



INDEPENDENT FREE PAPERS OF AMERICA

August 2017

tip

The Independent Publisher

Arcadia News Driven By Passion
For Community

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Top 10 Email Subject Lines

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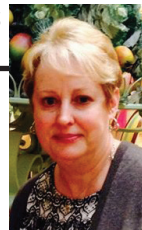
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Vol. XXXVI, No. 8 • August 2017



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

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

The Independent Publisher

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

Publisher

Jane Means, President

Federal Collective Membership
Registration No. 1,561,653

Managing Editor

Douglas Fry
e-mail: douglas@ifpa.com

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

Advertising, Editorial & Production

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

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I'm pretty sure no one ever reads this portion of page 3. If you do, please call Douglas Fry at 931.223.5708. Have a great day.



Greg Bruns Pursues His Passion

by
Cindy Cruz



By Cindy Cruz

As he was approaching age 30 Greg Bruns, publisher of Arcadia News experienced what he called a “little mid-life crisis when I realized that if I didn’t pursue my passion (writing) I was going to be miserable. I was single at the time, but without a lot of career direction. I have always loved reading the ‘neighborhood newspapers’ and as a budding writer, finally pursued working for Arcadia News on my 30th birthday.”

The paper was started in 1993 by a husband and wife team who saw a vacancy in a fast-growing community. Located in Phoenix, Arizona at the base of Camelback Mountain, the Arcadia area is primarily made up of families and busy professionals who are very interested in local news. The paper is celebrating its 25th Anniversary with monthly promotions and activities that will continue throughout the year.

Bruns started at the paper in 1997 as a writer/columnist. In 2001, the owners offered to sell him the paper, and he says it was the best professional opportunity he has ever had. The publication is family-owned and operated with Bruns parents helping with distribution and managing the classifieds and other small business ads. His young sons also assist at times. “Years ago, I used to work really late hours and our dog Bella would provide security and help me with time management. She would nudge me if I ended up working past 2 a.m. I never figured out how she knew what time it was,” Bruns says.

Arcadia News focuses on community/neighborhood news and



Arcadia News staff (L-R): Greg Bruns, publisher; Nick Smith, editor; Roni Mier, advertising director; Gabe Turner, graphic designer are pictured in the production area. Below Right: Arcadia News, award-winning local newspaper, is celebrating its 25th anniversary.

feature stories about the great people who live there. Bruns says Editor Nick Smith has a knack for finding interesting feature stories. “Arcadia is a really special area that is in high demand – the “small town feel” here is what makes it so special. As the neighborhood newspaper, I think we help make that happen,” he adds.

Dashing out with the camera to capture fleeting local news is always memorable for Bruns. “We once had an Apache helicopter land in a park near our office.

When he was president, George “W” Bush dined at a local Mexican restaurant down the street from our office,” Bruns recalls. “Secret Service tried to usher me out the door when I arrived out of breath, but the owners of the restaurant vouched for me. I was able to get a photo of the President with all the staff and owners. “W” was patient for the photo and I was really surprised at how tall he was – his hand seemed

huge when he shook mine.”

Bruns enjoys having “his finger on the pulse of the community and getting to know the people of the area. “We are a ‘good news’ newspaper and it gives me great pride to provide such wholesome and family-oriented content,” he adds. “We hear from our readers all the time how much they love our paper, and how it enables them to take a break from the ‘doom and gloom’.”





Then President George W. Bush posed for a picture with staff and family owners of Tee Pee Mexican Restaurant and (far right) Anaheim Angels owner, Arte Moreno when he visited the Arcadia region of Phoenix

Arcadia News is very community-oriented. They sponsor several local “fun runs” that benefit multiple charities. They have awarded over 20 scholarships to graduating seniors from local high schools since the program’s inception 2005 and operate the Teachers We Love program. They also support several breast cancer efforts events.

The staff gathers at the Ronald McDonald house once a year to serve meals including their own homemade dishes and spends a few hours visiting with some of the families. They have sponsored a “Christmas Tree” at the Phoenix Children’s Hospital decorating their own “Arcadia News Tree.” In addition, they partner with the local arts center, helping them with distribution of materials and information at their annual fundraiser.

To stay competitive they focus on design and content as well as building the relationships with advertisers. They do consultative selling with potential and existing advertisers to make sure their needs are met. “There aren’t many papers who have figured out how to be profitable on

the digital side, so sometimes it’s best to just focus on what we do well—print,” he explains.

“Our design and content is one of our best assets – we’ve won roughly 100 awards from several different industry organizations since we started entering contests in 2009. From photography to design to engaging stories, our publication is dependent on excellent content,” Bruns says.

He attributes Arcadia’s success to a great small team who wear many different hats. People are surprised to learn they run the paper with just four full-time people, a few part-timers and about a dozen freelance writers. “It also helps that we have true neighborhood knowledge. My wife and I are raising our family here – we are involved and part of the community and we give back,” Bruns says. “I’ve seen so many other publications try to come in and compete with us – they are usually people who are from outside our area and it shows to the readers. We stay our course of providing interesting and useful news about the neighborhood and the people who live in it.”

ARCADIA NEWS TEACHERS *we love*

By Cindy Cruz

Most people had a teacher who made a difference in their lives but not everyone has had the opportunity to express their gratitude. This was the impetus that led Arcadia News Publisher Greg Bruns to launch the **Teachers We Love** (TWL) program.

Bruns struggled with math and geography in high school but reluctantly enrolled in community college at the suggestion of his father. Although he convinced himself he was going to hate geography, he enrolled in it during his first semester to get one of the core subjects out of the way. It changed his life.

“I ended up with a geography professor who taught me otherwise and took a specific interest in me, challenging me in geography while motivating me in the realm of higher education.” He helped me see past the limitations I had put on myself and encouraged me to become the best me that I can be, however clichéd that sounds,” Bruns says.

Three years later he graduated with honors from Northern Arizona University (NAU), with a bachelor’s degree in of all things - geography. His focus was on computer cartography (map making), and in a roundabout way, Bruns says that led him to the Arcadia News, designing ads and writing copy.

In 2010 he tried, but was unable to track down his old professor to thank him. “When I couldn’t find

continued on page 6

Teachers We Love

continues from page 5

him, the *Teachers We Love* program was born, to encourage others not to wait too long to say 'thank you' like I did," Bruns adds.

He wanted to develop a program that would allow people to show their appreciation to a special teacher and give that person their well-deserved recognition.

Students or parents or fellow staff can nominate any teacher or administrator in their area. Each month a committee selects one entry. "We present the award to the teacher in a surprise visit (we setup through the school administrators) with the student who nominated them and usually the parents. Teachers don't get a lot of recognition, so sometimes

it's a very emotional moment," Bruns says.

Bruns and the Arcadia Editor Nick Smith present the award and take a photo and follow-up with a story in the next edition, which details why the teacher was chosen. They receive a certificate and gifts from local businesses. Those selected are also honored at a Special Teachers Luncheon at the end of the school year. "Each time it's an uplifting and

happy moment that reminds us why we do this," Bruns says.

The Arcadia News *Teachers We Love* program has been very successful, affording nearly 50 students and families the opportunity to publicly thank a special teacher who has made a difference.

Bruns has since been able to locate his former geography professor, and has written his letter of thanks.



Teachers We Love gather for annual appreciation luncheon

TEACHERS WE LOVE

By Amanda Goossen

On June 1, seven Arcadia-area teachers and one local principal gathered at Postino winecafe for the third annual *Arcadia News* Teachers We Love luncheon.

Throughout the 2015-2016 school year, nine teachers were surprised in their classroom with a presentation by the *Arcadia News* staff as well as their nominating family. Each teacher was awarded dinner for two at Postino, a day of pampering at Salon Sandoval, an *Arcadia News* backpack filled with swag and an invitation to the annual June luncheon.

The luncheon, a favorite day for our staff, is sponsored by Postino. The two-hour festivity is an opportunity for educators from schools throughout our area to compare, discuss and learn from each other as well as laugh about entertaining and unimaginable moments in the classroom.

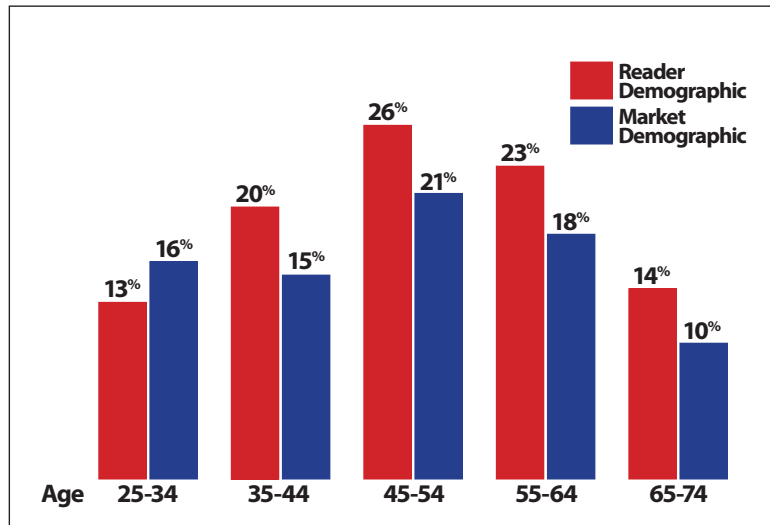
Seeing the joy and appreciation the teachers have for the kind words each student shares in their nomination is truly an honor to the *Arcadia News* staff.

To nominate the teachers you love, visit arcadianews.com.



(Top, Left to right) Mary Griffin – St. Theresa Catholic School, Cheryl Ehlers – Principal from Christ Lutheran School, Shelly Rose – Tavan Elementary School, Maurine Fleming – Phoenix Country Day School (Bottom) Claudia Garcia Villalobos – Ingleside Middle School, Gina Nunez – Xavier College Preparatory, Debbie Voris – Hopi Elementary School, Emma LeBlanc – St. Thomas the Apostle Catholic School. Teachers unable to attend: Raymond Davidson – Veritas Preparatory, Brynn Bennett – Biltmore Prep Academy.

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Source of Data - 2017 CVC Publication Audit Report*

*Circulation Verification Council (CVC) is an independent, third party reporting audit company. CVC audits and data are an unbiased source of market in circulation information. Neither Delta Publications nor Tempo pays CVC directly to perform its services.

Joe Mathis and his staff from Tempo in Kiel, WI developed a great series of ads. The series debunks the too often heard "print is dead" and "young people don't read print" myths.

Jotted by Jane

by
Jane
Means



Unfortunately there comes a time when we have to make changes. That dreaded word “change.” And more importantly it’s painful when those changes need to be made to counter an unpleasant business situation.

In this case, one of our largest insert customers has moved most of their business to a new shared-mail piece. There is also the threat that other insert advertisers will jump ship too. Clearly, we were forced to do both of the only two options -- find new revenue and cut expenses. It’s kind of fun to find new revenue streams; not as much fun when it comes to cutting expenses.

What are we doing for new

revenue? Glad you asked! We are starting a monthly glossy magazine that contains 57% editorial that is completely focused on the community. We are calling it “Keep it Local.” Doug Fabian has been a wealth of information to help me set up this publication on a successful path.

But the best news of all is IFPA director Rick Wamre is starting a niche publication S.H.A.R.E. group. Oh Thank Goodness... the sooner the better! I could have participated in this new group with just having our parental publication, bridal guide, racing guide, summer rec fun, etc. never a mind a monthly glossy community magazine.

I’ve heard comment after comment that sales managers discover something brilliant EVERY month in the sales managers’ SHARE group (which has a 59 minute max.) Even though we all do basically the same thing, it’s amazing how one idea can help to create a new promo, organize the sales efforts more efficiently, prepare sales tools that encourage participation, motivate the team, etc. It’s that spark that sales managers love about that SHARE group.

The niche publication group will undoubtedly have the same magic. When you join in with other editors, sales managers, publishers on a monthly call to only discuss situations and details of niche publications, we

32 Quarterfold
32 Magazine
37 Broadsheet or Tabloid
32 Digest

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will all become stronger. In some way, we all will be able to provide help in areas and need help in other portions... magically our extra publications will benefit. I bet one of you have great tips on selecting good quality distribution locations or rack options.

I'm positive you publish one or more niche publications a year; like me, you might even be toying with starting up a new one. You probably have some great ideas that could help me make money, and in turn, I could have a moneymaking idea or two for you too!

Please go to ifpa.com/Share and complete the simple form. Rick will gather all the eager, money-hungry participants to decide which day and time works best for the group.

Oh, one other confession. I willingly admit that one of my many personality flaws is revenge. Here is the house ad we will be running weekly until further notice. If shared-mail is hurting you, feel free to run a similar ad in your papers.

Ad Management and Billing Made Easy

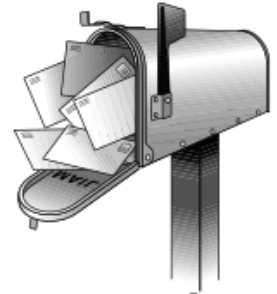
FAKE BRAINS BUILDS NATIVE ANDROID AND IOS MOBILE APP FOR NEWSPAPER SALES TEAMS

Fake Brains, Inc announces the first native Android and iOS mobile app written specifically for newspaper and media company sales reps. The AccountScout app allows for sales reps to easily view customer data in the field and is available for download in both the Google Play and Apple iTunes store. This app provides sales reps with a dashboard of customer notes and sales information, the ability to schedule and rebook ads, and view order histories and account balances all from a sales rep's mobile phone. All of this information is immediately updated as the app connects directly with the AccountScout database used in the office.



Client names and business staff member contact information are also searchable and appended, giving the sales rep information before walking into a potential advertiser's business. Sales reps can even dictate their notes and rebook appointments, while being notified about upcoming orders that are expiring. Unlike other browser based approaches, the native AccountScout Mobile App aims to bring customer relationship management to the next level by giving newspaper sales reps the power to compete in a modern media industry.

Based in Littleton, CO, Fake Brains, Inc is a provider of software for the newspaper and publishing industry for 26 years.



Unwanted Mail

Friends and neighbors are grumbling about the quantity of bulk mail they receive. There are a lot of complaints that important mail is being shoved inside loose packets or that loose bulk mail packets are being crammed into mailboxes (resulting in torn & shredded flyers).

So, we contacted the US Post Office to get their advice. They of course cannot stop delivering any particular mail. However, there is an answer! **Contact the senders!**

Follow these easy steps...

Say, for instance, you do not wish to receive the packet Redplum sends weekly. You can call them at **1-800-437-0479**.

The automated operator will prompt you to **press "3"** to request stop delivery.

-or-

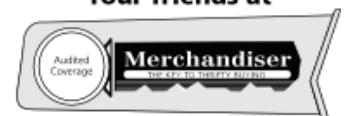
Go to their website at redplum.com. Click on "Direct Mail Preferences" at the bottom of the page, and complete the form.

-or-

You can write to them at Redplum
One Targeting Centre
Windsor, CT 06095
to request being removed from their mailing list.

For other bulk mail delivery you no longer wish to receive, merely call or write the sender. They will appreciate not having the expense of printing & mailing something you will merely discard.

Your friends at



Graphic Hooks

by
Ellen
Hanrahan



It started Thursday... when I went to breakfast to celebrate a birthday of my old boss (brother) and coworkers from the Booster. Some are in other jobs and some still work at the Booster, but we got to talking about “the old days,” and what has changed. Well, a lot, but the bottom line is that more clients can create ads, but there is no understanding of the process and how to make ad creation easier, especially if we had to go back and fix information. For example, using tabs can help so much in alignment and style sheets can often make working with a lot of text so much faster.

That being said, I must admit that I also was not exactly on “top of things.” For the longest time (years, or at least when I started using iMacs) every time I wanted to move files, folders, etc. to my hard drive, I had to “authenticate,” so I dutifully typed in my password and vowed to find a way to fix this, because it was a pain when I had a number of items to move.

It was an easy fix and I feel a little dense for not correcting this sooner. All I had to do was select my hard drive, press **Command-I**, and click on the Lock icon then enter my password when it’s demanded. Next click on the small **Plus (+)** button in the bottom left corner of the Info window and in the box that appears, click on my user name, and click the **Select** button. A new entry with my user name appeared in the **Sharing & Permissions** area. Click on **Read Only** and change it to **Read & Write**. That was easy, but there are still some folders that are giving me problems. I will keep on it and dig a little deeper... after this column is done!

DESIGN OR DECORATE?

Anyway, let’s get back to the idea of client-created ads. It also comes down to design... or decorate. There is a huge difference between these two applications. Design—to conceive, invent, contrive... to form a plan for. Compare that to decorate—to furnish or adorn... embellish, ornament.

Basic understanding of the fundamentals of elements and principles of design are lacking. Not just in client-based ads, but I am constantly aware of the distinction between the two as I look at a number of publications... free papers, newspapers, special tabloids, magazines, etc. Many of the ads are merely embellished—artwork or photos added wherever there may be room. Add to this mix some elaborate border and a few fanciful dingbats and you “decorate.” The possibility that the message is unclear, even lost in this mix defeats the purpose of the message.

Graphic design is the art of creating a visual communication and generating a positive response from your reader. Creating original, workable design solutions can be achieved... armed with the knowledge of the elements and principles of design. Design happens, whether planned or unplanned. Design by default or decoration will not generate the planned positive response needed from your audience.

Design elements and principles don’t just fall into place; it takes work and dedication to find the information you need about becoming better and more skilled as a designer... about being visually literate and better able to understand and control the nuances that occur within the design. **Step one: be able to tell the difference between design and decorate.**

SUBTLE CHANGES ARE IMPORTANT

Take a look at *Donna’s Hair Nook*. In the top ad, the large floral-shaped graphic is out of place. It doesn’t highlight anything important and actually interferes with the logo of the business. Use the floral shape but in the 2nd ad, it helps to “punch up” the graphic. There was also more text added to the 2nd ad and using that floral shape (and moving the address from centered to a right-aligned position, we were able to carve out space and still have it unified with rest of the information. We’ve gone from filling the space to a more unified presentation of that information.

There were some minor changes in the text sizes as well to keep a more consistent look. Too many changes in text sizes can also create an

Celebrating 30 Years of Doing Your Hair Your Way!

Donna's Hair Nook

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PERM OR HAIR COLOR
WITH COUPON*
*OFF REGULAR PRICE

\$10 Senior Citizen Haircuts
MEN & WOMEN—EVERYDAY!

5555 Washington Street West Bend 555-555-1234
(located inside Studio 33 Family Hair Care next to Hankerson's Bakery)



CUSTOMER APPRECIATION SPECIAL!

Donna's Hair Nook

\$5 OFF
PERM OR HAIR COLOR
WITH COUPON*
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\$10 Senior Citizen Haircuts
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(located inside Studio 33 Family Hair Care next to Hankerson's Bakery)



New customers always welcome

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\$10 Senior Citizen Haircuts
MEN & WOMEN—EVERYDAY!

5555 Washington Street West Bend 555-555-1234
(located inside Studio 33 Family Hair Care next to Hankerson's Bakery)



New customers always welcome

inconsistency in the overall “readability” of the info, and the coupon border has been given a slightly “bolder” feel.

I created the color ad to show how I would position the color. The first ad didn’t really leave me a lot of choices, and would add to distracting the reader. The difference between design and decoration can be subtle, but the impact on the reader can make it more memorable.

FINAL NOTES...

Sometimes it just seems easier to fill a space with a graphic without questioning “What is the purpose of the graphic?” Going back to the breakfast that started this thought process, my brother would question why I added a line and if all I could come up with was to fill the space, I knew I had to look again at my choice. I hate to say it, but I miss those days of honest feedback... a little bit.

Until next month... 

Ellen Hanrahan hanrahan.in@att.net ©2017



Gary's Gallery

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



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

Ideal Directories

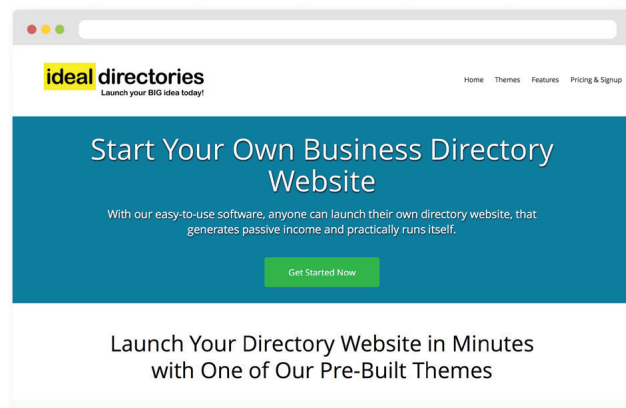
What is it?

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





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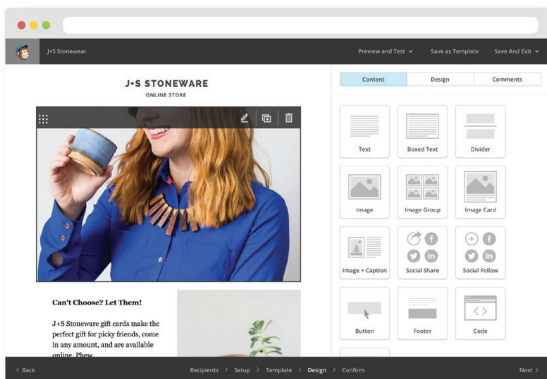
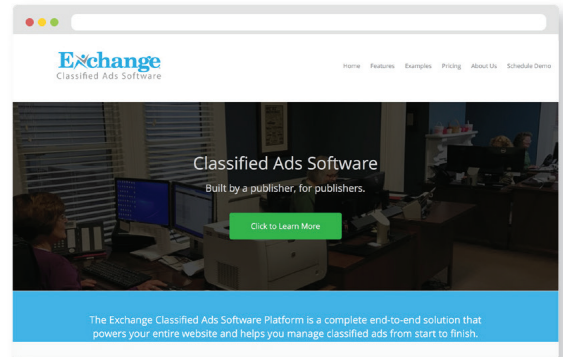
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Mailchimp

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

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What Are You Waiting For? Register Today!

Each year before a conference we are on edge as we watch the registrations trickle in until the last minute. We fret, we're concerned, anxious, agonize, overthink, brood, panic, lose sleep, get worked up, get stressed, get in a state, stew, and torment ourselves. You get the idea.

Before this year you've been able to get by registering at the last minute for conferences and booking your hotel room. That strategy won't work this year. The Westin Jersey City Newport Hotel, right across the river from downtown New York City, is completely booked. That means if you wait you might miss out on a hotel room. I guess there are worse things than being homeless in New York City but I can't think of them.

Additionally, the other hotels in the area are in the same situation, overbooked. Our hotel guru, Gary Rudy, has negotiated an amazing rate of only \$189 per night at this great hotel. But when our room block ends we won't be able to get any more rooms, period.

I asked Gary today if there was any way we could get rooms for those folks that procrastinate and miss out on the great rate we have. He told me he might be able to find rooms for those folks at \$350 or more per night! Maybe.

Consider yourself warned. If you don't register for the conference and book your hotel room you won't have any chance of attending the awesome conference we have planned for you. Do it today. Don't wait any longer. Some nights are already sold out.

If you're holding off, wondering about transportation and logistics in the city that never sleeps let me put your worry to rest. (See what I did there?) We had a board meeting at the hotel in June and I took an extra day to learn how to get around. I learned the ins and outs of the subway system, taxi rides, Uber, Lyft, and even Grand Central Station. Not once did I feel uncomfortable or worried about my safety. New York is a great place to visit.

It's an even better place to have a conference. But only if you have a hotel room to stay in. Register today by going to IFPA.com and follow the links to the Fall Conference. If you ignore my advice don't come to me begging for a hotel room. Consider yourself warned.

I'll See YOU In New York City Because

I find IFPA conferences the best opportunity to truly connect with fellow members. It's priceless to get to know them especially when I face a crisis, I am totally comfortable asking any of them for help!

Jane Means



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10 Sales Email Subject Lines To Get An Open, Read and Reply

Many ad sales trainers talk about the “good ole days” before email. When the phone was your weapon of choice. Many even suggest that email has ruined the media sales process. I could NOT disagree more. In my ad sales training workshops I teach that email is an amazing piece of technology. If used in the right way it can truly help the media sales professional win and grow business.

Before we get into the best ad sales subject lines for email success, please allow me to offer three pieces of email sales advice.

1. Email does not replace the phone. The phone is an amazing tool when trying to build a relationship with a prospect from a distance.
2. All too often you ignore the phone and only focus on email. Media sales superstars know how to balance phone, email and face time to maximize the total sales process.
3. Email lacks tone and emotion. Of course you can YELL and ;-), but, your voice is a powerful sales tool. During my ad sales training workshops I teach a pattern of voice mail and email prospecting that gets results! Do not give up on the phone when these sales email subject lines get you results.

Here are my top 10, email subject lines that have been getting me results in the last 30 days or less. I will also provide email examples and advice on each as well.

1. Subject line: (Name of a mutual connection) recommended I get in touch.

Body of email: “Hi Donnie. Ryan Dohrn recommends that you and I touch base about _____. He and I mutually felt that this idea could benefit you. Could I have 20 minutes via phone to discuss this week? I promise just 20 minutes. I take pride in not wasting peoples time.”

Advice: There is clearly no better way to connect with a new ad sales prospect than through a referral. Agree? Also, notice that I assure the prospect that I will not waste their time. Many media sales people before you have wasted a prospects time. You want to take pride in not being one of those “vampires of time.”

2. Subject line: I was just wondering...

Body of email: “Hi Rachel. I was wondering if you would be open to a 20 minute phone call about (insert sales topic here)? I promise to respect your time. 20 minutes is all that I need.”

Advice: This ad sales subject line is often used as a follow-up or can also be used as a way to offer a meeting invitation. For example,

3. Subject line: May 29th?

Body of email: “Hi Ron. I will be in Clinton, IA on May 29th for a meeting. Could I get on your calendar for 20 minutes in the morning? I promise just 20 minutes. I take pride in not wasting peoples time.”

Advice: I often use this subject line to request a meeting date or to offer a follow-up date for a meeting.

4. Subject line: 3 reasons...

Body of email: “Hi John. I truly feel there are three reasons why we should work together.

1. Your mission. I understand your company and appreciate your mission.
2. Your support needs. I have a quality reputation for offering best in class customer service.
3. Your budget. We are the only company offering your payment options.”

Advice: This subject line is most often used after you have tried several times to connect with a prospect via email. The idea is to list three reasons why the prospect should reengage with you via email.

5. Subject line: Did something happen?

Body of email: “Hi Terry, Was there something that happened after our meeting that I can help you resolve? You sounded very positive about setting up a follow-up call. I am not a high-pressure type of guy. I truly want to help you with _____.”

Advice: After a proposal or a meeting this subject line will often play with a prospects emotions and get you a response.

6. Subject line: New idea for you.

Body of email: “Hi Bob, I would love to share with you a new budget friendly idea that is really working for other companies like yours. 20

continued on page 16

10 Email Subject Lines

minutes is all that I need. I promise just 20 minutes. I take pride in not wasting peoples time.”

Advice: I like to use this subject line right out of the gate when trying to set a meeting with a new prospect. Of course you need a new idea to share. Or, you can share a thought that will give your prospect a slight competitive advantage.

7. Subject line: (Name of a competitor) is marketing very well? Or, just the company name of a prospects competition.

Body of email: “I see that John Doe is really marketing a lot these days. I have an idea to really give them a run for their money.” Or, “Hi Rex, I see that John Doe just launched the new ABC Model. I have a unique idea to share with you that could give them a run for their money.” Or, “Hi John, your competitor John Doe just bought into our system. I truly feel you need to take a look at this as well.”

Advice: This ad sales subject line will ruffle a few feathers. So, be careful. I never EVER share client information with other clients. I am simply using this subject line to prompt a reply based on friendly competition. Again, you want to be ethical with what you share using this approach.

8. Subject line: Wrong person?

Body of email: “Hi Michael, I hate to be that sales guy that keeps emailing the wrong person. Any chance you could point me in the right direction of the person that handles _____?”

Advice: Often used as a last ditch effort, this subject line allows the client to provide you information

that you can use to move them off your prospect list. Be real and often you will get a reply. This truly only works if the ad sales prospecting pattern you use is aggressive. If you only email once a month, forget about it.

9. Subject line: 20 Minutes?

Body of email: “Hi Nicole. I saw on your web site that you just launched the A350 Model. I have an idea to help you promote that to our client list of 36,0000. 20 minutes is all I need to share with you an idea. I promise to not waste your time and keep you on the phone for 45 minutes. I pride myself in not being that type of sales person.” Or, “Hi Nicole. I saw on your web site that you just won the contract for Jayco. Congrats. I have an idea to help you with the staffing issues related to that contract. 20 minutes is all I need to share with you an idea. I promise to not waste your time and keep you on the phone for 45 minutes.”

Advice: This subject line can be tricky if you do not also include a promise. You will need to tweak the above based on what problem you hope to solve. Or, what your idea can do to save her time, money or effort.

10. Subject line: I will respect your answer.

Body of email: “I would very much enjoy working together, but if you have decided to not move forward I will be very respectful of your decision. Any update on your project decision status is appreciated.”

Advice: Not used enough. It is often taboo to allow a client to say no. To encourage them to say no is also taboo. But, what I have found is that when the client feels like they can tell you no they will at least reply.

Final thoughts:

There are certain ad sales training programs that teach you “sales tricks”. Those zinger lines of narrative that force a client to a “yes decision”. In the day and time when there were not many options for products and services those “sales tricks” worked well. Today, most buyers will not tolerate the high-pressure media sales tactics of the past. I find that my systematic approach to sales relies on three things... working the right client on the right pattern with the right message. Relevance is key.

I'll See YOU In New York City Because

I will be attending the IFPA New York conference to find my next money making idea, my next money saving idea, and meet the next person that will blow my mind with useful information.

Eileen Curley



The following individuals are the nominating committee recommendations for the slate of officers for 2017-2018. Membership will vote on these recommendations at the New York Business Meeting. Although the candidates' faces are familiar to conference attendees this information may help you get to know each one a little better.

JANE MEANS - PRESIDENT Jane Means is general manager with Kapp Advertising Services, Inc. in Lebanon, PA. She has been in the business for 34 years. Her email address is janem@themerchandise.com

KATIE McNABB - VICE PRESIDENT Katie Thomas is Director of Sales with Exchange Media Group of Fayetteville, TN and has been in the business for 10 years. Her email address is katie@exchange-inc.com

DEBORAH PHILLIPS - TREASURER Deborah Phillips is co-publisher of The World in Barre, VT. She has been in the newspaper business for more than 43 years. Her email address is dphillips@vt-world.com

Meet the 2017-2018 Candidates

DAN BUENDO - DIRECTOR Dan Buendo is with Reminder Publications of East Longmeadow, MA. He has been in the business since 1992, or 25 years. His email address is Dan@TheReminder.com

EILEEN CURLEY - DIRECTOR Eileen Curley is manager with Hometown Publications Plainfield, IL. She has over 22 years in the business. Her email address is ecurley@buglenewspapers.com

JOE MATHES - DIRECTOR Joe Mathes is vice president of Delta Publications, Inc. in Kiel, WI. He has been in the industry since he was a young lad. Now he's just an older lad. You can reach Joe via email at joe@deltapublications.com

RICK WAMRE - DIRECTOR Rick Wamre is publisher of Advocate Media and has been publishing monthly magazines in Dallas, TX for 26 years. His email address is rwamre@advocatemag.com

ERIC McROY - DIRECTOR Eric McRoy is with Advantage News in beautiful Alton, IL and has been in the business for much longer than he wants to admit. His email address is EricMcRoy@AdVantageNews.com

DOUG FABIAN - PAST PRESIDENT Doug Fabian is with Valley Breeze Newspapers in Lincoln, RI, and has been in the business for 32 years. His email address is doug@valleybreeze.com

JOYCE FRERICKS - SARGEANT AT ARMS Joyce Frericks is business manager of Star Publications in Sauk Center, MN. She has been in the business for 18 years. They have started a new niche publication that is doing well. "The challenge of making print products and the internet work together has been a struggle. We need to remind the public that newspapers are a great, reliable source of news and information."

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Good Managers Don't Wear Levis

When I was 12 years old I was invited to join members of the Olympic Mountain Rescue Team in a winter climb of Mount Ellinor in the Olympic Mountains of Washington State. Mount Ellinor is a pretty easy climb in the summer, more like a vigorous hike. But in the winter climbing is a bit more dangerous and potentially a whole lot more fun.

It was my first real winter climb. I was told by the head of the group that we would be using ice axes and climbing ropes to scale the summit. He further told me to wear thick boots as the snow on the mountain is usually 10 to 20 feet deep and wet snow can seep into hiking boots. He told me to pack extra socks, sweaters, and a warm coat. I figured I'd be able to take a couple of home made sandwiches and water for eats.

I packed up my gear, food, and clothing and waited for the group to pick me up at 4:00 am to drive to the mountains. Excitement was high, as was the adrenalin, as we donned our packs, learned how to use an ice ax, and fixed the ropes securely to our harnesses. With my warm sweater, thick socks, and new Levi 501s I started up the mountain.

Within 45 minutes I was miserable. The reason for my misery was my choice of pants. Levi button fly 501s were the style of the day made of thick, iron-like blue denim. They made you look good but weren't made for staying warm in wet snow. The snow seeped into my pants, thoroughly soaked them, and then proceeded to freeze to my thighs and calves.

I should have worn wool pants. Wool continues to insulate even when

it is wet, unlike Levis. I don't want you to think the whole trip was a bust because it wasn't. We climbed to the top, where I heartily ate my sandwiches after which the fun truly began.

We descended by a method known as "glissading." It's pretty technical but it involves sitting on the snow and sliding, on your butt, to the bottom of the mountain. It's more fun than

it might sound. When I think back on that first climb I remember the fun and the misery of the wrong equipment, ie Levis.

Now, do we ever send our sales folks out into the field without the proper equipment? Do we let them go out without the right training? Do we explain why a certain approach might not give the desired results? Train your staff, teach them what they need to know to succeed. But don't let them wear Levis.



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Joe Mathes

Joe Mathes
Delta Publications-Kiel, WI
IFPA Board Member



Doctor's note keeps teacher out of school – permanently

from
King & Ballow



by Kyle Watlington
kwatlington@kingballow.com

The employee at issue in this litigation was an assistant principal employed by a public school district. While in the process of detaining a student, the principal severely hurt her knee. The injury required surgery and after the surgery was completed the principal's doctor informed the school district that the principal could not be near any "potentially" disorderly students. The school district interpreted this restriction to mean that the principal could no longer be around students as any student could be potentially disorderly.

Subsequently, the school district spent three years attempting to find a suitable replacement position for the principal without any success. At the end of this period the principal was fired. The principal filed a lawsuit under the Americans with Disabilities Act (ADA), arguing that her disability did not prevent her from interacting with students and that the school district did not accommodate her disability as required by the ADA. Soon after the lawsuit was filed the school district moved to have it dismissed. The trial court agreed with the school district and granted summary judgment. The principal appealed this decision.

On appeal, the appeals court began its review by defining the "reasonable accommodation" requirement set forth by the ADA. The ADA requires employers to make "reasonable accommodations" that will allow a disabled employee

to perform the "essential functions" of their job. Moving an employee to a new position can be considered a reasonable accommodation. However, the employee must be qualified for the new position.

The appeals court upheld the trial court's ruling finding that the principal's doctor had on a number of occasions informed the school district that the principal could not be near any potentially unruly students. Although the principal suggested a number of positions that she felt would be reasonable accommodations, the appeals court found that only one of the suggested positions would comply with the doctor's orders. This new position would have required the school district to promote the principal to a job for which the principal was not qualified. The appeals court found that the ADA did not require such a promotion and therefore the school district was not in violation.

APPEALS COURT ALLOWS EMPLOYEE'S RELIGIOUS HOSTILE WORK ENVIRONMENT CLAIMS TO PROCEED TOWARDS TRIAL

In cases of religious discrimination, evidence of comments made by a supervisor that are insulting to a person based on their religious affiliation can be sufficient to establish a hostile work environment claim. The Second Circuit Court of Appeals recently reversed the decision of a district court in finding that, contrary to the district court's conclusion, an employee had presented sufficient evidence of a Title VII hostile work environment claim based on the derogatory comments made by her supervisor at the bank where she was employed.

The case was brought by a Muslim employee, who wore a hijab. She had immigrated to the United States in 2001. She was hired by the

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"I attend IFPA conferences to network with old friends and make new friends."

Deborah Phillips



bank for a quality control analyst position in 2013, subject to a 90-day probationary period.

She claimed that on the day of her interview, a bank Vice President (VP) told her and two others of Arab or Middle Eastern ethnicity “what do you guys have intentions to do, the three of you together. Thank god my office is in the other side of the building in case, just in case.” The VP denied making this comment and the three others who were present also denied hearing it. The employee further alleged that the VP made inappropriate jokes about her race, ethnicity, and religion. These comments included instructions to take the “rag” off her head, that the employee looked better without the hijab, and that the hijab was inappropriate for the workplace. She also alleged that the VP condescendingly spoke to her slowly, denied her request to take time off for a Muslim holiday, stated in a condescending way that she did not understand why Arabic women cover their heads and told her that her interview date of September 11 is a reminder of the “Arabic Terrorists and what they did to this country.”

At the end of her 90-day probationary period, she was suspended then discharged due to poor work performance. The employee claimed she was never told of any problems with her performance and believed she was performing well as evidenced by her being asked to work overtime and on weekends. After she was terminated, she sent an email complaining about religious discrimination for the first time. Because the employee had not complained about religious discrimination prior to her termination, there was not sufficient evidence to support a retaliation claim.

The district court found she did not present sufficient evidence to go to trial on her Title VII religious discrimination claims. However, the

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appellate court reversed and found there was sufficient evidence to support a hostile work environment claim. On appeal, the appellate court found admissible evidence that the bank VP “constantly” told her to remove her hijab, which he referred to as a “rag”, demeaned her race, ethnicity, and religion “on several occasions,” and made a comment during her interview on September 11 that she and two other Muslim employees were “suspicious” and that he was thankful he was in the other side of the building. The appeals court found that this evidence, combined with evidence of the supervisor’s comments and

conduct, could lead a reasonable jury to find the employee was subjected to a “steady barrage of opprobrious racial” and anti-Muslim comments and conduct constituting a hostile work environment.

Generally, hostile work environment claims turn on whether or not the comments or conduct toward a plaintiff are sufficiently severe or pervasive. In this case, the appellate court believed the comments were sufficiently severe and pervasive to allow the employee to present her claims to a jury.

IFPA Board Meeting, Thursday, July 20, 2017

Conference Call

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

Finances– Deborah Phillips: The June financials and financial reforecast were emailed prior to the call. Deborah gave an overview of the current financial state of the organization. Joe made a motion to accept the financial report, Doug seconded the motion, all were in favor

New Members – Danielle Burnett: Live Local of Athens, OH was presented for membership. Doug made a motion to accept their membership. Deborah seconded the motion, all were in favor.

IFPA Sales Training –Rick Wamre: Rick is working with Ryan Dorhn for a series of future sessions.

2018 Publishers Summit – Katie McNabb: Katie reported that the committee will meet in a few weeks and she is working on marketing/registration materials to distribute at the fall conference.


2018 Conference – Gary Rudy: Gary has been working on potential partnerships and locations for the 2018 conference. A committee will meet in a couple weeks to discuss the options.

New York Conference – Joe Nicastro: Joe is completing the final details and preparing a handy schedule for conference attendees. Since the number of registrants (at this timeline) this year is higher than previous years at the same timeline, the conference is sure to be brimming with ideas and networking opportunities. Douglas will be continuing to mail and email info to all members; plus, he, Danielle and the board will be reaching out to members to remind them to sign up before the limited space is gone.

Vendor Packages – Eric McRoy: Eric is getting in touch with vendor prospects to attend the conference.

Deborah made a motion to adjourn, Eric seconded the motion, all were in favor. The meeting was adjourned at 9:48 am EST.

Recording Secretary Danielle Burnett



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