 'All.' There's very high value online content - even most print publications publish online as well - but that real value is drowning in a sea of mediocrity or worse, and as a whole, it damages consumers' trust."

"So digital marketers must be careful with their media buying. But they must also ensure their digital advertising has a credible value proposition and follows a customer-first marketing approach that attracts - instead of alienating- consumers."

The data is from the MarketingSherpa Customer Satisfaction Research study of 2,400 consumers, sampled to reflect a close match to the U.S. population's demographics, and conducted in September and October 2016 during the planning of MarketingSherpa Summit 2017's content. Half of the respondents (1,200) were asked to reflect on their experiences with a specific brand with which they are highly satisfied along with companies they were satisfied with in general, and the other half (1,200) were questioned about a brand with which they are not satisfied and companies they are unsatisfied with in general. The responses of these two groups were then compared and contrasted against each other. The respondents from each age group, the Silent Generation (71-93); baby boomers (52-70); Generation Xers (34-51); and millennials (18-35); were nearly evenly split between the paired surveys.

View the entire study at MarketingSherpa.com/ConsumerStudy. For questions regarding the survey or its methodology, please contact Erin Donker at erin.donker@meclabs.com.



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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.



John R. Gaedert

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

Your Name: _____

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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
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