

FREE PAPER

NEWS

The Free Paper Industry's NEWS SOURCE

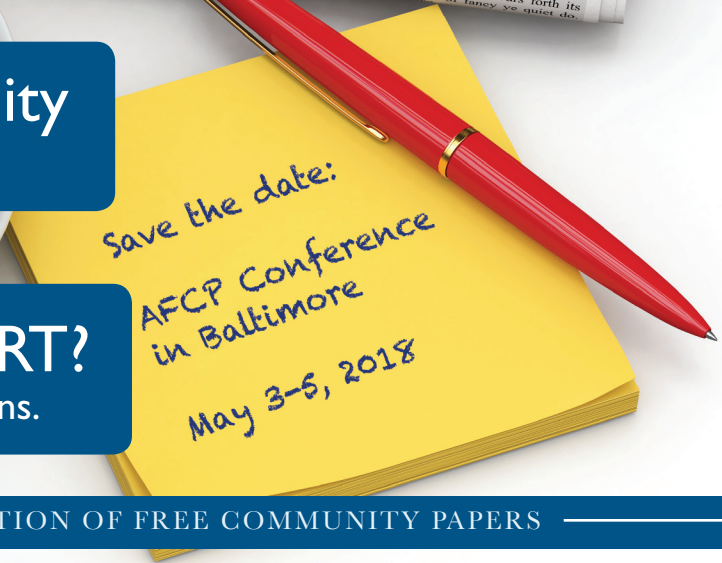
JULY / AUGUST 2017  
www.afcp.org



# How to Celebrate FREE COMMUNITY PAPER MONTH

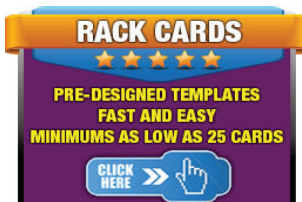
Getting to Know Steel City  
A Longtime AFCP Associate Member

WHAT SETS THEM APART?  
Taking a look at award-winning publications.





Providing print services to over 50 publications and associations across the country.



## Premium Rack Cards

25 Qty	100 Qty	200 Qty	500 Qty
\$31*	\$95*	\$140*	\$295*

We'll help you cut costs and maximize profits!

### Digital Press

- Rate Sheets
- NCR Forms
- Calendars
- Booklets

### Web Press

- Flyers
- Inserts
- Wraps
- Brochures

### Circulation Sales

- Bounce-back Cards
- Bill Inserts
- Posters
- Mailers

### Direct/Solo Mail

- Printing
- Inkjetting
- UV Coating
- Shipping

**Print & Deliver  
Flyer Special  
\$7.50 per M\***

### 45# Coated Flyer

- 8.5 x 11
- Coated Paper
- Full Color Two Sides
- Low minimum of 25,000
- Fast Turn Around
- \*\$300.00 set up/plate charge plus freight

## SOLO DIRECT MAIL SATURATION POSTCARDS EDDM

As low as .159 postage per piece

200 piece minimum

No mailing list required Fast turn around times

Call for more information



**CALL TODAY!**

(909) 947-5292 • Fax (909) 930-9972

Web Site: [www.ultimateprintsource.com](http://www.ultimateprintsource.com)

\* Prices based on receiving PDF press-ready file, no bleed, maximum image 10.5" x 16.5", paper stock is 10pt coated, prices do not include shipping.

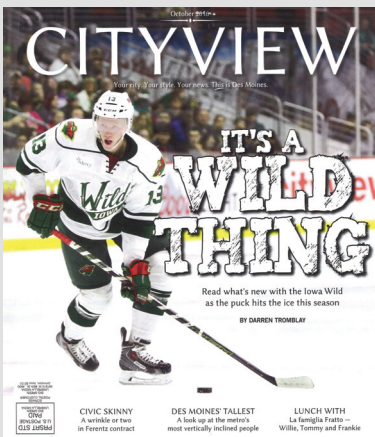
**INK** features:



**7** GETTING TO KNOW STEEL CITY



**8** FREE COMMUNITY PAPER MONTH



**14** AWARD-WINNING PUBLICATIONS

**INK** departments:

- 4 | AFCP DIRECTORS
- 6 | EDITOR'S VIEWPOINT
- 9 | WHAT CAN YOU DO FOR FREE PAPER MONTH?
- 10 | PAPERCHAIN: OPPORTUNITY KNOCKS
- 11 | FROM THE TOP
- 15 | THE LEADERSHIP INSTITUTE
- 16 | FEATURE STORY: SPECIAL SECTIONS
- 17 | RISING STARS
- 18 | ASSOCIATION UPDATES
- 19 | ON THE HORIZON
- 20 | GRAPEVINE
- 21 | CLASSIFIEDS

**COMING** next month

The September issue of Free Paper INK will feature a look into Special Promotions for community publications. Find out what is working in other markets and what ideas may be available for your publication while keeping up on industry current events.

**AFCP/NANI HEADQUARTERS:**  
 Loren Colburn, Executive Director  
 Cassey Recore, Administrative Assistant  
 Alix Browne, Administrative Assistant  
 135 Old Cove Road – Suite 210  
 Liverpool, NY 13090  
 Toll Free: 877.203.2327  
 Fax: 720.528.7943  
 Email: [loren@afcp.org](mailto:loren@afcp.org)  
 Web: [www.afcp.org](http://www.afcp.org)

**EDITOR:**  
 Dave Neuharth  
 P.O. Box 1149  
 Summerfield, FL 34492-1149  
 Phone: 352.362-7350  
 Fax: 352.347.3384  
 Email: [DJNeuharth@aol.com](mailto:DJNeuharth@aol.com)

**COMPOSITION:**  
 Barbara A. Holmes  
 Phone: 352.598.3500  
 Email: [FreePaperINK@aol.com](mailto:FreePaperINK@aol.com)

**MARKETING REPRESENTATIVE:**  
 Wendy MacDonald  
 10418 Bond Street  
 Overland Park, KS 66214  
 Office: 913.461.3721  
 Email: [wendy@afcp.org](mailto:wendy@afcp.org)

**MISSION STATEMENT**  
 Bring news and resources to the attention of the free paper industry by publishing a responsible quality magazine.

Free Paper INK is dedicated to keeping the industry informed on key issues, topics and industry news. If you have any items of interest that should be shared with people throughout the Free Paper Industry, simply email them to [loren@afcp.org](mailto:loren@afcp.org). We welcome your input, appreciate your readership and look forward to your contributions to our content.

Free Paper INK is not liable for errors appearing in advertisements beyond the cost of the space occupied by the error, and notification must be made in writing within ten days of publishing. The right is reserved by Free Paper INK to edit, reject, or cut any copy without notice.

**NO CASH REFUNDS**

The opinions of the individual contributors or correspondents do not necessarily reflect those of the publication or its management.

Free Paper INK may include material produced under copyrighted or syndicated ad service. Permission of the publisher must be obtained before copying any of the material from any issue of Free Paper INK.

**DEADLINES:** The deadline for classified ads, display ads and editorial is the 4th of every month.

Cover Photo:  
[Shutterstock.com/Maxx-Studio](http://Shutterstock.com/Maxx-Studio)

**SCC**  
**STEEL CITY CORPORATION**  
 1000 Hedstrom Drive  
 Ashland, OH 44805  
 330-792-7663  
 Toll Free: 1-800-321-0350  
 Fax: 330-797-2947  
 Email: circsupply@scity.com  
 Website: www.scity.com

“From the Basics to the Innovative”

**PRESIDENT**  
 Shane Goodman  
*Cityview*  
 Johnston, IA  
 shane@dmcityview.com  
 515-953-4822, x305

**FIRST VICE PRESIDENT**  
 Charlie Delatorre  
*Tower Publications*  
 Gainesville, FL  
 charlie@towerpublications.com  
 352-372-5468

**SECOND VICE PRESIDENT**  
 Michael Van Stry  
*Coastal View News*  
 Carpinteria, CA  
 news@coastalview.com  
 805-684-4428

**THIRD VICE PRESIDENT**  
 John Draper  
*The Free Star*  
 Pipestone, MN  
 jdraper@pipestonestar.com  
 507-825-3333

**SECRETARY / TREASURER**  
 Karen Sawicz  
*Lake Country Pennysaver*  
 Albion, NY  
 karen.sawicz@lakecountrypennysaver.com  
 585-589-5641

**IMMEDIATE PAST PRESIDENT**  
 Greg Birkett  
*Dubuque Advertiser*  
 Dubuque, IA  
 gbirkett@dubuqueadvertiser.com  
 563-588-0162

**EXECUTIVE DIRECTOR**  
 Loren Colburn  
*AFCP / NANI*  
 Liverpool, NY  
 loren@afcp.org  
 877-203-2327

**AT-LARGE DIRECTORS**  
 Will Thomas  
*Exchange Media Group*  
 Fayetteville, TN  
 will@exchange-inc.com  
 931-433-9737

Carol Toomey  
*Action Unlimited*  
 Concord, MA  
 carolaction@aol.com  
 978-371-2442

**REGIONAL / STATE REPRESENTATIVES**

Daniel Alexander  
*Denton Publications, Inc.*  
 Elizabethtown, NY  
 dan@denpubs.com  
 518-873-6368

Lee Borkowski  
*Richland Center Shopping News*  
 Richland Center, WI  
 lborkowski@wcinet.com  
 608-647-2911

Terri Drake  
*Giant Nickel*  
 Kennewick, WA  
 terri@giantnickel.com  
 509-783-5455

Randy Miller  
*The Merchandiser*  
 Lebanon, PA  
 randym@themerchandiser.com  
 717-270-2742

Wendy Murray  
*Senior Life Magazine*  
 North Ft. Myers, FL  
 murwendy@aol.com  
 239-707-6722

Dave Neuharth  
*Editor - Free Paper INK Magazine*  
 Summerfield, FL  
 djneuharth@aol.com  
 352-362-7350

Rich Paulsen  
*Southwest Iowa Shopper*  
 Creston, IA  
 publisher@crestonnews.com  
 641-782-2141 x230

Caroline Quattlebaum  
*The Southeast Sun*  
 Enterprise, AL  
 publisher@southeastsun.com  
 334-393-2969

Farris Robinson  
*Hometown News*  
 South Daytona, FL  
 frobinson@hometownnewsol.com  
 386-322-5900

Steven Silver  
*Yankee Pennysaver*  
 Brookfield, CT  
 steven@ctpennysaver.com  
 203-775-9122

Trevor Slette  
*The Shopper*  
 Windom, MN  
 trevors@windomnews.com  
 507-931-3455

**NANI DIRECTOR**

Vincent Grassia  
*Ad-Visor Media Consultants*  
 Ponte Vedra Beach, FL  
 vinmanpvb372@aol.com  
 904-572-5858

**RISING STARS DIRECTOR**

David Sickels  
*The Post Newspapers*  
 Medina, OH  
 dsickels@thepostnewspapers.com  
 330-309-1745

Selling a NANI ad just got easier!



Uncomplicated Pricing...

Lower Price Point...

Improved Marketing Materials...

Proven Advertiser Results...

Convenience of 1 Order National Buy...

Profitable Sales Product for Members!

For more information about becoming a NANI selling member, contact the AFCP Office...



**Association of Free Community Papers**  
7445 Morgan Road - Suite 203, Liverpool, NY 13090  
Call (877) 203-2327 or visit [afcp.org](http://afcp.org)

**CIRCULATION  
VERIFICATION  
COUNCIL**

## AUDIT PROMOTION CHECKLIST

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!

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

- DISPLAY THE CVC LOGO
- SIGN UP FOR FREE CONFERENCE CALL TRAINING
- LET US SEND A LOCAL AUDIT PROMOTION TO YOUR ADVERTISERS
- NATIONAL & REGIONAL AUDIT PROMOTION CD
- FREE ONLINE READERSHIP STUDIES
- CREATE IN-HOUSE AUDIT PROMOTION ADS – See samples at [www.cvcaudit.com](http://www.cvcaudit.com)

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.

**(800) 262-6392 • [www.cvcaudit.com](http://www.cvcaudit.com)**

# PRINT DEMANDS ATTENTION

The printed word is tangible. It takes up space so it cannot easily be ignored...or forgotten. Printed content has tested better with brand recall than digital, and is proven easier for our brains to process. When you choose to print, you're creating a highly memorable experience for your readers.

Cummings Printing is a third-generation, family-owned company specializing in printing short-run publications. **We are an excellent source of heat-set printing for quantities up-to 100,000. We help many AFCP publishers print their glossy publications** — contact us to find out how we can create an unforgettable journey for your readers, too.

Contact sales at **800-647-0035**  
or **[info@cummingsprinting.com](mailto:info@cummingsprinting.com)**.



**Cummings**  
Publication Printers Since 1914

**[cummingsprinting.com](http://cummingsprinting.com)**

4 Peters Brook Drive | P.O. Box 16495 | Hooksett, NH 03106-6495 | 800-647-0035



*Dave Neuharth*

DAVE NEUHARTH  
**EDITOR**

# Free papers continue to be **Relevant**

**YOU PROBABLY KEEP HEARING THAT** print is dead these days. However, in the free paper industry, that is not the case.

Many free papers continue to be relevant in their communities, delivering local community news to readers across the country while being significant resources aiding advertisers in sharing their messages with customers.

If you go back to the years prior to the Internet, the dailies controlled most markets. Local editorials carried a lot of weight, local news ruled and a photo of someone you knew was the talk of town.

The story now is that daily newspapers continue to lose circulation and advertising, and in most cases their classifieds have also gone south. Many have cut back on local news by decreasing their staffs.

A large part of the daily newspaper ownership is in the hands of large corporations. Publishers are often moved from paper to paper. If profit expectations are not met, they are replaced. Many decisions, including political endorsements, are decisions directed from out-of-state corporate offices.

Looking at the membership of AFCP, we have many successful free community newspapers and shoppers. Local owners are deeply involved in their

communities. We have numerous successful papers with the entrepreneurs, the talent and the fortitude to make their niche in their communities. Hats off to the publishers and their success. At the recent AFCP conference in Louisville, we had the honor of meeting many of these individuals.

Some of these publishers who are involved in PaperChain have put their talents together to plan Free Community Paper Month, which we celebrate in July. There is a related article and some artwork for Free Community Paper Month elsewhere in this issue.

PaperChain has made several ads available for the members to use in their

publications to raise community awareness of the value of free papers. The Free Community Paper Month logo (shown) is also available and we encourage publishers to consider



using this logo and some free paper month ads throughout July.

Perhaps someone on your staff can come up with a way to use the month of July to highlight your publication's accomplishments and the many ways your publication helps drive and support the local community.

We strongly encourage you to participate in Free Community Paper Month. **INK**



# Getting to know **Steel City**, a longtime **AFCP** associate member

SINCE 1939, STEEL CITY CORP. HAS BEEN well known in the publishing industry for both its quality service and its numerous product offerings in use around the world.

Located in Ashland, Ohio, the company offers distribution supplies (motor route tubes, motor route accessories, paper-safes and rubber bands, poly bags and bundle bags, carrier bags, and distribution accessory items); single copy rack cards and promotional materials (Guardian and Spectrum vending machines, traditional coin operated racks, coin mechanisms, steel free distribution racks, plastic free distribution racks, hawkers supplies, and news rack parts); and inside displays (digital display racks, wire racks, versa carts, Franklin Series carts, stackables, and point of purchase displays).

Steel City Corp.'s recent development of the F-2015 digital display unit has proven to improve display location within the retail environment and provide impressive advertising revenue opportunities.

Since the company's early years, Steel City has sold products in the United States and Canada.

Services have since been expanded to include clients in the Bahamas, Guam, Ireland, Israel, Japan, the


Kingdom of Bahrain and New Zealand.

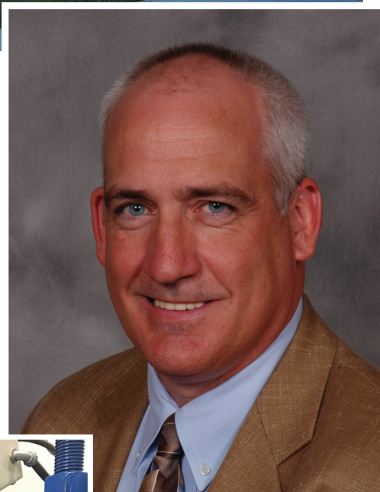
For the past 20 years, the Steel City Corp. team has worked under the direction of its National Sales Manager, Jim Smith. He has traveled across the States and Canada learning from and working with customers.

A 1982 graduate of Kent State University, Smith is well known to the publishers of the free paper industry from his attendance and presentations at numerous conferences.

"We're the name you relied on and trusted for years, but we're not resting on a strong past," said Smith. "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 now our focus is on providing you with the best tools for today and tomorrow.

"Additionally, we are currently in the process of updating our website: [www.scity.com](http://www.scity.com). In addition to being a resource regarding our products, the website will focus on our mission/belief in the value of the newspaper industry," Smith said. 



# Celebrate July: Free Community Paper Month

by Janelle Anderson, PaperChain Member Relations Committee

**INDUSTRY INSIDERS KNOW AND RECOGNIZE THE VALUABLE SERVICE OUR** community papers provide to readers and advertisers, but all too often in the hustle and bustle of today's fast-paced world we become so wrapped up in publishing that those important facts get overlooked.

For the benefit of publishers of this valuable service, and for future generations of community paper publishers who will follow, it's important to remind those we serve of the unique service we provide to their community and to toot our horn just a little bit.

PaperChain is the common link between all the national, regional and state free community paper organizations, which makes it the logical choice to lead the charge to organize a recognition and celebration of our grassroots industry.

The PaperChain members believe the noble mission of Free Community Papers fits perfectly with the national celebration of freedom the United States so proudly enjoys.

The concepts of freedom, liberty and the rights we hold so dear provide the nation's community papers with the perfect backdrop to remind the country of the blue-chip services we bring to millions of homes each week.

In the spirit of independence and freedom celebrated nationwide every July, we need your help to spread the word and demonstrate the reach of our industry across this great land. We encourage you do this by joining with other free papers nationwide through a celebration of the Free Community Paper Industry during the entire month of July.

Here are few things PaperChain can offer to help you with your celebration;

1. Shown on page 6 is the Free Community Paper Month Logo. Please use this logo often on your mast head, folios, promotional ads, articles and as fillers throughout your paper leading up to and during the month of July. For original





artwork and PDF's of the artwork, visit <http://paperchain.org/freepapermonth.html>.

2. Also shown (at left) are sample ads from previous years of the celebration. Check back from time to time as new ads are posted and the creative materials get updated. The promotional ads may be distributed by your state, regional and national associations and are ALWAYS found on the PaperChain website. We have everything: ads, bill stuffers, posters and suggestions.


3. We encourage all free paper publishers to put together a prize package for their readers to be able to enter and win locally. It doesn't need to be extravagant, but we know prizes always peak reader interest.

4. Publishers are asked not to alter the Free Paper Month logo, but please use it often. We encourage you to localize the ads and draw your reader's attention to the important role your paper and staff play in this industry, and how this industry stimulates the local and national economy.

5. We are all so very busy these days but we also encourage you to brainstorm with your staff and find ways to use the month of July to highlight your publication's accomplishments and the many ways your publications help drive and support the local economy. See the list of ways to celebrate Free Community Paper Month on the following page to kickstart your discussion.

6. The 2017 celebration is only as big as you choose to make it. Ask your town fathers, city council and county government to consider taking action on a local proclamation formally recognizing Free Community Paper Month. Suggested proclamation verbiage can also be found at <http://paperchain.org/freepapermonth.html>.

Your paper has made a great investment in your community and this industry. Only you and your staff can help us bring that story alive to your readers in this consolidated, industry-wide effort. Please consider active participation in the July 2017 Free Community Paper Month. Visit us on Facebook and let us know your plans for Free Community Paper Month.

Thank you in advance for all you do to enhance the industry with every issue you publish and with your support for this project. 

## What can you do to celebrate Free Paper Month?

*Here are a few ideas:*

### TO DO WITH YOUR READERS...

- Invite readers to express their feelings regarding your free paper. Print the good and the bad in a special feature.

### TO DO WITH YOUR ADVERTISERS...

- Run a contest for the "oldest drawer or trunk liner" in the community. The winner must bring the paper to your office to claim the prize.
- Run a trivia contest about your paper or community and give always prizes to the winners.
- Print a photo layout of community sites that have since changed. Let the readers guess that sites and award prizes to the winners.
- Ask key advertisers if you can include the free paper logo in their ads.
- Set up a shopping center display. Mall organizers are always looking for displays that will attract people while shopping.
- Give a prize to the person who calls with the 13th (or whatever number you choose) classified ad for each week or month of July.
- As several of your consistent advertisers to write testimonials about how your paper works for them and print the testimonials with photos.
- Honor the longest consistent advertiser who currently runs in your paper. Put the business owner's photo in the paper and run some of his/her early advertising.
- Offer all advertisers spot color during the celebration.

### TO DO WITH YOUR STAFF...

- Print the objectives, goals and mission statement of your business and how you strive to meet and surpass those ideas.
- Feature your employees in a photo and caption page describing what they do, what their first job in the free paper industry was and why they chose a career in the industry.
- Challenge advertising reps to a record-breaking number of ads during the month and reward the efforts with cash prizes.
- Brainstorm with your staff and develop ideas on how to celebrate Free Paper Month.
- Unveil some significant changes in your format, rates or policies during the month.
- Encourage your staff to express their feelings re-

*Continued on page 16*

# Opportunity Knocks

by Dan Alexander, Chairperson

**AT THE RECENT AFCP CONFERENCE** in Louisville, TLI Dean Rob Zarrilli reminded us of Jimmy Valvano's famous line, "Where we've been, where we are and where we are going."

I need to borrow that line to explain how you can enhance the perception and visibility of your publication(s) as well as the free paper industry.

## WHERE WE'VE BEEN

PaperChain was formed in the late 1990's with the primary vision of finding solutions to enhance, expand and promote the free paper industry.

A signature part of that effort was making sure that our publications were audited and that our publications were positioned more prominently in the eyes of major media buyers.

Our state, regional and national associations focused on providing the audits, while those same associations pooled member dollars to provide a top-of-page listing in Kantar Media's planning and buying platform, SRDS (Standard Rate and Data Service). We call that listing "The Lift" as it takes the standard publication listing and lifts it alphabetically to the top of the page while adding a distinctive PaperChain Logo and a "C" Logo for the CVC Audit designation.

The SRDS/Kantar Media Lift program has remained a constant and has continued to position PaperChain publications at the top of every DMA in the nation, where we are seen first by media buyers and where we compete against over 6,000 print publications and 3,400 digital media listings.

Over the years members have seen successes they can attribute to both the circulation audits and from the Lifted SRDS Listing. The PaperChain Board of Managers

believes we've laid the foundation that is about to pay great dividends.

## WHERE WE ARE

The economy has not been kind to media companies the last few years. More competition, dwindling budgets, and reduced staffing have caused all media companies to question every expense. Our free paper association boards have had to prioritize expenses as classified programs, which easily funded the PaperChain program for many years, have struggled to justify the funding need. To their credit, the majority of those boards have seen the value of keeping the SRDS/Kantar Media program in place and staying the course.

As we negotiated the new 2017-18 contract with Kantar Media, we stressed the importance of continuing the program and our partners at SRDS worked with us to tighten the program to stay within our budgetary confines.

## WHERE WE ARE GOING

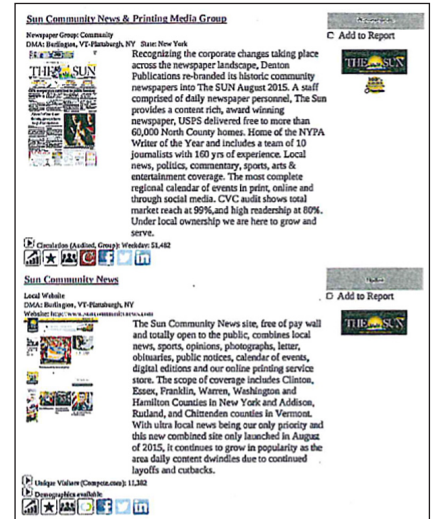
Once the SRDS Lift renewal was in place we suggested Kantar Media consider one more option.

That option was a deep discount for PaperChain members to purchase one of four unique options to convert their standard listing to a premium listing. A number of the 210 DMA's have no premium listings sitting atop the page.

I ask you to consider the impact our Free Paper Industry can make if DMA after DMA prominently features a free community paper or group at the top of the page providing in-depth details about the paper/group, the services they provide, the tremendous reach of the publications and the important role those papers play in the economies of the communities they serve.

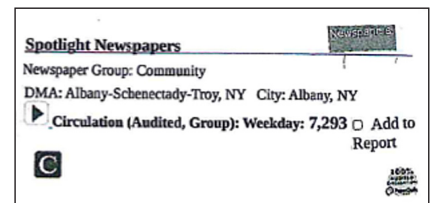
Here is the comparison between a premium listing and a standard listing:

## PREMIUM LISTING OPTION



**Sun Community News & Printing Media Group**  
 Newspaper Group: Community  
 DMA: Bedford, VT-Fishburgh, NY City: New York  
 FR #: 32894  
 Recognizing the corporate changes taking place across the newspaper landscape, Denton Publications re-branded its historic community newspapers into The SUN August 2015. A staff comprised of daily newspaper personnel, The Sun provides a content rich, award winning newspaper, USPS delivered free to more than 60,000 North County homes. Home of the NYPA Writer of the Year and includes a team of 10 journalists with 100 yrs of experience. Local news, politics, commentary, sports, arts & entertainment coverage. The most complete regional calendar of events in print, online and through social media. CVC audit shows total market reach at 99% and high readership at 80%. Under local ownership we are here to grow and serve.  
 Classification (Audited, Group): Weekday: 7,293  
 Sun Community News  
 Local Website  
 DMA: Bedford, VT-Fishburgh, NY  
 Website: www.suncommunitynews.com  
 The Sun Community News site, free of pay wall and totally open to the public, combines local news, sports, opinions, photographs, letters, obituaries, public notices, calendar of events, digital editions and our online printing service store. The scope of coverage includes Clinton, Essex, Franklin, Warren, Washington and Hamilton Counties in New York and Addison, Rutland, and Chittenden counties in Vermont. With ultra local news being our only priority and this new combined site only launched in August of 2015, it continues to grow in popularity as the area daily content dwindles due to continued layoffs and cutbacks.  
 Unique Value (Composite): 11,382  
 Demographics available  
 Circulation (Audited, Group): Weekday: 7,293  
 Add to Report

## STANDARD LISTING WITH LIFT



**Spotlight Newspapers**  
 Newspaper Group: Community  
 DMA: Albany-Schenectady-Troy, NY City: Albany, NY  
 Circulation (Audited, Group): Weekday: 7,293  
 Add to Report

It is the ideal time to strengthen your visibility with national and regional agencies at a time when they are actively searching for alternative delivery options due to the declining circulation of many traditional print publications. This is the perfect time to capitalize on this long time investment.

Free community papers provide the best market penetration and generate the highest ROI available making us the ideal and logical alternative choice.

I strongly urge you to give serious consideration to this request by calling our Kantar Media representative, Michael Forgash, today. Learn more about the discount program and how affordable your premium profile can be. His direct number is (646)-895-8423 or he can be reached by email at michael.forgash@srds.com. **INK**



# We're not **them** — and that's a **good thing**

by Shane Goodman

**I AM PROUD TO BE A** free paper publisher, and I hope you are too. I know it's sometimes not easy. In this world of digital flavors of the month, we can feel like we are selling

music on 8-tracks. (If you are too young to get that reference, please ask your parents.)

Our cohorts at the paid daily newspapers haven't helped our industry. Many have given up on their print components, slashing staff and rolling the dice on the questionable future of digital revenues. But there is an important distinction between our free papers and the paid dailies — they have lost large numbers of readers, and we haven't. So while the stockholders of the dailies are singing the blues, we should be rejoicing that we are not them. And let's be honest, we need to do a much better job of pointing out this distinction to our readers and advertisers who continually group us all under the category of "print."

Years ago, I told a customer of mine who managed a tire store that I needed to buy new tires for my vehicle. He asked me what brand I had on my truck now. I thought about it and I replied that I had no idea. He couldn't believe that I did not know the brand of tires I had. The truth is that it was whatever came on the vehicle, or whatever the best deal was that I could

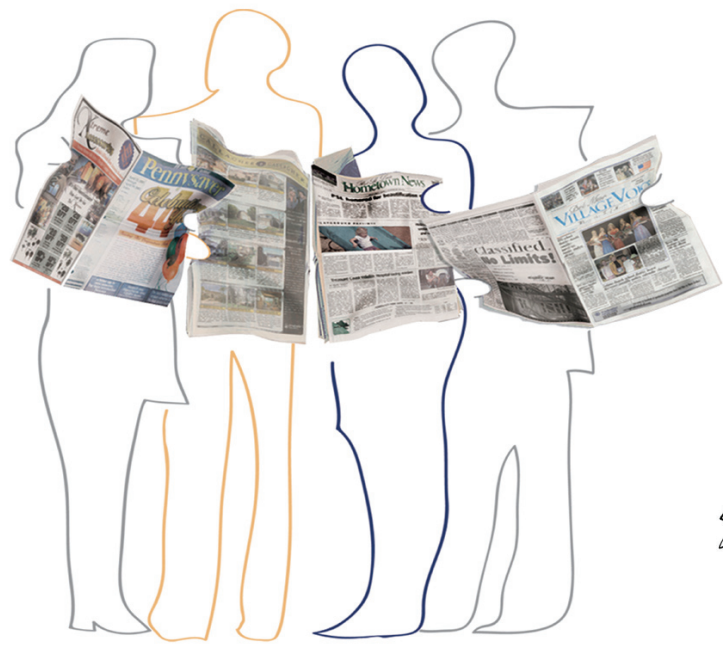
find when it came time to buy. Despite my friend's dismay, I am still not loyal to a tire brand. I just don't care.

That parallel can be drawn in our industry as well, as many of our readers and advertisers are not loyal to publications today. When recalling a story, readers often can't remember where they saw it — and they don't care. Some advertisers will leave us in a flash to buy the next shiny offer that is presented to them by one of our competitors. We can no longer just expect that people will read our publications or buy advertising in them simply because we exist, regardless of how strong our readership is. We must practice what we preach and market our publications aggressively by clearly explaining that what makes us different is what makes us better.

With Free Community Paper Month upon us, this is the perfect time to toot our own horns and brag about how good we truly are. Clearly, no one else is going to do it for us. The dailies can continue to dig their own graves, but we must not get pulled in with them.

So if you are tired of being grouped in with the troubled paid publication industry, then join me in taking an unapologetic approach in stating the distinction between us.

In short, we're not them — and that's a good thing. **INK**



SHANE GOODMAN  
**AFCP PRESIDENT**  
CITYVIEW

# 5 Tech Tools to Grow Your Publishing BUSINESS

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business in 2017.



## SiteSwan

### What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

### How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website...you can change that and make money all at the same time.

**How much does it cost:** Plans start at \$99/mo  
[www.siteswan.com](http://www.siteswan.com)

## Ideal Directories

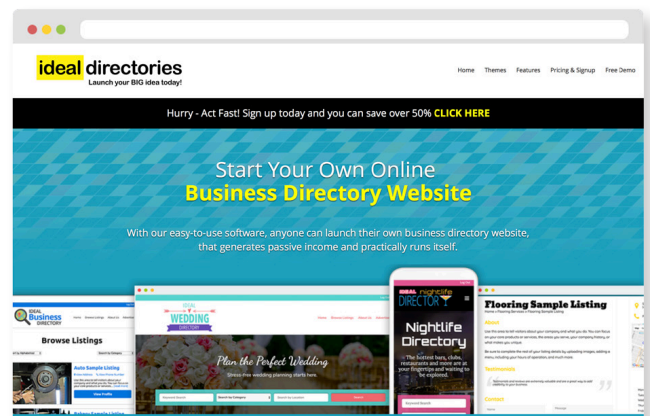
### What is it?

Turn-key business directory websites that can be branded for your publication and market. Choose from different directory "themes" including a general business directory, restaurant directory, wedding vendor directory and more.

### How can it help you grow?

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

**How much does it cost:** Plans start at \$99/mo  
[www.idealdirectories.com](http://www.idealdirectories.com)





## PageFlip Pro

### What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully-responsive interactive Page-Flip Digital Editions.

### How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is always up-to-date with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers...plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

**How much does it cost:** Pricing starts at just \$1 per page (based on volume).

[www.pageflippro.com](http://www.pageflippro.com)

## Exchange Classified Ads Platform

### What is it?

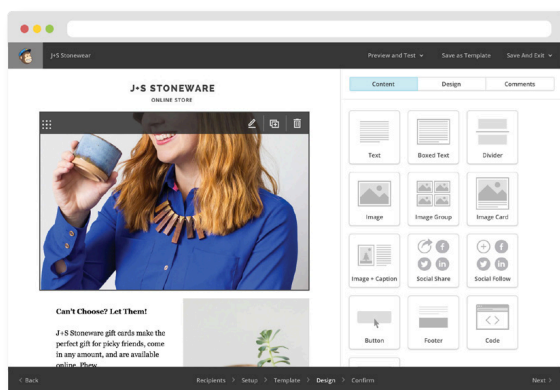
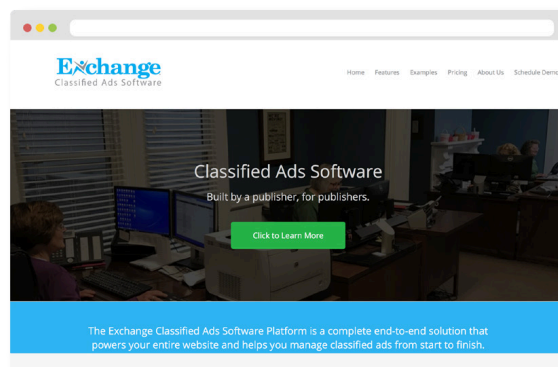
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

### How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated upsell opportunities to add a photo to an ad significantly boost average ad cost. Your staff all have separate logins to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

**How much does it cost:** Plans starting at \$685/mo

[www.classifiedads.software](http://www.classifiedads.software)



## Mailchimp

### What is it?

An easy-to-use email marketing system that lets you send out thousands of emails at once.

### How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

**How much does it cost:** Paid plans starting at \$10/mo (based on subscriber list size)

[www.mailchimp.com](http://www.mailchimp.com)

# What makes top performers excel?

**THE ANNUAL "BEST OF THE BEST"** awards competition has long been the conference highlight for some members of the Association of Free Community Papers (AFCP).

What makes consistent top performers excel in this graphic and editorial competition?

We asked this question of several of the recipients of this year's top awards.



**"FOR ME, IT ALL COMES DOWN** to making sure we give the very best to the client," said Charlie Delatorre, owner and publisher of Tower Publications in Gainesville, Florida. "We're not designing great ads or writing great stories to win awards. We're doing it because it serves our clients in the very best way possible. Having great writers and designers makes a huge difference...as well as making sure everyone is working towards the same goal."

Ericka Winterrowd, managing editor of Tower Publications said, "From an editorial standpoint, I think being observant and receptive to trends that are happening not only locally but also nationally

helps to bring a wide range of story ideas to our planning meetings. Finding an original spin connected to a topic, which localizes it, is imperative to drive the story/conversation home. I think the most successful publications recognize that writers are storytellers. How can you tell a story in a way that connects the reader to these words printed on paper? Everything stems from that question. And I think the answer should always involve this idea of 'bringing it home.'

"Also, I believe that collaboration is key in any kind of work environment. Recognizing that your own idea(s) could be even better and stronger with the input or imagination of another team member is the 'special sauce' in making a product stand out from the rest."

Tower Publications brought home "First Place – Best Original Illustration or Digital Art" from the recent conference in Louisville.



**APPEN MEDIA GROUP'S** production and newsroom manager, A.J. McNaughton, said, "Our staff is a big part of why our newsroom and production department hums like a well oiled machine.

"We have a good mix of industry veterans who have years of experience that help ensure we are putting out a quality product, as well as up-and-comers who bring fresh, new ideas to the table.

"Reviewing the print quality of our papers each week is paramount. We have an open dialogue with our printers about the quality, and if we see issues they are always willing to help."

Appen Media Group located in Alpharetta, Georgia, took home "First Place in Self Promotion – Own Publication" at the recent conference in Louisville, Kentucky.



**"FIRST AND FOREMOST WE** focus on hiring good people, training them, and making them an important part of the process," said Shane Goodman, publisher and owner of Cityview in Johnston, Iowa. "We give them buy in. We identify what skills each employee brings to the table, and figure out how best to plug them into the process.

"Yes, we want to grow and make money. But we also go into it knowing that anything worth doing is worth doing 100%. We hire creative, fun people who are not afraid to put in a hard day's work."

Cityview won "First Place – Most Improved Publication (26% or more editorial) at the recent conference. **INK**

# The LEADERSHIP Institute

by Jim Busch

theLEADERSHIPinstitute

The Leadership Institute is a structured sales and sales management training program sponsored by the Association of Free Community Papers.



To date, 1,814 free paper professionals have attended classes at the AFCP, state and regional conferences, earning over 10,935 class credits in 66 different course curriculums. A total of 81 people have completed all the requirements and been certified as Associate Advertising Executives (AAE) by the AFCP Board!

***"Bloom where you're planted."***

***– American Folk Saying***

**I GREW UP IN AN EXTENDED WORKING CLASS FAMILY** in Pittsburgh. My parents' life was hard growing up in the depression, but my grandparents' life was even tougher.

My grandfather lost several fingers in a steel mill accident. Without the safety net of worker's compensation and disability insurance, my grandparents lost their little farm and only their relatives' support kept them from starvation. My grandfather finally managed to find work as a janitor and they went on with their lives.

The trials and tribulations of a middle-class baby boomer kid—*But why can't I have a TV in my room?*—failed to impress them. Whenever I complained about my sad lot in life, my grandmother would shake her head and would tell me, "You've got to bloom where you're planted boy." If I heard this simple phrase once, I heard it a thousand times during my formative years. I only came to appreciate its full meaning when I was grown.

These four words are about accepting the reality of one's situation. We have very little control over where we are "planted." As individuals, we don't get to choose where we are born or the socioeconomic status of our families. We have no say in the economy or the cost of the things we want and need in our lives. We can whine and complain about the cards we have been dealt all day, but the universe will take no notice.

As working people, my grandparents knew that it was far more productive to roll up your sleeves and get to work on making the best of the situation at hand. It is important to note that we are not supposed to "hang on" where we're planted, but we are to "bloom."

My grandparents went to sleep every night under quilts my grandmother sewed from old clothes, and ate dinner on a table my grandfather made from recycled lumber. Rather than dwell on the problems in their life, they drew on them as a source of strength. They took great pride in the struggles they overcame and saw them as proof that they could handle anything life threw at them in the future.

Throughout my career, when I was tempted to complain about my territory or the economy, my grandparents' words came back to me and I got to work and, "bloomed where I was planted." **INK**

# Special Sections:


## A boon to the bottom line

**THE TRADITION OF SHARING SPECIAL PROMOTION** ideas within this industry has been an important component of many state, regional and national conferences over the years. We are working on an opportunity for you to share with your fellow publishers without ever leaving the comfort of your own office!

Most of us in this business realize that special sections can be a boon to our bottom line. In most cases, a good idea for a special section in California will work just as well in New York or anywhere else that salespeople can be sent out on the streets with a benefit to offer advertisers and a news niche that benefits the community.

With the above in mind, Free Paper INK will zero in on more special sections in its September issue. We are asking for members of AFCP to share some of their special section ideas in the next issue of INK.

Do you have a new website, business, sports, cultural, medical or financial section? Have you devoted a special section to community service, social activities, the best use of data, or digital activities that work? Have you added a new twist to an old section idea and brought fresh life into it? Even ideas that may seem to be "old hat" to you might inspire greatness in a fellow publisher who hasn't heard it before. So please, share your special section ideas with your fellow AFCP publishers. If we use your idea in the September issue, you'll receive an AFCP T-shirt as our thanks.

Yes, it is important that the special section makes money! And we have publishers around the country with great niche publications that are profitable, so please share your ideas. Email them to [DJNeuharth@aol.com](mailto:DJNeuharth@aol.com) or to [FreePaperINK@aol.com](mailto:FreePaperINK@aol.com). 

## What can you do to celebrate Free Paper Month?

*Here are a few more ideas:*

*Continued from page 9*

garding your free paper. Print the good and the bad in a special feature.

### TO DO WITH YOUR COMMUNITY...

- Ask the mayor to proclaim July as National Free Paper Month in your community and feature the proclamation and photo in your publication.
- Set up a shopping center display. Mall organizers are always looking for displays that will attract people while shopping.
- Make arrangements with local radio or television stations to get on their talk shows.
- Remind local civic presidents and program chair people about the celebration as far in advance as possible and offer to help set up a special program for them.
- Establish an annual competition in the name of your free paper for the best news story, photo or feature in the high school paper. Put a plaque in the school or feature in the high school paper. Put a plaque in the school bearing the name of the winner each year.
- Sponsor an essay contest about how your free paper helps the community or why a free press is important.

### TO DO IN YOUR PAPER...

- Run the Free Paper Month logo and advertisement in your publication. Go to [www.paperchain.org/freepapermonth](http://www.paperchain.org/freepapermonth)
- Add the PaperChain and Free Paper Month logos to your masthead or flag.
- Explain the historical basis of the importance of free papers and the origin of the industry.
- Run a feature on the awards your free paper has won in various state and national contests.
- Explain in a feature how a story or an ad makes it to print - the people who write it, sell it, compose it, print it, deliver it, etc.
- Develop "Did You Know" fillers to use during the month. For example, Did you now...newsprint usage for one year would stretch from local point to local point; the combined experience of sales staff; the miles driven by circulation people in one year; rolls of film or newsprint used; etc. (Use the facts available from the current "Did You Know" sheet.)
- Feature a member of the community who is the same age as your publication. Highlight the growth of both.
- Whatever you do...Celebrate JULY Free Paper Month.



# Baltimore the Brave

by Laura Baugher, Rising Star

**"THE LAND OF THE FREE AND THE HOME OF THE BRAVE."** Few lines ever penned so simply and elegantly epitomize the spirit and character of America and her people. No matter the odds we face, Americans stand, we fight, and we overcome. We face our battles whether they are in life or on the field with determination rather than timidity, with a fierce fire rather than a dispirited wavering. Penning these lines, Francis Scott Key captured both the very essence of his young nation and, as strikingly, the city for which battle waged, Baltimore.

Established in 1729, Baltimore was a port for shipping the products of the fertile land, grain and tobacco. Having one of the best naturally protected harbors in the world, Baltimore offers a relatively safe haven for ships. By the time of the Revolution, the city was a bustling shipping hub and ship-building center.

As war broke out between the colonists and Britain, many Marylanders flocked to join the Continental Army. Those remaining at home acted as support for the army, often supplying grain and livestock. As 1776 progressed badly for the Revolutionaries, the colonists found themselves retreating from the professional soldiers of the regular army. Fearing a British invasion, the Second Continental Congress fled Philadelphia to Baltimore for three months. The Congress convened at Henry Fite's house who rented it to them for sixty pounds. After the war, Baltimore was the first city to erect a monument in honor of George Washington.

While spared during the Revolution, Baltimore was not so lucky in the following years. The War of 1812 brought war directly to Baltimore. The British were successfully invading America against her fledgling and all-volunteer military. The capitol had not only been sacked but burned. The British then turned their attention towards Baltimore, a hot bed of anti-British sentiment.

For twenty-five hours straight, British warships relentlessly bombarded Fort McHenry. So fierce was the fire that often the fort was not even visible through all the canon smoke. Only "by the dawn's early light" did the British Navy, Francis Scott Key, and the American captives aboard British prison boats see and know that the Americans emerged victorious as they saw Old Glory, rather than the Union Jack, waving above the fort. As a point of honor, all newly designed flags are still first flown above Fort McHenry before their release to the public.

After the war, Baltimore experienced a period of cultural and industrial growth. Although Baltimore hosts the only remaining home in which he once lived, her most famous author, Edgar Allen Poe, actually only resided in the city for a few short years.



Photo provided by Visit Baltimore.

Born in Boston on January 19, 1809, he was the first author to try to make a living solely by writing. He is credited with transforming the horror genre with his tales of psychological depth, pioneering the science fiction genre, and inventing of the modern detective story.

In October 1849, while heading towards Philadelphia and New York from Richmond, Poe collapsed in Baltimore's streets. He was taken to Washington College Hospital where he died, officially of congestion of the brain though the actual circumstances remain a mystery. Buried at Westminster Hall, every year on his birthday the mysterious "Poe Toaster" leaves a bottle of cognac and three roses on the grave.

Poe's influence can be seen throughout the city in many Poe themed restaurants, taverns, Bed and Breakfasts, monuments, libraries, and ghost walks, particularly in the Fells Point area where his ghost is said to still roam. Even the city's football team, the Ravens, take their name from Poe's famous poem with their mascots named Edgar, Allen, and Poe.

*Continued on page 19*

# Associations IN the NEWS

THE ANNUAL \$1,000.00 scholarship recipients have been announced by the Independent Free Papers of America (IFPA).

The recipients are:

- Kathryn Gertin of Borden, Indiana. A senior at Borden High School, she plans to attend Oakland City University with an athletic scholarship. She excels in softball. She is ranked fifth in a class of 56 and has won numerous honors. Her mother, Leslie, is employed at the Green Banner in Perkins, Indiana.

- Lauren Delatorre of Newberry, Florida, will graduate this year from Oak Hill School, an independent college preparatory school. She is ranked in the top 10% of 64 students and has won numerous national honors. She has earned a number of academic awards. She plans to attend the University of Florida. Her father, Charlie, is the owner and publisher of Tower Publications in Gainesville.

- Alondra Estevez is graduating from Archbishop Carroll High School in Miami, Florida. She ranks third in a class of 85 and plans to attend Florida International University. She is a member of five different honor societies and has been active in numerous community groups. Her mother, Carmen, is employed at The Flyer in Miami.

- Madeline Wright of Little Falls, Minnesota, is graduating from Little Community High School. She ranks 15th in a class of 180 and plans to attend North Dakota State University. She is a member of the National Honor Society and is involved in many community events. Her grandfather, Bob, is the former publisher of the Morrison County Record in Little Falls. Her father, Jim, writes news articles for the paper.

- Abigail Austin of Millville, Massachusetts, will graduate from Blackstone-Millville Regional School District. She is ranked second out of 114 students and is considering attending Simmons College. Her goal is to be a nurse practitioner. She is the president of the National Honor Society and is involved in numerous activities. Her mother, Tammy, is employed at the Valley Breeze in Lincoln, Rhode Island.

- William Coats of Keeseville, New York, will graduate from Saranac Lake High School. He plans to attend Alfred University and study sports management. He excels in football and baseball. He is involved in community activities and is a member of the National Honor Society. His father, Ed, is the publisher of the New Market Press in Middlebury, Vermont.

To submit your "associations in the news" story, please contact Dave Neuharth by fax (1.352.347.3384) or email: DJNeuharth@aol.com.

Peter Lamb will be the keynote speaker at the Community Papers of Florida (CPF) annual conference Sept. 15-16 in Stuart, Florida.

Lamb's topic is "Best Practices from Around the World: Who is Winning the Revenue War and Why?"

The conference agenda will include a round table session with CPF member classified reps on the nuts and bolts of selling local classified ads.

AccountScout  
Anywhere...



- Ad Schedules
- Receivables
- Billing

303-791-3301 | [www.FakeBrains.com](http://www.FakeBrains.com) |  **FAKE BRAINS**  
Helping Businesses Achieve Greatness



**SCS**  
Software Consulting Services, LLC  
SCS builds trusted newspaper systems

"SCS has been a key strategic partner helping us leverage technology to automate manual work so we can invest more heavily in editorial."

- Andrew Olsen, Publisher  
Times Review Media Group

[newspapersystems.com](http://newspapersystems.com) - 800.568.8006



sept.

**STUART, FL :**  
**SEPTEMBER 15-16, 2017**  
Community Papers of Florida (CPF). Annual Conference, Hutchinson Island Marriott Resort & Marina, Stuart, Florida. For information contact: DJNeuharth@aol.com.

**CHICAGO, IL :**  
**SEPTEMBER 25-27, 2017**  
Niche Media Digital Conference, Chicago, Illinois. For additional information visit [www.nichedigitalconference.com](http://www.nichedigitalconference.com).

**NEW YORK CITY, NY :**  
**SEPTEMBER 28-30, 2017**  
Independent Free Papers of America (IFPA). Annual Conference, Westin Newport Hotel. For more information contact Douglas Fry at [douglas@douglasfry.org](mailto:douglas@douglasfry.org).

2018

**CLEARWATER, BEACH, FL :**  
**JANUARY 25-28, 2018**  
Independent Free Papers of America (IFPA). Publishers Summit, Holiday Inn, Clearwater Beach, Florida. For information contact Douglas Fry at [douglas@ifpa.com](mailto:douglas@ifpa.com).

**BALTIMORE, MD :**  
**MAY 3-5, 2018**  
Association of Free Community Papers (AFCP). Annual Conference and Trade Show, Inner Harbor in Baltimore, Maryland. For information contact Loren Colburn at [loren@afcp.org](mailto:loren@afcp.org).

To list your conference information in *Free Paper INK*, send it to:  
**DJNeuharth@aol.com**

To list your conference information on the AFCP website, send it to:  
**Loren@afcp.org**

Baltimore the Brave

*Continued from page 17*

In industry, the B&O Railroad, 1827, exemplifies Baltimore's spirit. Not just a square on the Monopoly board, the B&O Railroad was an innovator. It was the first commercial long-distance railroad, employed the first American built steam locomotive, and, later, ran the first air conditioned train for the comfort of its passengers. In the late nineteenth century, facing fierce competition, the railroad hired a marketing director and advertised itself as the most historic railroad carrying passengers through the most scenic of the American countryside. The B&O Railroad Line had the honor of transporting President Lincoln's funeral train to his home and final resting place in Illinois.

On July 4, 1953 the B&O Transportation Museum officially opened to the public. This museum, still located in the original, though restructured, rotunda boasts the oldest and most significant railroad collection in America.

The B&O Railroad, as all railroads of the time, played a significant role in the Civil War. For the first time, troop transportation and supply over land could be managed quickly over long distances. Maryland, a slave owning state, sided with the North during the war, though not completely by choice. The Union stationed forces in Baltimore to ensure that supply lines and services vital

for the Union effort remained loyal to and in the hands of the Union.

Unlike the previous wars, Baltimore fared poorly as a result of the Civil War. Baltimore's economy, like many Southern economies, had relied heavily on the products of slave labor. Through the next century and a half, Baltimore faced a declining population and an exodus of much of its industry.

Recently, Baltimore has encouraged a burgeoning economy and population base through aggressive, yet fiscally responsible, revitalization efforts. They are striving to create market dynamics that encourage private investors to shoulder redevelopment efforts. Property taxes are also being lowered by as much as 20% while government costs are being reduced. Rehabilitating vacant housing and offering strong home buyer incentives provide another draw.

Furthermore, extensive investments are being made in education and new school construction in an effort to draw more families to the city with the idea being that when neighborhoods improve, business soon follows. Most importantly, these efforts are working! Baltimore is once again the vibrant, exciting, and brave city that Francis Scott Key and Edgar Allen Poe knew. **INK**

# GRAPEVINE

## THE SALE OF THE COUNCIL

Grove Republican – published continuously for the past 145 years, since its first issue on Aug. 24, 1872 – was announced by Craig McNeal, president of Council Grove Publishing Company, Inc. The sale to David Parker of Enid, Oklahoma, was effective July 1.

Parker said there will be no changes at the newspaper in terms of staff. The paper design will remain the same, and the Council Grove Republican will continue to be published daily.

Council Grove was listed in the late 1900's as one of the four smallest cities in the United States, population wise, to have a daily newspaper. Today, it is the only one of the four newspapers still being published daily.

Parker, who has been in the printing and publishing industry for more than 40 years, said he has wanted to buy the Council Grove newspaper for a long time, since he first visited the Flint Hills decades ago, and that things finally came together earlier this year.

He and his wife currently live in Oklahoma, but plan to move to the Flint Hills in the near future where he wants to be an active member of the Council Grove

community.

McNeal, who has been with the newspaper the past 52 years (first as a staff writer and later as owner and editor), said he will miss covering the daily happenings in the community and area, with never a day without something new developing in the news. He plans to continue to live in Council Grove and is looking forward to having more time to attend his three grandchildren's activities at schools in Olathe.

While the Council Grove Republican's first issue was published on Aug. 24, 1872, the McNeal family has been involved in its daily operation for the past 82 years.

Julie Bergman, senior associate with W.B. Grimes & Company, represented Parker in the sale.



## THE HERALD, A WEEKLY

newspaper in Havana, Florida, owned and operated by Nick Bert, has been sold to Mark Pettus, a veteran newspaper publisher from Jacksonville, Florida.

The paid community weekly has served the residents of Havana and Gadsden County, a suburb of Tallahassee, since 1947. It was originally founded as the Havana

## WHAT'S GOING ON...

Herald and the Havana Publishing Company, the commercial printing portion of the operation.

Bert began working as editor of the paper in 1973, having just earned a journalism degree from the University of Florida. He has been at the newspaper ever since. In 1985, Bert bought the Herald newspaper from a local investment group and in 1992 added the Havana Publishing Company, uniting the two again under a new company, Priority News, Inc. The commercial printing side still operates in tandem with the newspaper to this day.

Pettus recently served as publisher at Florida NewsLine, a family of community publications that included Ponte Vedra NewsLine, The CreekLine, Mandarin NewsLine, Southside NewsLine, St. Johns Business Monthly, The Players Journal, Ocean Breeze, San Marco Life and The Beaches Life, plus a family of other specialty news publications and digital news outlets. He was executive editor for The Ponte Vedra Recorder and its family of publications.

The seller was represented by David Slavin, senior associate at W.B. Grimes & Company. **INK**

More than a CRM,  
a 24/7 business  
partner

MaxPro Publishing was created to bring your entire staff together and allow them to communicate quickly and effortlessly.

Combining a CRM with a full suite of office software, you get the benefits of all your information in one spot, served to wherever you work.



- CROSS-PLATFORM
- PERSONAL SUPPORT
- QUICK START-UP
- NO SETUP FEES
- NO CONTRACT
- AFFORDABLE PRICING
- REMOTE ACCESS 24/7
- DATA SECURITY
- AUTOMATED BACKUPS

maxpropublishing.com

407.656.2777



MAIN STREET

MARKETPLACES



Introducing the most powerful platform on the market for  
EVERY market...and every business in your market

## CHANGE THE GAME WITH THIS ALL-IN-ONE SOLUTION

Place a dynamic digital advertising/marketing tool  
in the hand of every merchant in your market

- Full Internet Marketing suite for your advertisers, right from their smartphone.
- Real-time website posting tool.
- Completely white-labeled to your brand.
- Unique SMS code for every listing.
- Text to \$ave tied to print ads and reverse publishing tools.
- Point of sale SMS promotions.
- Real-Time SMS coupon creation with Koopons™.



KEEP IT LOCAL  
Koopons

| AutoConX Systems | 877-394-9496 | AutoConX.com



**COMPUTER SOFTWARE**

**SOFTWARE FOR THE NEWSPAPER INDUSTRY**

Accounts receivable, scheduling, display and classified advertising, commissions, circulation, circulars, trucks & carrier payroll. Contact Fake Brains Software at [www.fakebrains.com](http://www.fakebrains.com) or 303-791-3301.

SEE  
INK MAGAZINE  
ONLINE AT  
[WWW.AFCP.ORG](http://WWW.AFCP.ORG)  
CLICK ON  
'FREE PAPER INK'

**DISTRIBUTION SERVICES**

**AVAILABLE NATION-WIDE** Let us distribute your paper in a unique, cost effective way while bringing in additional advertising revenue. Call 631.235.2643. The Email Shopper ask for Richard or email [admin@theemailshopper.com](mailto:admin@theemailshopper.com)

**CONTENT PROVIDERS**

**SAVE TIME AND MONEY** by purchasing your content from us. We supply entertaining and educational content to free weekly community papers around the country. No contract! Email us today: [FactsWeekly@gmail.com](mailto:FactsWeekly@gmail.com) or visit [www.FactsWeekly.com](http://www.FactsWeekly.com)

**PUBLICATION BROKERS**

**KNOWLES MEDIA BROKERAGE SERVICES**

Appraisals-Acquisitions Sales-Mergers  
Gregg K. Knowles,  
Licensed Broker.  
Office 661-833-3834  
Cell 661-333-9516  
Go to my WEBSITE for listings: [www.media-broker.com](http://www.media-broker.com)

**FREE NEWSPAPER INDUSTRY NEWSLETTER**

From W.B. Grimes & Co, The Nation's #1 Broker Offices Nationwide (just e-mail us @ [lgrimes@mediamergers.com](mailto:lgrimes@mediamergers.com)) or call (301) 253-5016.

**AVAILABLE IN SOUTH FLORIDA** for free publications (Weekly or Monthly). Call Tony Battallan. (561) 585-7537

**WHAT'S YOUR PAPER WORTH?** Free Newspaper Appraisal. Go to [www.medimergers.com](http://www.medimergers.com)

WANT  
INFORMATION ON  
THE  
LEADERSHIP  
INSTITUTE?  
  
GO TO  
[WWW.AFCP.ORG](http://WWW.AFCP.ORG)

**EMPLOYMENT**

**ADVERTISING SALES MANAGER**

The Smart Shopper Group is rapidly expanding their Shoppers into the Sarasota Fl. Market and is in need of an experienced Sales Manager. This position will provide leadership and direction to Display Sales Representatives. Applicants must have a proven track record of motivating and managing a sales group. Shopper and/or weekly experience is a plus. Salary commensurate with experience. Please email your resume with a cover letter and salary requirements in confidence to R Knight, CEO at [rknight@smartshopg.com](mailto:rknight@smartshopg.com)

**MEDIA COMPANY** looking for aggressive, hard-working, highly motivated advertising sales professional for Inside and outside sales, Sales Managers, telemarketing. We don't need sales people to make their goal, we need them to beat them. What's in it for you?

- Family atmosphere!
  - Excellent compensation plan with great incentives!
  - Great earnings potential!
  - Health, Dental, Vision, Retirement Plans
  - Ongoing training and development!
  - Room for advancement!
- Open territories in Cape Coral, Fort Myers, Bonita and Naples.  
Please email resume to: [jkonig@breezenewspapers.com](mailto:jkonig@breezenewspapers.com).

**EMPLOYMENT**

**LIVE AND WORK** in fabulous Myrtle Beach, S.C. The Myrtle Beach Herald has an immediate opening for an experienced sales rep. Email resume to Tom Brown, [tom.brown@myor-rynews.com](mailto:tom.brown@myor-rynews.com).

**WEEKLY PAID NEWSPAPER EDITOR.** Seeking Weekly Newspaper Editor for two Community Newspapers in Clay County, Florida. Candidate must have prior newspaper experience, editing skills, writing skills, management skills, computer/Internet savvy, willingness to serve a local niche community, understand deadlines and ability to work with a fast paced production & marketing environment while maintaining high ethical standards. This is a full time position offering compensation commensurate to experience plus benefit package. EOE Please send letter of interest, experience and resume to [jon@opcfla.com](mailto:jon@opcfla.com).

OBTAIN VALUABLE  
INFORMATION TO  
IMPROVE YOUR  
BUSINESS AT  
**TRADE SHOWS!**  
SEE YOU IN  
BALTIMORE!

<p><b>free paper</b> <b>INK</b> CLASSIFIED ADVERTISING INFO</p>	<p><b>RATES:</b> Up to 30 words \$25 per issue (additional words - 90 cents per word)</p>	<p><b>DISCOUNTS:</b> 10% off for 6 months 20% off for 12 months</p>	<p><b>CONTACT:</b> Phone: 877.203-2327 Fax: 720.528-7943 Email: <a href="mailto:afcp@afcp.org">afcp@afcp.org</a></p>
---	---	---	--

**EMPLOYMENT**

**ADVERTISING SALES MANAGER** All Island Media, Inc. publishers of Pennysaver, Town Crier and Trends is looking for an experienced sales manager to work in our Long Island office. This position will provide leadership and direction to Display Sales Representatives. Applicants must have a proven track record of motivating and leading sales in a similar environment. Please send resume in confidence to jobs@lipennysaver.com

**ADVERTISING SALES MANAGER** needed for Florida's largest group of community newspapers. Salary, liberal bonus and benefit package available for the right individual. Please send your resume with cover letter and salary requirements in confidence to: Faris Robinson, President, to E-mail: Opportunity@Hometownnewsol.com Or Fax: 772-465-5301-EOE

WANT TO PLACE YOUR OWN CLASSIFIED AD?  
**CALL 877-203-2327**

**PUBLICATIONS FOR SALE**

**17 YEAR OLD WEEKLY** free shopper for sale located in Sulphur Springs, Texas (on I-30). Family owned, debt free, affordable financing available. Looking to semi-retire. 903-348-3546.

**PUBLICATIONS FOR SALE**

**KAMEN & CO. GROUP SERVICES**  
www.KAMENGROUP.com  
www.twitter.com/kamengroup  
info@kamengroup.com  
516-379-2797  
Kamen & Co Group Services  
626 RXR Plaza  
Uniondale, NY 11556  
We are the leading financial valuation multi-media publishing firm in the industry serving both the domestic and international publishing audience. Our office values book publishing, social media, video, newspaper, shopper, magazine and broadcast entities as well as investment co's that deal within the media sector. At Kamen & Co Group Services, our continuum of publishing advisory services allows us to meet each client's needs. APPRAISALS, BROKERING, CONSULTING. We have publishing properties for sale across the globe; contact us for specific markets and opportunities. Confidentially email us at info@kamen-group.com and/or feel free to call us at our New York corporate office 516-379-2797. Follow us at twitter too! www.twitter.com/kamengroup  
**KAMEN & CO:** Proud to be the expert media financial valuation resource for FORBES 400 list of America's Richest People 2016 and 2015

**WWW.AFCP.ORG**

**PUBLICATIONS FOR SALE**

**REVENUE IS UP!** Unique opportunity: four monthly publications in North Central Florida for sale. All publications are targeted toward high end senior gated communities. Two publications come with exclusive home delivery rights. All the newspapers are award winning. If you have looked at the stats on the senior market you will see the opportunities for the next ten years. Will work as consultant for one year if needed. For information call 352-804-1223.

**PUBLICATIONS FOR SALE**

**NATIONWIDE** W.B. Grimes & Company. Check out our complete list @ www.mediamergers.com

**MISCELLANEOUS**

**INCREASE REVENUE** through pay per call advertising. Run small classified ads and get paid for each call you generate. Prompt monthly payouts! Contact Leigh Ann for details! 618-351-7570, Email@AdvertisingResults.com.

**OUTPERFORM YOUR CONDITIONS.** Training and marketing materials supported by research that will help your staff sell more ads in this economy. Affordable and proven programs. John Peterson, 860-447-9198. Johncpeterson.com.

**EQUIPMENT FOR SALE**

**INSERTING MACHINE** for SALE: 12 into 1 Muller-Martini 227 inserting machine. Additional pockets also available. Contact Lee at lmsmith@theflyer.com or 813-635-3396.

**NICE 6 SLOT MULTI-** publication racks for sale, in good condition @ \$20.00 per rack. Can send a picture if interested. Please email Julie or Rob at julie@opcfla.com or rob@opcfla.com.

IS YOUR CAREER WORTH 5 MINUTES OF YOUR TIME?  
**INVEST IN TRAINING BY THE PODFATHER, ROB ZARRILLI!**  
**GO TO**  
WWW.AFCP.ORG  
CLICK ON  
MEMBER BENEFITS →  
THE LEADERSHIP INSTITUTE →  
PODCAST ARCHIVES

**free paper INK CLASSIFIED ADVERTISING INFO**

**RATES:** Up to 30 words \$25 per issue (additional words - 90 cents per word)

**DISCOUNTS:** 10% off for 6 months 20% off for 12 months

**CONTACT:** Phone: 877.203-2327 Fax: 720.528-7943 Email: afcp@afcp.org



# PUBLISHERS MAKE MONEY

selling NANI ads!



For more information,  
call 877-203-2327  
[www.afcp.org/nani](http://www.afcp.org/nani)

## 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](http://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](mailto:info@kamengroup.com) [www.kamengroup.com](http://www.kamengroup.com)

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

626 RXR PLAZA, UNIONDALE, NY 11556



[www.KamenGroup.com](http://www.KamenGroup.com)

Media Appraisers & Brokers

## Dream YOUR CRUISE... THEN CRUISE YOUR Dream

CARNIVAL • CELEBRITY • HOLLAND AMERICA • NORWEGIAN • ROYAL CARIBBEAN • PRINCESS



In Support of the  
Association of Free Community Papers

PERSONALIZED SERVICE...  
....AT AFFORDABLE PRICING

**877.270.7260**

[Cassey.Recore@CruisePlanners.com](mailto:Cassey.Recore@CruisePlanners.com)

[www.NCPtravel.com](http://www.NCPtravel.com)



Best Values On  
All Cruise Lines

Individual And  
Group Cruise  
Rates

Worldwide  
Cruises  
Exotic  
Destinations

- A subsidiary of the Association of Free Community Papers -

FST#ST36334  
CST#2034468-50

A monthly publication provided by the Association of Free Community Papers. Our mission is to bring news and resources to the free community publication industry.



Got a newsworthy event going on with your business or your staff?

Send the details and photos to [loren@afcp.org](mailto:loren@afcp.org) for consideration for a coming issue of Free Paper INK.



135 Old Cove Road – Suite 210  
Liverpool, NY 13090

PSRST STD  
U.S. Postage  
Paid  
Permit #22  
Slayton, MN

THE FREE PAPER INDUSTRY'S NEWS SOURCE  
[WWW.AFCP.ORG](http://WWW.AFCP.ORG)

# Bring one to share...



Management  
IDEA



Creative  
IDEA



Circulation  
IDEA



REVENUE  
IDEA



NEW PRODUCT  
IDEA



Graphics  
IDEA



INNOVATIVE  
IDEA



Digital Product  
IDEA

# ...take tons home to use!