

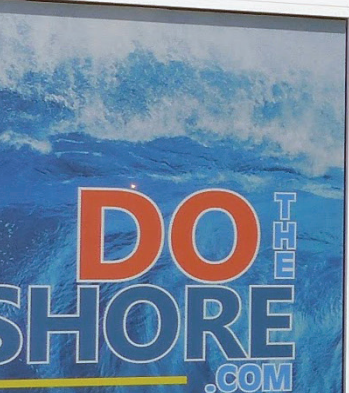


tip



The Independent Publisher

HERALD.COM



Seawave

Cape May Herald
Celebrates 50 Years!

page 4

How To Increase Fall Sales

page 15





AUDIT PROMOTION CHECKLIST

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

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

- ✓ **DISPLAY THE CVC LOGO** - After your printed audit report has been issued, you can run the CVC logo in your publication, rate card and media kit. Call CVC for more logo promotion ideas.
- ✓ **GET CONFERENCE CALL TRAINING** - Call (800) 262-6392 to schedule training on your CVC audit report and readership study. Training sessions take 30 minutes, and can be scheduled during regular weekly sales meetings.
- ✓ **LET US SEND A LOCAL AUDIT PROMOTION** - Send CVC 10 pre-addressed mailing labels for potential new advertisers in your area. CVC will personalize an audit promotion letter for your publication and send each advertiser a copy of your report. After completing conference call training your sales staff should follow up with the recipients of the letter.
- ✓ **NATIONAL AUDIT PROMOTION** - CVC automatically releases your audit to Standard Rate and Data Service, and hundreds of national media buyers. Make sure you review your SRDS listing regularly and contact national advertisers in your area regularly. Call CVC for more information on national & regional media contacts.
- ✓ **REGIONAL AUDIT PROMOTION** - CVC maintains a database of more than 5,000 advertising agencies nationwide. Use the advertising agency marketing plan in the CVC Sales Handbook to develop profitable relationships with local ad agencies.
- ✓ **CREATE IN-HOUSE AUDIT PROMOTION ADS** - www.cvcaudit.com shows examples of hundreds of promotional ads run by other publishers. Make sure area businesses know why your readers are their potential customers.

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



Need Posters?

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

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

Call today for more information
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ZILCH
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All of these audit promotions are included in the cost of your audit.

OFFICERS FOR 2016-2017

JANE MEANS
President

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



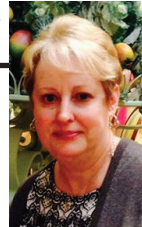
KATIE MCNABB
Vice President

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



DEBORAH PHILLIPS
Director of Finance

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



DAN BUENDO
Director

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



EILEEN CURLEY
Director

Hometown Publications
23856 Andrew Road
Plainfield, IL 60585
815-436-2431 ext 112
ecurley@buglenewspapers.com
term expires Sept. 2018



RICK WAMRE
Director

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



ERIC MCROY
Director

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



JOE MATHES
Director

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



DOUG FABIAN
Past President

The Valley Breeze Newspapers
6 Blackstone Valley Place,
Suite 204
Lincoln, RI 02865
401-334-9555 ext. 141
Doug@valleybreeze.com
term expires Sept. 2018



JOYCE FRERICKS
Sergeant-at-Arms

Star Publications
522 Sinclair Lewis Avenue
Sauk Centre, MN 56378
320-352-6577
joyce@saukherald.com
term expires Sept. 2017



DANIELLE BURNETT
Assistant Director

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



DOUGLAS FRY
Executive Director

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



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"...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

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Douglas Fry
e-mail: douglas@ifpa.com

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Advertising, Editorial & Production

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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.



Cape May County Herald Celebrates 50 Years

by
Gia Gallone



By Gia Gallone & Herald Staff

For 50 years, the Cape May County Herald has been connecting and informing Cape May County, serving the specific needs of our region and its unique communities. Although the Herald dates back to 1967, the diverse newspaper which sits in people's hands today – whether in print, on a computer screen or via a mobile device – began with Art and Patricia Hall in 1979.

Working in the newspaper industry since 1955, Art has always had a passion for the publishing business. In just third grade, he had his first job in the industry as a newspaper boy in his home state of New Mexico. He eventually started working for a newspaper chain that purchased the Wildwood Leader, which sent him and his wife, Patricia, to Cape May County in 1974. They settled in Wildwood Crest, where they still reside today. After spending two years as the Wildwood Leader's publisher, Art and Patricia decided to purchase Shout News, a seasonal tourist paper. But Art truly desired to return to community newspapering; so, when Dr. John and Mary Cunningham of Avalon decided to sell the Herald in 1979, Art and Patricia, in conjunction with Darrell Kopp and under the Seawave Corporation, made the purchase with a promising vision.

The Herald was first published as the Avalon Herald on Aug. 17, 1967. The year-round, paid paper strictly covered Avalon, with a weekly circulation of around 8,000. In 1968, the Herald expanded to cover the entire Seven Mile Island as the



The 50th Anniversary Celebration of the Cape May Herald took to the skies as a plane carried this message across the sky.

Avalon–Stone Harbor Herald. In a short time, the publication expanded its reach even farther and marked itself as the Cape May County Herald in the Dec. 4, 1968, issue – boasting the “largest circulation in the county” with a weekly circulation of 15,000 copies. When the Halls made their purchase in 1979, they had something a bit different in mind for the Herald.

Art and Patricia set out to turn the Herald into a large circulation, advertising-supported, free-issue weekly publication, while retaining key attributes associated with paid newspapers – most notably, a professional editorial staff. Additionally, while the Herald already claimed to cover county-wide topics, Art and Patricia wished to focus even more on this aspect with coverage of each municipality, thereby unifying Cape May County. From an advertising standpoint, the Halls believed this “free paper” structure could better serve local businesses. Many advised Art and Patricia that their plan wasn't a smart

business investment, as others have tried before and failed... they did it anyway. The Herald's circulation expanded with its editorial coverage, as did the scope of advertising and the associated business enterprise. Art and Patricia's vision was playing out just as they had hoped.

To be more centrally located within the county, the Herald moved its business offices from the original location on Dune Drive in Avalon to the current location on Route 47 in Rio Grande. In 1988, the Herald building was destroyed by arson; but the attack was no setback for the dedicated Herald team. Under the direction of then-General Manager Gary Rudy, business operations temporarily moved to surrounding storefront locations, and the Herald published a 100-page paper the following week. A new building was soon constructed on the Rio Grande site, and this building continues to support Herald operations today.

The rise of the internet presented



Publisher Art Hall addresses crowd Aug. 26 at Cape May County Park where Cape May County Herald marked its 50th anniversary with a community day celebration.

the next major challenge to the Cape May County Herald. While many in the publishing industry saw the internet as just another media newcomer – like radio and television before it – Art saw the potential of the internet to completely disrupt the newspaper business. To survive in the digital age, newspapers would have to evolve quickly. Unfortunately, the tools needed to become a digital publishing company were made for the titans of the newspaper industry – outrageously expensive and ill-suited to the work of a free, weekly, community newspaper. A new solution was needed, and Art knew better than to wait around for it.

The Digital Press Consortium was the response. Headed by Art's son, Benjamin, DPC developed software that allowed local media companies to jump into digital publishing at a fraction of the cost. The experience

of developing and delivering these digital media solutions helped transform the Cape May County Herald into a digital-first, multimedia publishing company. Going digital-first has enabled the Herald to become a 24/7 source of news

and information via a wide range of media formats and platforms.

Supported by a very talented team of dedicated professionals, the Herald has grown tremendously since 1967. While Cape May County has about 50 percent more residents, the Herald has more than doubled its print circulation. Our independent audit tells us the average copy of the Herald reaches 2.6 people. So, at 36,550 copies, the 50th Anniversary issue of the Herald is expected to reach over 95,000 people. Five decades later, the Cape May County Herald still boasts the largest circulation in the county.

While the weekly print edition remains a cornerstone, the Herald media enterprise now comprises much, much more. Through DoTheShore—a multimedia successor to the old Shout magazine – the Herald keeps residents and visitors informed about local entertainment, events, dining and shopping. Special publications and features bring focused attention to areas of community interest, including Home & Garden, Health & Wellness, Real Estate & Finance, Weddings & Special Events, Restaurants, 4-H and the Coast Guard.

Beyond print circulation, the Herald's reach is now extended through a variety of digital media channels,

continued on page 6



Cape May County Herald staff, past and present, at the newspaper's 50th anniversary celebration Aug. 26 at Cape May County Park, Cape May Court House, NJ.

including websites, mobile alerts, email newsletters and social media channels such as Facebook, Twitter and Instagram. The combined audience of the Herald's media channels – including print, digital and social media – typically exceeds 250,000 people each week.

Additionally, under the Seawave Corporation, Seawave Digital delivers digital marketing solutions for local businesses such as websites, social media, search engine optimization and target marketing to reach prospective customers throughout Cape May County and beyond.

While the company's reach now extends far beyond Cape May County, the Herald's emphasis remains serving those who live, work and vacation in this area. "We focus entirely on our community," says Art Hall. "There are over 3,000 counties in America, and we at the Herald do our best to serve the specific needs of our unique county." As the Herald marks 50 years, it celebrates the community which helps create its very existence.

Art is quick to laud the contributions of team members past and present, as he reflected, "I could never have made a success of the Herald on my own. Happily, I've had the good fortune to work with many gifted people through the years. Early successes were driven by outstanding people like Darrell Kopp, Gary Rudy, Beth Huber and Joe Zelnik, to name only four. The flow of exceptional people to the Herald has remained the norm over the subsequent decades, under the leadership of Preston Gibson, Al Campbell and Karen Dickenson.

"Today," Art continued, "we are firmly entrenched in the digital age of journalism, media and marketing, thanks to the vision and ongoing contributions of a vibrant digital team now under the direction of Steve Dunwoody."

Cape May Herald

continues from page 5



New Jersey Joint Legislative Resolution given by State Sen. Jeff Van Drew, left, to Managing Editor Al Campbell, second left, and Publisher Art Hall. Joining is Assemblyman Bruce Land and Assemblyman Robert Andrzejczak.

Jim Vanore, a valued special sections editor for many years, would occasionally ask Art, "How do you find such talented people?" Art would reply by pointing upward.

Art views the Herald as a public trust, "We at the Herald know this newspaper does not belong to Patricia and me. In the truest sense, it belongs to the community, and all of us at the Herald are stewards of that trust."

"Dedicated to the Service of God and Mankind" is the Herald's motto, signaling a strong and enduring commitment to community service and journalistic quality. The Herald continues to build on this solid foundation. With the largest circulation of any newspaper in the county, excellent editorial coverage and a diverse portfolio of quality media products and marketing services, the Herald is a valuable and popular resource for both readers and businesses. After 50 years, the Herald's legacy as the local newspaper for Cape May County grows ever stronger.



Board of Chosen Freeholders' resolution presented to Publisher Art Hall, third from left, and Managing Editor Al Campbell by Director Gerald Thornton, second from left. From left: Freeholder Jeffrey Pierson, Vice Director Leonard Desiderio, Freeholder Will Morey.



2017 Annual Conference **NEW YORK CITY**

September
28-30, 2017



With Creative Sessions from
METRO
CREATIVE GRAPHICS, INC.

Saturday, September 30

9:30 - 11:15

Good Ads vs. Bad Ads

Why do people buy things? What are the elements that make up a "good ad?" What difference can a properly designed ad make in getting an advertiser results? What is the difference between print and digital ads? What is the social responsibility of sales and graphics people in producing ads? Joe Banish, veteran IFPA presenter from Metro Creative Graphics, will explore these questions, and more, to discover the best practices for success in ad makeup.

11:15 - 12:30

Give Us Your Tired, Your Poor, Your Crowded Ads, Yearning to be Better

Laura Koch, lead designer, and Darrell Davis, Creative Director at Metro Creative Graphics, will do what they do best — demonstrate how you can make your ads better looking! Got an ad that needs a makeover? Looking for a way to handle a tough design challenge? **Give them your ad challenges to tackle by e-mailing PDFs to ifpasubmissions@metro-email.com!**

2:00 - 3:00

Higher Sales, Fewer Errors, Happier Customers

Metro's Lou Ann Sornson, Tina Dentner and Gwen Tomaselli will explore the collaboration between sales and graphics teams. Together you will investigate options used by various publications to help in the communication process from sales presentation through final ad production.

3:15 - 4:00

Create, Sell and Profit Open Forum

Are you getting the most out of your services? The Metro team will acquaint you with the tools and resources you have available at your fingertips to be your most creative — and most profitable — self. Stick with the experienced Metro team for refreshments and an informative, lively and profitable session.

Register Online @ www.freepaperconference.com

Jotted by Jane

by
Jane
Means



Would you please share your ideas on how to help all employees understand the value of patronizing advertisers? It seems natural for sales reps to grasp the need of doing business with those who do business with us. But not all departments understand the concept as easily.

We recently faced losing circulars to a new shared-mail competitor. (You may remember my column last month mentioned it.) The advertiser who led the charge was a major grocery chain.

Many of us have our grocery shopping habits locked in place. We know which aisle to find items, we know the cashiers. There is no doubt that many of our employees patronized that large grocery chain. Now, they are no longer an advertiser.

What to do? Let's face it. We want that grocery chain to decrease their sales; after all, they just deceased ours. We certainly would want our employees to change their shopping habits and make an extra effort to patronize advertisers. It's time for drastic measures. We needed an idea to change shopping behavior.

So we put together a monthly grocery drawing for all our employees. We announced it in our company newsletter and remind employees to participate via posters hung throughout all our buildings.

Every time an employee shops at our current grocery advertisers and spends at least \$10 (not difficult to do that), he brings in the cash register receipt. For every \$10 spent he gets a raffle ticket. (and Yes, if he turns in two receipts for \$15 each, he ends up with 3 raffle tickets.) Anyone who turns in at least one \$10 cash register

receipt for EVERY grocery advertiser, we'll double his raffle tickets.

At the end of the month, we draw three winners. Two employees will receive \$25 gift cards and one employee gets a \$50 card. Each winner is able to select the gift card from her desired grocery store.

We are tracking the number of employees who are participating, the number of receipts we receive in a month, and the total amount our employees are spending.

Our grocery advertisers love it! They appreciate our being a true partner with them.

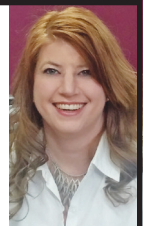
What are or have you done to encourage employees to patronize advertisers? Please share those ideas with us ... we need all the help we can get!

Jane

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



I'll See YOU In New York City Because

"You get to connect with experienced members of other successful companies! I always come back home with some great money making ideas!"

Rick Heckman
Franklin Shopper, PA





Will the Internet kill your community paper?
Did instant coffee kill coffee?

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

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

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

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

Including coffee.

Community Papers

Working For You



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info@hamiltoncirculation.com

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32 Quarterfold

32 Magazine

37 Broadsheet or Tabloid

32 Digest

Wire Displays



Poly Bags



Rubber Bands



Carrier Bags



SS-7 RT

SS-6

SS-8

SS-5

Plastic Displays



C-6SD

ST-91SD

C-91SD

C-2003SD

Steel Distribution Boxes



Tubes and Steel Posts

Graphic Hooks

by
Ellen
Hanrahan



Uh oh, summer's almost gone... but weather in our neck of the woods can still be summer-like. Very soon it's back-to-school and a lot of activities—around Wisconsin we start to have a lot of "Octoberfests." So many, that we actually have to start them in September! Anyway, I had this article from August of 2009, so figured it might be a good time for a refresher—and give me a little more time (it's been a very busy month!).

This is the time of year when gardeners are gathering their great produce—sorry, store bought tomatoes pale in comparison from those from our gardens! Once upon a time we had a garden, but we got tired of feeding the rabbits and other critters. So I now take advantage of a truly care-free, weed-free experience—the local farmer's markets!

It's a great way to spend a Saturday morning, and we have some fantastic markets in our area, so I pulled a couple of ads that we run for these area markets. The thing is, they pretty much run the same ads year after year, so they are fairly easy to do! The idea is not necessarily to name everything for sale, but to get the people to the event. Again, most of the time the ad size is small but the information is also more general so there's room in these ads to use art and attention getters.

Both of the top two ads are effective. The borders and graphics work together to support and unify the information in these ads. Ads are shown at 100%... our 2x3" size.

Type size is also consistent—there is no change from line to line which can really be distracting and impede readability. The text is also grouped to provided easy access to pertinent information.

The above ads can hold their own, but I also found a 2x2" ad from a couple of year's ago and I really think it can be better.

JUST A LITTLE FIX...

The first thing I notice is the type running over the top of the art. In some cases this may work, but by and large, newsprint can "muddy up" very fast and that's what has happened here. Also, you really aren't sure what the art is because the image doesn't have enough room to be legible.

We need to try some art that's a little less fuzzy, so I chose to use the illustration that was used in the *Slinger Farmer's Market* ad. It lends itself better to the smaller size and is crisper than the photo of vegetables (they could also look like balloons) used in the original ad (below).

I made the border one point thinner but added an inner glow to tie in to the drop shadow that I placed on the vegetable illustration. I also made *Farmer's Market* a little larger by using **Amplitude Bold Condensed** instead of the **Amplitude Ultra** in the original. There is a little more contrast in the new ad. Since newsprint is not a bright white to start with, you have to create your contrast areas and that sometimes means leaving gray tones out of the mix. Just a little fixing and more appropriate art made this ad better. The more ads you do, the better you get, and it almost becomes second nature. Trust me!

DOWNTOWN HARTFORD

Farmer's Market

Every Sat. 7am-1pm through November 17
Located at the North Rural Street · Hartford Rec Center/Schauer Arts Parking Lot

A variety of seasonal products, plants, fruits, vegetables, honey, herbs, fresh and dried flowers, hand crafted items and more!

Call the Hartford BID office
for more information
555-555-1234

Slinger Farmer's Market

May 29—October 30
7:30am to 1:00pm

Held at Slinger
St. Vincent DePaul
parking lot

For vendor information please
contact Nancy Aston at 555-5555

...until next month!

Ellen Hanrahan hanrahan.ln@att.net ©2017

DOWNTOWN HARTFORD

Farmer's Market

STARTING MAY 6TH 7AM-1PM
EVERY SATURDAY THROUGH NOVEMBER

NORTH RURAL STREET, HARTFORD REC
CENTER/SCHAUER ARTS PARKING LOT!

FOR MORE INFORMATION 555-555-1234

DOWNTOWN HARTFORD

Farmer's Market

STARTING MAY 6TH 7AM-1PM
EVERY SATURDAY THROUGH NOVEMBER

NORTH RURAL STREET, HARTFORD REC
CENTER/SCHAUER ARTS PARKING LOT!

FOR MORE INFORMATION 555-555-1234



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

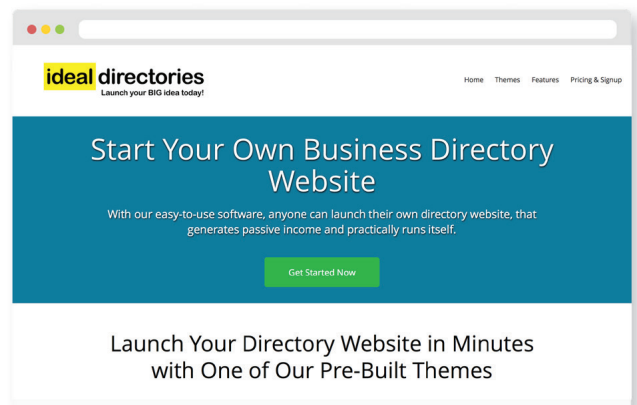
What is it?

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





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

Exchange Classified Ads Platform

What is it?

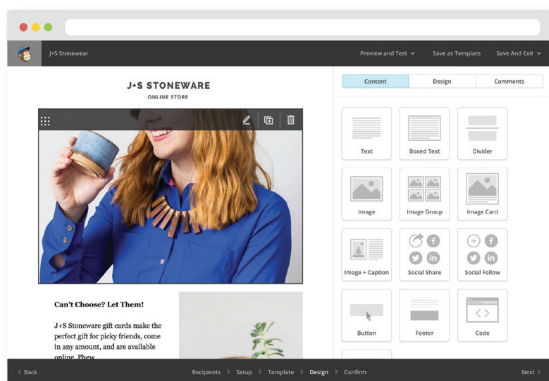
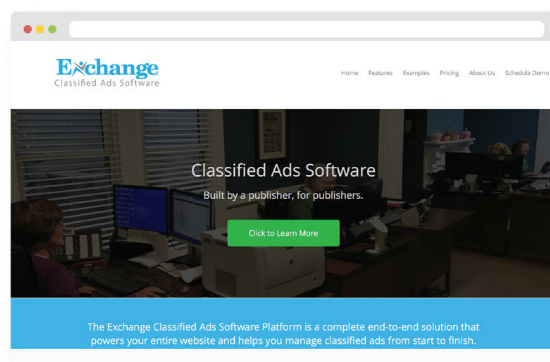
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

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



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

"Would You Like Fries With That?"

by
Douglas
Fry



I get to talk to lots of people over the phone. It's part of my job. Usually it's a part that I enjoy. However, when I call I get to talk with some people that don't listen and just go through a canned approach to answering your telephones.

Let me give you an example. "Hi, this is Douglas Fry with IFPA. Is Mr. Nerdlinger in?" I've done a couple of things to begin with. I told the person on the other end of the phone who I was, what company I'm with, and with whom I wished to speak. Do you know how they often respond?

"Mr. Nerdlinger is in a meeting right now. May I take a message?" "Sure," I respond, "Would you please tell Mr. Nerdlinger that I would like to talk to him about The Weekly Miracle's upcoming circulation audit." "Alright. Whom shall I be calling?" I'm okay repeating that information because it was given a long time ago, about 7 seconds ago. "Douglas Fry with IFPA." But then they will show that they really aren't listening. "What company are you with?" At this point I get a bit frustrated because I

shouldn't have to tell someone three times I'm with IFPA. But I do.

Our front line people aren't the only ones guilty of this sin. I was in a fast food restaurant and ordered some items for my grandchildren. I know, it's not good for them but that's what grandparents are for. I realized that I needed one more order of fries so that all the kids could have their own little container of heart-clogging potatoes. So I went back inside and asked for "One order of fries. That's all." Can you guess what the next question was from the cashier after

reading back my lengthy order? Yep. "Would you like fries with that?" I couldn't help but sadly smile and ask if she meant another order of fries or the original order. When she looked up and realized that I was a real person that probably wouldn't need an order of fries with their order of fries she apologized. Again, I smiled.

Now, my question for all of us is this, do we actually listen to our customers or are we so accustomed to saying specific things in a conversation that we don't really hear what they are saying? It's time to listen.

I'll See YOU In The Fall Because

For several reasons, I'm very excited to attend the IFPA Fall conference in New York. It's always profitable to mingle with "my people" and share business ideas. There's a ballroom full of great vendors who are always eager to improve my newspaper. I'll definitely spend some time at Nat Sherman's in New York City (@Nat42nd) and smoke the world's finest handmade cigars!



Eric McRoy



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by
**Ryan
Dohrn**

10 Ways To Boost Your Fall Sales Numbers

For most media ad sales professionals the autumn season signals the beginning of the end of your ad sales year. Even if your fiscal year does not follow the calendar year, when you add in the holiday season and new year celebrations to the mix you have a double whammy that often brings ad sales to a slow crawl across the December finish line. Below are ten things I often share with my ad sales coaching and media ad sales training clients this time of year. I hope these ideas will encourage you to keep your energy high and your ad sales rolling forward despite the looming “fall factors of ad sales failure”.

IDEA #1: DON'T BELIEVE THE CROWD

No one makes decisions this time of year. Lie. Let other ad sales people continue to think this. In my ad sales training programs I teach that most decisions to buy are made months before a deal is signed. If your ad sales process is to meet a new client and introduce your product or service and get a signed deal after the first meeting you are already doomed. Instant ad sales are rare. Learn from this error. Use this time of year to sell hard so that when the clients new budget is approved in the next fiscal year you have the sale primed. DO NOT wait until a budget is approved to start the ad sales cycle.

Another thing to consider is the simple “use it or lose it” budget scenario. I have at least three clients that spend money before Dec 31 so that they do not lose the money in their next budget year. The “use it or lose it” money management plan is alive and well in most companies.

IDEA #2: LOOK TO EXPAND YOUR CLIENT RELATIONSHIPS

This is a great time of year for “meet and greet” or “lunch and learn” type meetings. As a ad sales coach I call these non-ad sales meetings or educational meetings. Take advantage of the holiday spirit and plan meetings to drive knowledge and to build relationships with new and existing clients.

IDEA #3: DO NOT STOP PROSPECTING

Because many ad sales people feel that the fall is a “dead zone” they stop prospecting. Do not fall into this trap. While other ad sales professionals fall (pun intended) dormant, you should look drive up your phone call and email volume. This will give you a leg up on the competition. From a ad sales training perspective, this needs to be a part of your daily routine. Never stop prospecting.

IDEA #4: REIGNITE THE FIRE IN WHAT YOU ARE SELLING

As the days get shorter so do our attention spans. Also, the gray skies as you drive to work are less than inspirational. The way you feel about your product affects the way you sell your product. This can cause you to sound and act lethargic. As a ad sales coach I often ask my clients this question... “Go back in time and tell me what excited you about your job when you first started?” Then I ask, “Go back and think about what got you excited to sell this product when you first started.” I might also suggest that you listen to upbeat

music on the drive to work. Change your screen saver or desktop image to something positive or fun. Find that love you once had and reignite the ad sales flame.

IDEA #5: CLEAN UP YOUR CRM TOOLS

Really? Sounds like a bummer! Just do it! In my ad sales training workshops I am amazed at how out of date the client data is in many CRM tools are as we dig deep on client issues. Having your data in good working order is so important as you strive to be the best ad sales person in the land. Delete dead accounts. Trade accounts with others. Update outdated accounts. Do some CRM housekeeping.

IDEA #6: DIG DEEP ON YOUR PERSONAL PROFESSIONAL DEVELOPMENT

Use some of your down time to read a good sales book or a great personal development book. There are lists of great books online everywhere.

<http://www.inc.com/christina-desmarais/27-books-these-successful-executives-say-inspired-them-the-most.html>

Watch inspiring videos online about ad sales or management. In general dig deep in boosting your personal growth plan. Maybe you need to create your personal growth plan. Perhaps you need to hire a ad sales coach or enroll in a ad sales training program. (Hint. Wink. Blatant promotional plug. Lol.)

continued on page 16

Boost Fall Sales

IDEA #7: RUN REPORTS TO IDENTIFY CLIENTS THAT YOU MAY BE OVERLOOKING

Within any quality CRM you should be able to run a report that shows who dropped off your radar this past year. I am amazed at the number of clients that I miss each year. I often pull this report each quarter to stay on top of things as well.

IDEA #8: PREPARE YEAR-END CLIENT IMPACT REPORTS

Each year you help your clients accomplish something. Identify what that is and put it into a colorful report. This is called proof of performance.

IDEA #9: PLAN OUT YOUR 2017 WISH LIST.

Who will be on your "Top 10" list for next year? Create this list. Research the clients on this list. Place their names on a white board that you can see everyday. Develop an ad sales marketing plan for each client on this list.

IDEA #10: LOOK FOR WAYS TO INSPIRE OTHERS AROUND YOU

Most people look for others to inspire them. How about you looking for ways to inspire others? From offering to help create a colleagues 2017 wish list to taking the time to help a fellow ad sales pro clean up their CRM to taking someone out for a special lunch, look for ways to inspire others around you.

Autumn is a weird time of year for ad sales people around the world. If you let the gray skies and holiday madness rule your ad sales life, you are setting yourself up for a flat start to the New Year.

As an ad sales coach I love this time of year. I get really busy. Need some inspiration on any of the above ideas? If so, reach out to myself or my team for help. ad sales coaching is a great way to help inspire you to dig deep and find the quality results you have been seeking.

Have a great fall. - Ryan

Ryan Dohrn is an award winning sales coach and offers ad sales training to thousands of ad sales executives each year. He is also an international motivational speaker and the author of the best selling ad sales book, Selling Backwards. Ryan is the President and founder of Brain Swell Media, a boutique ad sales training and ad sales coaching firm with a detailed focus on ad sales training and coaching for media and technology companies. He is also the owner and Publisher of SalesTrainingWorld.com an online portal for ad sales training success.

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Media Appraisers & Brokers

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.

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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Print Dead?? Not Here!

A lot has been made about the demise of print. Some of it justified... some not.

I saw Tim Bingham of CVC (Circulation Verification Council) speak at our Wisconsin Free Paper Conference in April. He said most of the decline in circulation and readership of newspapers was the fault of the metro dailies, (A fact many of us already knew.) Free and paid community newspapers have an entirely different story to tell.

To prove his point, Tim suggested we go back and take our CVC audits from the last 10-15 years and graph our circulation, readership, etc. and share these stats with our advertisers.

I emailed Tim after the conference and got our audit numbers back to 2003. Tim suggested I wait until our 2017 audit was completed in the next few months.

When I got the 2017 audit and put all the numbers together I was amazed

myself. All of our numbers either increased or remained consistent over the past 15 years. A very contrary story about print than the one you hear about in the news.

Some of the most surprising numbers were our readership and purchase intent. It's easy to distribute a free paper with total market penetration. I was concerned that even though everyone received our paper, were they still reading it in this digital age and are they using it to plan their shopping? The answer was a resounding yes!

I immediately developed ads to run in our papers. I focused on the theme, "Print Dead...Not Here!" I have an email campaign set up to go out to our advertisers. I will be developing a Power Point Presentation and welcome back rates that our reps can use when they visit with inactive former advertisers...and getting tougher!

I also have a one sheet presentation

by
Joe Mathes



of all the digital services we offer. Because while I'm still bullish on print advertising, I realize that many advertisers are not. Most businesses would benefit from a regular print advertising campaign. But print is a tough sell to digital savvy advertisers...and getting tougher.

The beauty is we can offer both print and digital advertising services and this amazing news about the vitality of our free paper opens the door for a conversation.

Take a look at the ads below. If you'd like a copy to use in your publications please contact me via email and I'll send them right to you. Feel free to use them as you see fit.

Reach out to me if you have any questions about how we're implementing this program or how you can offer digital advertising services along with your print product. Call me at 920-286-1970 or email me, joe@deltapublications.com.

Print Dead? Not Here!

Tempo is still vital and effective in a digital world.

Circulation

It's true many daily papers have seen their circulation decline. Tempo's circulation has grown over the years and has stayed consistent recently. Doesn't sound like print is dead in East Central Wisconsin, does it?

Year	Circulation
2003	14,704
2005	14,459
2007	14,473
2009	14,473
2011	14,473
2013	14,473
2015	14,473
2017	14,473

Readership

You think people don't read newspapers anymore...think again! Tempo readership is as high as ever. Over 82% of people who receive Tempo, read Tempo. That's amazing! That's better than any website could hope to achieve!

Year	Readership
2003	84.1%
2005	84.1%
2007	84.1%
2009	84.1%
2011	84.1%
2013	84.1%
2015	84.1%
2017	84.1%

Purchase Intent

In this age of Amazon and other online retailers, it's incredible that so many people plan their shopping activities using a local free newspaper...over 82% is a number of fact. Tempo readers read ads and use it to plan their shopping and purchases.

Year	Purchase Intent
2003	84.2%
2005	84.2%
2007	84.2%
2009	84.2%
2011	84.2%
2013	84.2%
2015	84.2%
2017	84.2%

33462 Readers Weekly*

tempo Call 920-894-2828 to advertise in Tempo!

Source of Data - 2017 CVC Publication Audit Report

Print Dead? Not Here!

Tempo is still vital and effective in a digital world.

Circulation

It's true many daily papers have seen their circulation decline. Tempo's circulation has grown over the years and has stayed consistent recently. Doesn't sound like print is dead in East Central Wisconsin, does it?

96.7% regularly receive Tempo

Readership

You think people don't read newspapers anymore...think again! Tempo readership is as high as ever. Over 82% of people who receive Tempo, read Tempo. That's amazing! That's better than any website could hope to achieve!

82.8% regularly read Tempo

Purchase Intent

In this age of Amazon and other online retailers, it's incredible that so many people plan their shopping activities using a local free newspaper...over 82% is a number of fact. Tempo readers read ads and use it to plan their shopping and purchases.

82.2% frequently purchase products or services featured in Tempo

33462 Readers Weekly*

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Source of Data - 2017 CVC Publication Audit Report

Think younger people don't read the paper... Think again!

Age

Age Group	Reader Demographic	Market Demographic
25-34	13%	16%
35-44	20%	15%
45-54	26%	21%
55-64	23%	18%
65-74	14%	10%

...and of course, so do older people.

People read Tempo, it's a fact. Young people, old people and everyone in between. It's no secret you can target demographic groups on the internet...and that's great. But don't forget about media mix. It's as important in advertising as it's always been.

OK, so print advertising isn't as exciting and sexy as some of the digital options out there. Advertising in Tempo has never been easy...just effective. And it's just as effective as it's always been!

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Source of Data - 2017 CVC Publication Audit Report



You can help IFPA in less than 5 minutes.

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Like most of you, IFPA has seen a decline in classified advertising revenue the past several years. Cadnet is IFPA's largest source of revenue and funds most of our initiatives.

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The IFPA Google AdSense Network will help IFPA continue to provide member benefits like: CVC audits, Conferences, Publishers Summit, T.I.P. Magazine, 20/20 Webinars, S.H.A.R.E. Group, SRDS Listings and More!

Just go IFPA.com, click on Benefits in the menu bar, go to Google Ads and follow the instructions.

If you have any technical questions or need assistance in placing the code, contact Danielle Burnett at 866-224-8151 or email her at danielleburnett-IFPA@live.com.

Joe Mathes

Joe Mathes
Delta Publications-Kiel, WI
IFPA Board Member



Defamation Claim Permitted To Go Forward

from
King & Ballow



by Laura Mallory
lmallory@kingballow.com

A defamation claim based on a news report regarding the reason for a school employee's termination was permitted to continue because a Pennsylvania Appellate Court found the news report may have been materially false.

A police supervisor at a Pennsylvania charter school received a letter from the school principal stating that some serious allegations were made and were being investigated by the police. The letter also stated that the supervisor was previously warned about fraternizing with minors and he ignored those warnings and such behavior would not be tolerated, and because of this, his contract would not be renewed.

ALLEGATIONS OF CHILD ABUSE

During a television news broadcast, an anchor read a report regarding the supervisor's termination that stated the supervisor was fired over allegations of child abuse, and that he was accused of sexually abusing a male student. The next day, the TV station aired a statement correcting the previous day's story about the supervisor and explained that according to the school's principal, the supervisor was never accused of sexual abuse of any student and his separation from the school did not have anything to do with any allegations of abuse. The correction went on to state that the police did not have a record of any investigation

or charges involving the supervisor.

As a result of the newscast, the supervisor filed a defamation claim against both CBS and the anchor.

Defamation claims depend on the status of the claimant as well as the subject matter of the communication at issue. Here, the parties agreed the supervisor was a private figure, as opposed to a public figure, which means that he had to prove that the TV station and the anchor acted negligently in publishing the report. Also, the subject matter, sexual abuse at a school, is a matter of public concern. Therefore, the supervisor had the burden of proving the report was materially false.

MATERIALLY FALSE

Pennsylvania courts look at the "gist" of the statement and do not require absolute truth. Said another way, there is no liability for defamation if the statements were substantially true even if not every word of the

alleged defamatory matter can be substantiated.

Whether someone can meet the burden of proving falsity turns on whether a material difference exists between what was reported and the actual basis for his termination.

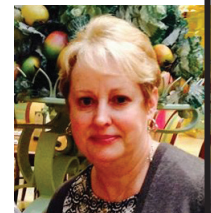
The broadcast mentioned allegations of child sexual abuse and the actual reason for termination was failing to follow the warnings about fraternizing with minors. The court determined that there was in fact a difference in the "gist" of the broadcast verses the actual reason, because being terminated for allegations of child abuses carries a much bigger sting than simply being terminated for failing to adhere to warnings about fraternizing with minors.

As a result, the court found that the case should be permitted to go forward.

I'll See YOU In New York City Because

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

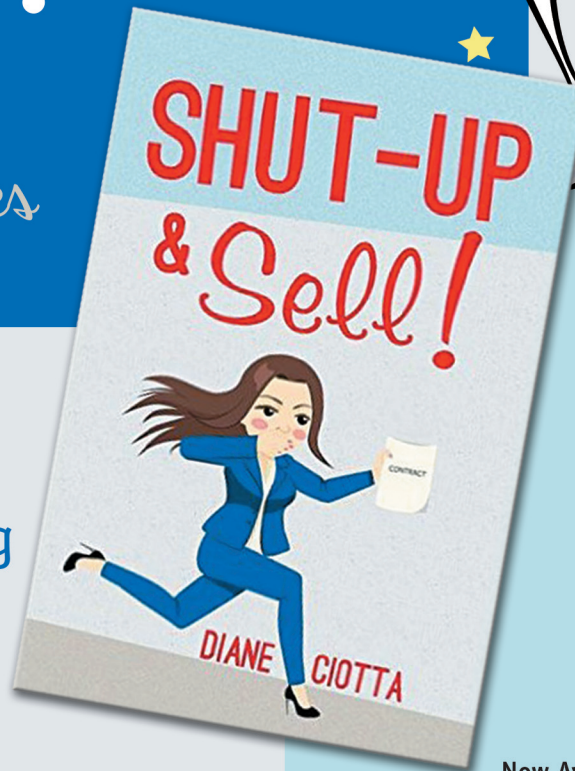
Deborah Phillips



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IFPA Board Meeting,

Thursday, August 17, 2017

Conference Call

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

Finances– Deborah Phillips The July financials were emailed prior to the call. Deborah gave an overview of the current financial situation. Dan made a motion to accept the financial report, Eric seconded the motion, all were in favor.

2017 Conference – Jane Means: Jane gave an update on the current status of the New York conference. There was discussion on how to boost attendance before the hotel room block deadline.

Future Conferences/2018 – Dan Buendo/Jane Means: Dan, Katie and Douglas have been meeting to discuss future conferences and gave an update on potential partners, locations, investments, etc.


Publishers Summit – Katie McNabb: Katie reported that the committee will meet next week and will have marketing materials ready to distribute in New York.

Paperchain – Douglas Fry: Douglas shared information on the current status of Paperchain and there was discussion on the IFPA investment.

FITS – Eric McRoy: Eric lead discussion on what steps could be taken to revive the FITS program.

Eric made a motion to adjourn, Dan seconded the motion, all were in favor. The meeting was adjourned at 10:05 am EST.

Recording Secretary Danielle Burnett



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