

FREE PAPER

INK

The Free Paper Industry's NEWS SOURCE

SEPTEMBER 2017  
www.afcp.org

# SPECIAL PROMOTIONS ISSUE

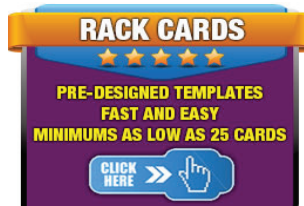
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**COMING**  
next  
month

The October issue of Free Paper INK will feature a look at the Niche Publications opportunities for publishers and some of the more unique ideas some of our fellow publishers have found to take advantage of in their markets. Free Paper INK is by far the best way to stay informed on industry news for community publications!

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

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

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

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to the Innovative”**



*Dave Neuharth*

DAVE NEUHARTH  
**EDITOR**

# If it works **Here** it will work **There**

**IN THIS ISSUE OF INK WE ARE** sharing some special section ideas that were provided by some members of the Association of Free Community Papers (AFCP).

We thank the members who took the time to submit these articles.

For most of us, special sections have been an asset to the bottom line over the years and many of those sections are published each year.

Going back to the early days of my career as the writer and then editor of a daily newspaper in northwest Washington, these sections were a pain for the editorial staff. Staff reporters complained they had enough to do to cover their regular beats and the sections were an added burden. As an editor, I made sure we managed to get the job done and I always asked for an increase in the editorial budget to spend more of the paper's money.

When discussing special sections at a staff meeting, I opened my mouth and suggested a showcase edition for the county. "We can feature the businesses that normally don't advertise," I said.

After considerable discussion on what advertisers would be on the list, it was decided to move forward. We would print extra papers to distribute at the chamber of commerce and add additional charges to the normal advertising rates.

On the list were parks, the water district, Unions, the large manufactures in the area, hospitals – the list went on and on.

The publisher looked at me and noted that because it was my idea, I would be responsible for two pages of advertising. Selling advertising was not my bag, but I kept my mouth shut.

The advertising department went to work, created a special rate sheet, and made their plans.

My first step was to get a copy of the rates and target Shell Oil and Texaco. Both companies had oil refineries near Anacortes in the Puget Sound. We often fished the waters around these facilities and often watched the huge oil tankers visit to drop off their crude oil. The Skagit Valley Herald was the daily newspaper in Anacortes and we also published a weekly newspaper in the city.

After some phone work, I made contact with the managers of the plants and used the ploy that we were doing this section and would like to provide news of their role in the local community.

The manager of Texaco invited me to visit when a ship arrived the next day and we had a nine-course lunch with the captain. Editorial information and photos were provided. I provided the manager with a copy of the rate card and "Bingo", I had the first ad – a full page with color. In my position there was no commission involved, but it was a great feeling.

The Shell management team took me to dinner, suits and ties, and when that was over the results were the same.

As you know, most editorial and advertising departments have conflicts. Without notice the next morning, I took the time to barge into their morning meeting and announce we had two full page color ads to kick off the Showcase section.

We ended up with 48 pages, and who knows? They still may be publishing this section.

The publisher of The Herald was Leighton Wood. When we talked about special sections, his theory was, "If it makes money, publish it."

Sharing these ideas with our members is another benefit of AFCP. If a special section works in one area, the chances are that it will work in your area as well. **INK**

# What do Judges look for?

THERE IS NO QUESTION THAT THE BENEFIT AT THE top of the list of free community papers association benefits is their annual editorial and graphic awards presentations.

The awards competition allows the members of the editorial and graphic departments to display their skills. Often these ceremonies are a major part of an association's annual conference.

For those who participate and enter the competition, the results are obvious – the free paper associations' employees have talent. Lots of talent, and it is displayed during this competition.

Whether you have previously entered a competition or not, we have asked past judges of these contests to give you some input to aid in your decision-making about entries for future competitions.

## EDITORIAL ENTRIES

***What piece of advice for the entry selections is the most important?***

**Tom Cuskey** said, "For editorial and photo awards, there is a lot of duplicity among entries; so entering a story or photo that has a truly unique quality or a new twist on a common theme helps grab the attention of the judge. It's a long day of judging and the reality is that something unusual, catchy or emotionally compelling is what will stay with a judge through the process."

***Name three things you look for when judging an editorial piece.***

**Cuskey** replied, "The opening paragraph(s) has got to be compelling and build a reason to keep going. Folks don't have time to browse anymore. It's not a novel, even a short story, so being concise and fluid is critical. A great headline – I have been surprised at great stories that I probably wouldn't have normally read based on the headline."

***What are the most critical aspects you look for in an editorial photograph?***

**Cuskey** said, "Clarity – some photos just don't have good definition, or it's been lost in the printing process. A good photo idea isn't enough to overcome bad presentation. Also, captured action and/or emotion always grabs a judge's attention."

***What is the first thing to "turn you off" when judging an editorial piece?***

**Cuskey** said, "Length. It's a headline driven, sound bite world today. Sad, but real."

***How important is printing quality in photo entries?***

**Cuskey** said, "Critical. Clean, clear representation makes the photo and the photo makes the page. Be it color or B&W, it has to look great on paper to win."

## GRAPHIC ENTRIES

***What piece of advice for the entry selections is the most important?***

**Greg Birkett** said, "Judges like things that are different. For example, on small or medium ads they look for ads that they feel will stick out on a page filled with other ads...white space, lack of clutter usually stands out."

**Lee Borkowski** said, "My advice would be to enter! Oftentimes we are our own worst critic. Every publication has award-winning ads, but sadly many of them never make it to judging. My second piece of advice would be to have a point person responsible for reviewing your papers each week and begin setting ads aside for the competition. This makes the already easy entry process go that much quicker. (As a reward, the point person could come to conference and claim your awards.)"

**Douglas Fry** said, "Some judges felt the entries were pulled out of a publication at the last minute with little thought about what other ads might be winners. They found this when they looked through the entire publication as they judged General Excellence categories. We often heard, 'Why wasn't this ad or article entered? It would have done very well if it was submitted.' So, the advice is to set aside entries each time your publication is published. Choose the best from each publication and put them to the side. Then, before the deadline, pick the winners from each week. You won't be as rushed and you'll choose the real best of the best instead of what you remember from a recent issue."

**Hank McAfee** said, "Ensure you've filtered your entries in advance so that you're only submitting your very best work. Sometimes if there are too many entries in

*Continued on page 24*

"Set aside entries each time your publication is published."

– Douglas Fry



# Cruise Into Savings

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

**WHERE HAS THE SUMMER GONE?! FOR** Caribbean souls like me, it is time to start thinking and planning for winter vacations. For free papers that mail, you can cruise into savings on your postal bill by participating in the AFCP 2017 USPS Mobile Shopping Promotion.

Once again, the Association of Free Community Papers and Paper Chain are offering members and other mail publications an opportunity to qualify for the 2017 USPS Mobile Shopping Promotion by using the NCP Travel ad – which you can run in color or black and white and size as appropriate for your publication – to qualify for the promotion.

As in prior years, the Mobile Shopping Promotion is run at the end of year. It is intended to encourage mailers and advertisers to make their mail pieces more interactive, and to highlight the connection between the mail piece and the digital shopping experience. Qualifying mail pieces must allow customers to conveniently go from the mail piece to a mobilized, optimized online shopping site, using platforms such as Quick Response (QR) codes, snap tags, watermarks, and other advanced technologies.

This year's promotion period was shortened from six months to five months, running from August 1 through December 31, 2017. Pre-registration and enrollment is required.

Although the NCP Travel ad has been approved by the USPS Promotions Department as having the interactive features and purchasing opportunity required by the promotion, participating publishers are cautioned to get your specific ad approved in advance to assure that you will not experience any problems or obstacles in claiming the discount at the time of mailing.

The full program requirements are set forth in a

20-page download of program requirements that can be found at <https://postalpro.usps.com/node/2690>. (You can also access the program requirements by going to the Postal Pro website, Promotions and Incentives, and click on "learn more" in the section on the 2017 Mobile Shopping Promotion.)

Once again, Dan Alexander – SMC Steering Committee Member, AFCP superstar, and leader of Paper Chain – has made participation in the program simple by working with AFCP leadership to get the ad approved

and by sharing simple "how to" steps for participation. With thanks to Dan, here are the steps for qualification:

1. Download the USPS program promotion requirements and understand the benefits of qualifying your ad in your publication up front. The program requirements also include follow-up requirements with the Postal Service that you agree to accept, like participation in a survey.

2. Pre-enrollment and registration are required. You can enroll through the USPS Business Customer Gateway site ([gateway.usps.com](http://gateway.usps.com)).

3. A copy of the NCP Travel ad accompanies this article. You can obtain the approved ad copy on the AFCP website by looking at the button on the right side

of the site to link to a downloadable PDF file.

4. The ad can be run anywhere in your publication, but make certain you do not change the ad copy. You can change the size proportionately, or run the ad in black and white, but any other alteration of the ad would need re-approval from the USPS. Changing the ad would also require approval from NCP Travel. Other than sizing, you don't need to do anything! AFCP and NCP Travel have done the work for you.

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In order to utilize the NCPtravel.com in this year's promotion, it is necessary to register the publication using the ad with NCPtravel.com. This allows us to track what markets the advertising message appears in should we have any questions that come up. Please complete the information below and send it to us as indicated at the bottom of the form. Once you have registered your use of the ad, you are authorized to use the ad.

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Ad Copy is available at the Association of Free Community Papers website:

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So what are you waiting for? If you are not already participating in the 2017 Mobile Shopping Promotion, and earning up-front savings on your publication's postal rates, this is your chance to save some money on postage that you can put into your pocketbook and start planning and paying for your own winter getaway. 

# You may be asking yourself ... “Why Baltimore?”

by Trevor Slette, 2018 Conference Committee Chair

**THAT’S EXACTLY WHAT I ASKED MYSELF WHEN** I found out they were considering Baltimore for the conference I am chairing in 2018. Of all the places! Why couldn’t it be Orlando or Nashville? After having visited Baltimore in June for a site planning meeting, I totally understand it and couldn’t be more excited to have my conference in Baltimore’s Inner Harbor!

This city somewhere along the way has gotten a not-too-great image, but the Baltimore Inner Harbor where we will have conference is the waterfront hub of activity for a revitalized city! This transformation into the city’s most visited area started in the 1960’s and has continued to be a model of revitalization efforts for cities across the country.

It’s now lined with popular attractions like the amazing National Aquarium, historic ships from a variety of eras, lively restaurants and views that are stunning at all times of the day or night. Inexpensive water taxis make visiting adjacent neighborhoods a

scenic and convenient experience. Whether you are heading to the cobblestone streets of Fell’s Point for the nightlife or Federal Hill for a walk through history, there is an abundance of activities for everyone. The harbor tour that takes you out to view Fort McHenry – where the Star Spangled Banner was penned as the sun came up over the fort in the War of 1812 – is actually a very moving experience and one I highly recommend.

Forget what you might have thought about what Baltimore is supposed to be like. We are going to educate you over the next few months on not only “Why Baltimore?” but why you should be really excited about Baltimore. Through the coming issues of Free Paper INK we will be providing details on both the conference and Baltimore’s Inner Harbor to get you prepared for what I’m convinced will be a tremendous conference program, a memorable city to experience, and the annual networking extravaganza this association has made its trademark. **INK**



Inner Harbor Aerial shot by KEN STANEK





# Isn't that Special?

by Shane Goodman

**SPECIAL. IT'S A UNIQUE** word. You might say it is, well, special. As an adjective, it means "better, greater, or otherwise different from what is usual." As a noun, it is defined as "a thing, such as an event, product, or

broadcast, that is designed or organized for a particular occasion or purpose."

So, what's so special about free papers? The answer can be best summed up in a little something I call SCORE. Let me explain.

The "S" stands for our service. We as free paper publishers understand the need to take care of our customers — in person. Facebook is a great place to share cat videos and what you had for breakfast. Email is a good business communication tool. And the phone is a wonderful way to follow up or set appointments. But seeing our customers in person, learning about their businesses and presenting ideas creates commerce, turning our readers into customers for our advertisers. That's service.

The "C" stands for our content. To gain and keep readers, we must provide information that can't be found on the Internet. Our friends in the paid newspaper industry learned this lesson the hard way. We focus on local news, local information, local listings, local classified ads, and, most importantly, reasons to shop at local businesses. That's content.

The "O" stands for our ownership. While not all free papers are locally owned, many are — and that's important. Many of our customers are also independent and locally-owned businesses, and they want to work with others like them. Loyalty from advertisers isn't what it used to be, especially with the large chains that seemingly jump to each new and shiny option. Meanwhile,

many free paper publishers are seeing significant gains from service advertisers like doctors, dentists, chiropractors, health clubs, restaurants, daycares, dance studios and the like. These business owners want to know who they are doing business with, and we do, too. That's ownership.

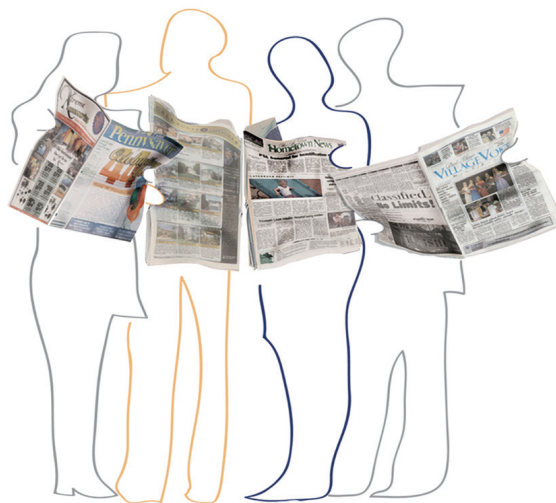
The "R" is for our readership. It is the single most important thing that free papers have, and we won't ever take that for granted. Again, we can learn from our friends in the paid newspaper industry. They got greedy. When their circulation numbers declined, they made up for the lost revenue by increasing subscription prices, failing to understand the long-term effect on their advertising reach. For most of us in the free paper industry, our readership is holding steady or growing. That's an important benefit that we need to do a better job in promoting. It is our lifeblood. That's readership.

The "E" is for our energy. Vendors at our conferences tell me how motivated they are after attending our events, especially after seeing the doom and gloom at other conferences. We are upbeat. We are positive. We are prepared. And we are steadfast in our commitment to continually improve. That's energy.

Comedian Dana Carvey is often remembered for his Church Lady skit on "Saturday Night Live," where he coined the phrase, "Isn't that special?" You may recall that whenever the Church Lady felt

that she had proven a point, she would do her "Superior Dance" by strutting to organ music in front of her alleged inferiors. As free paper publishers, we are known for being modest and not taunting our opponents. We are in a new era now, and maybe it's time to dance.

Isn't that special? **INK**



SHANE GOODMAN  
**AFCP PRESIDENT**  
CITYVIEW

# Special Promotions

OVER THE YEARS, SPECIAL SECTIONS HAVE BEEN important to the bottom line of free paper publishers around the country. Ideas have been created in these sections that will work in most areas of the country.

In the last issue of Free Paper INK, publishers were asked to share some of these ideas with members of AFCP for this issue of INK. We thank those publishers who have contributed to this issue.

## BUY LOCAL / THINK LOCAL BRANDING CAMPAIGN

In Wisconsin, the Richland Center Shopping News has designed and implemented a multi-faceted branding campaign. Richland Center is sandwiched between two larger cities: Madison, 60 miles to the East, and Lacrosse, 75 miles to the West. Locals are often drawn to the bigger cities to conduct their major shopping. As a result, local business suffers. To add further complication, the City Council voted to defund the Chamber of Commerce. As a result, local businesses lack a voice.

Bearing all of the above in mind, The Shopping News decided to help by launching a 'Buy Local' campaign in the fall of 2016. The goal was to encourage local residents to think more about keeping their holiday spending local. WRCO, a local independent radio station, joined the efforts.

Sales reps for both companies handed out large, bright 'Buy Local' posters. Merchants were informed about the program and asked to wait until a specific date to display their poster. An email blast went out around 3:00 p.m. one afternoon asking that merchants display their poster later that day or early the next morning. The next day there were posters in every window in town! Each week, the paper ran a full-page ad explaining the importance of keeping dollars local and encouraging folks to do what they could to support local "jobs, neighbors, businesses." The local radio station did the same.

"The promo had impact, but not as much as we had hoped," said Publisher Lee Borkowski. She said, "When you live in a rural area, geography often dictates the necessity of traveling out of town (or going online) for products or services you need. This concept is not new nor is it unexpected. Unfortunately, this practice becomes a habit and only adds to the exodus from local support. My goal with our next campaign was to recognize that fact, bring it to the forefront, and challenge

folks to 'think' about what they could do locally. Hence the new campaign – 'Think Local.'

"For this campaign, we designed another compelling poster and we engaged the local radio station. Posters were handed around; the campaign was explained, and we set a launch date. In addition to all of the things we did for 'Buy Local,' we also added

a business feature to our paper each week. For the articles, a questionnaire was handed out requesting information about the business. We had a first-in, first-featured policy – but probably more important to note, we did not require that the business be a client. Taking this position added to our credibility that we truly are vested in the community and helping it grow.



"When it's time to feature a local business, we type up their question/answers and arrange a photo shoot. The shoots are quick – but fun! To add to the branding, we purchased a dozen pair of green glasses, hats, pom-poms, etc. The clients don the apparel and strike a pose to mimic the gal on the poster.

"Next, we shot a quick video in which they introduce themselves, state that they are the featured business of the week and encourage folks to read about them in the Shopping News. We also mention listening to WRCO radio, as they conduct an interview with the business the

# Think Local...



\*NAME OF BUSINESS: \_\_\_\_\_

\*YEAR ESTABLISHED: \_\_\_\_\_

\*TELL US A LITTLE ABOUT YOUR BUSINESS: WHAT DO YOU DO? \_\_\_\_\_

\_\_\_\_\_

\*HOW MANY "NEIGHBORS" DO YOU EMPLOY? \_\_\_\_\_

RECOGNIZING YOU CAN DO BUSINESS ANYWHERE... WHY ARE YOU HERE? \_\_\_\_\_

\_\_\_\_\_

WHAT'S THE ONE THING YOU WISH EVERYONE KNEW ABOUT YOUR BUSINESS? \_\_\_\_\_

\_\_\_\_\_

WHAT MAKES YOUR BUSINESS UNIQUE? \_\_\_\_\_

\_\_\_\_\_

OTHER THAN PROVIDING JOBS AND PAYING TAXES WHAT ARE SOME OTHER WAYS YOU GIVE BACK TO THE COMMUNITY? \_\_\_\_\_

\_\_\_\_\_

**PARTING THOUGHTS...**

THIS IS YOUR LAST CHANCE... SHARE ANYTHING YOU FEEL WE MISSED INCLUDING ABOVE. \_\_\_\_\_

\_\_\_\_\_

Who should we contact to schedule a photo? Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

*\*The first 4 questions are required to be answered. The others are optional. Answer as many questions as you wish.*

**Return to: Think Local Business Feature, P.O. Box 272, Richland Center, WI 53581**

*This is a free service and the feature will run on a first-come, first-serve basis. Don't delay in completing the information form so the Shopping News can schedule your photo and feature your business!*

# Think Local!

This week we had the pleasure of interviewing the Scott and Kelly Coppennoll, owners of Kelly's Coffee. We hope you enjoy learning more about their business.

**NAME OF BUSINESS:** Kelly's Coffee House  
**Year established:** December 2016  
**Tell us a little about your business: What do you do?** We serve Premium coffee, from scratch bakery, and a Sandwich menu (soup-seasonally) that is fresh and made to order. All in an inviting atmosphere!  
**How many "neighbors" do you employ?** Currently we employ six.  
**Recognizing you can do business anywhere...why are you here?** We love Richland Center! Scott's family is from the Ithaca area, but moved away, and he came back and I am a transplant. We love the quaint and friendly community. This community is very supportive and we love raising our four children in this environment.



*The team at Kelly's Coffee is always thinking local! Pictured from left back row: Patricia Harsh, Phyllis Schrock, Seth Rasmussen, Abigail Burr, Kendra Fisher, Middle row: Isabelle Coppennoll, Scott Coppennoll, Kelly Coppennoll; Ira Coppennoll; Bottom row: Isalah Coppennoll*

**What's the one thing you wish everyone knew about your business?** We love to serve people! We care very much about providing high quality products and treating all our customers very well, because they all matter. We see our customers as an extension of our family.  
**What makes your business unique?** Us! We are a true "family business." You will find our oldest two helping customers. They love to do that and you can tell! We are working diligently to provide this community with a great place to gather!  
**Other than providing jobs and paying taxes what are some other ways you give back to the community?** A fun place to hang-out. This community has been asking for a gathering spot for great coffee and great conversation...this is it! You can meet for coffee to catch up with an old friend or meet a new one. We also have Wi-Fi for our customers so it lends itself well to sit and study by yourself or with a group. It is also a convenient spot to meet clients and have meetings.  
**Parting thoughts...please share anything else you'd like our readers to know:** While we loved serving the community with Papa's Donuts, we have gone into a different direction and no longer make donuts. We think that you will love fresh baked goodies that we have in the bakery case. Papa's Donuts business is for sale and we would love to pass the baton to the right person. As for Kelly's Coffee House, we are new and we are still growing. We will be having our first music night, which will be used as a way to showcase the area's own great local talent. This will be in two formats, open Mic and Live music. We have a wide collection of board games for the whole family to enjoy and we have designated a couple nights of the week to play! Stop in and see us and see all that we have to offer!

**Address:** 196 West Court Street Richland Center  
**Phone:** 608-383-1399  
**Hours:** Monday thru Saturday 6am-7pm  
**Email:** kellyscoffee@yahoo.com

*Tune into WRCO this Wednesday for the news at noon during which they will feature an interview with Kelly and Scott. Watch this page next week to learn more about Connie's Creations.*

*To have your business featured here please complete the survey form that came with your Think Local sign. Or, contact the Shopping News for a fresh copy. Complete the form and return it to the Shopping News to be added to the schedule. First in, first featured!*

same week. It's been a great one-two punch. We've successfully created a lot of buzz around town.

"To keep it fun after the fact, we take one of the featured business photos and re-create the 'Think Local' poster to now read 'We Think Local.' Our goal will be to have every business featured and owning their own signs," said Borkowski.

So, what's the feedback so far?

"Think Local' is really resonating with our readers. We had one person comment that they still needed to travel to Madison to make a purchase, but they made sure to fill their tank locally. That's exactly the type of thinking we were hoping for.

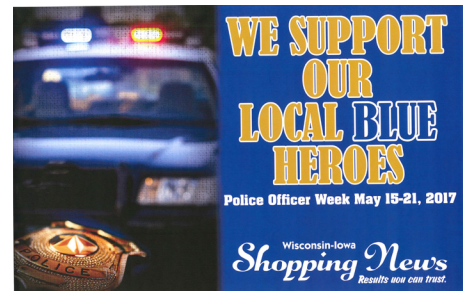
"An insurance agent shared that she was contacted by a local business owner who told her that the 'think Local' campaign caused them to question why they were sending premium dollars out of town. They now buy their insurance locally – same underwriter, same coverage, just keeping it local.

"What's next? I'm not sure. And that's where I'm hoping you can help. How would you change the program? What would you add to increase engagement? Do you have any ideas for a reader contest? Have you any experience with devising a scavenger hunt? Is there a new twist on involving social media to help develop this awareness? Is there a logical next step to guarantee continued involvement?

"Those of us who've been in the business a long time know there are no original ideas, just ones you customize and make your own. We also know that the upside of any problem is the fact that it creates a breeding ground for imaginative and innovative ideas. So please take this opportunity to come up with the 'what's next' to successfully complete the cycle of this campaign. 'Buy Local', 'Think Local', and ....."

## BLUE HEROES

The Wisconsin-Iowa Shopping News in Prairie du Chien, Wisconsin, turned to the color blue to publish a special promotion.



The "Blue Heroes Police Officer Appreciation Promotion" was published to nominate police officers for going above and beyond their duties. The winning department received an appreciation party.

Businesses sponsored the recognition pages, posters and party by purchasing ads in a special Police Officer Week section.

The promotion generated a considerable amount of positive community feedback and goodwill with the local law enforcement agencies. The police chief recognized the promotion on a local radio station, and there were thousands of likes and shares on social media.

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# Special Promotions

Continued from page 13

The first step in the implementation was soliciting nominations for police officers for going above and beyond. This was done through print ads, social media posts and online submissions. The winners were determined by a random drawing.

All members of the office signed a thank you note, and a copy of the recognition ad was sent to each nominated officer.

Business sponsorship ads were sold for a special Police Officer Week section. Posters showing support for local law enforcement were distributed to businesses for display during the promo week.

**JOIN US IN SUPPORTING OUR LOCAL BLUE HEROES**

We have received forms from community members who would like to express their appreciation by nominating a blue hero who has touched their life.

**MAY 15TH - 21ST IS NATIONAL POLICE WEEK!!**

So with the help of your sponsorship we will provide posters to local businesses to display during that week and provide a local Police Department with a party of appreciation!

Your Sponsorship will also include 2x3 full color ad in the May 16th edition of WI-IA Shopping News, along with winners of the appreciation party.

**Deadline is 4 PM on May 11th.**

Contact Tina, Julie, Randi or call the Shopping News for more information at 608.326.2457

**Ad Size 2x3 Full Color \$100**

Wisconsin-Iowa Shopping News



**WE SUPPORT OUR LOCAL BLUE HEROES**

**Police Officer Week May 15-21, 2017**

These local Heroes were nominated by members of the community for going above and beyond.

*Thank you for your service!*

**TERRY SPROSTY - Prairie du Chien Police Department**  
**STACY POLODINA - Prairie du Chien Police Department**  
**JEREMY HARRY - Grant County Sheriff's Department**  
**MAX ERICKSON - Prairie du Chien Police Department**  
**CASEY COX - Prairie du Chien Police Department**  
**STAWN LENZENDORF - Crawford County Sheriff's Department**  
**CONRAD ROSENDARL - Lansing Police Department**  
**JEFF HENRY - Prairie du Chien Police Department**  
**TARA HENRY - Prairie du Chien Police Department**

Wisconsin-Iowa Shopping News  
 WE SUPPORT OUR LOCAL BLUE HEROES!  
**POLICE WEEK**  
 May 15-21, 2017




Advertisements include: Your Concrete Experts, Something For Everyone, D'In 'N' P, CIRCULO DE MAYO, Smoky Mountain Boots, Kids Bowl FREE, Summer Enrollment, Pheasant Bar & Grill, GOT BATS?, HALLS for RENT, WE SUPPORT OUR LOCAL BLUE HEROES, COMPLETE DETAIL, NOW YOU HAVE A CHOICE!, and CHANG.

## CINCO DE MAYO

American Classifieds in Omaha, Nebraska, has been using the Cinco de Mayo celebration to provide an extra source of revenue on an annual basis.

The celebration is growing each year and has been spearheaded by Sherry Guthridge, a sales rep for the publication.

After contacting the promoter of the event, Guthridge arranged a trade out for show involvement. American Classifieds provides teaser ads prior to the event as well as an entire publication dedicated to Cinco de Mayo. The front and back page and multiple inside pages are dedicated to ads from clients wishing to reach this growing group.

The paper provides ads promoting the festivities, times, locations and entertainment. Attendees can register for a giveaway the publication sponsors by visiting a booth at the event.

The event has become a vital partnership for American Classifieds and has resulted in many new clients that it was not previously exposed to.

American Classifieds also uses three websites and Facebook to get the word out about Cinco de Mayo. The site opens in vibrant full color, matching the print ads.



## FOOTBALL!

Many publications in the free paper industry publish special sections for football season. American Classifieds in Omaha, Nebraska, has elevated their special section to a new level.

The publication offers a two-page spread for a period of 16 weeks, featuring college and professional football. At least one of the games is included in an advertiser's ad.

During those 16 weeks, readers have an opportunity to win a total of \$3,500 in cash and prizes.

American Classifieds encourages clients to participate by donating gift cards in exchange for their logo recognition with the paper's promotion, parking lot signage and any outside advertising for the contest. Advertisers also have the opportunity, for \$10 per week, to be a drop-off location for the contest.

The customer base includes three websites, Facebook and social media. Customers can enter their selections through the printed paper or digitally. There are three prizes each week, and most of the prizes are donated.

The value of advertising received by American Classifieds, at \$55 per ad for 16 weeks times 42 ads, totals \$36,960 for the contest period.

Year after year, readers look for the contests. The advertisers normally repeat each year and make few changes. ¶

**Everyone Loves Our Football Contest!**  
Featuring College and Pro Teams

Be part of our most sought after yearly promotion for an unbelievably low cost!

125,000 Readers Weekly Plus ... Free Website Coverage

We place a game within your ad for maximum exposure and great response!

**\$55**  
Just Per Week to Feature Your Business!

**\$2000**  
OVER In Cash & Prizes To Be Given Away To Readers

Appearing August 31st Thru December 14th

**AMERICAN CLASSIFIEDS**  
Football Contest  
402 342-4426

**Play Our Football Contest**  
**\$3500** In Cash & Prizes

**AMERICAN CLASSIFIEDS**

See Paper For Details

Billboards purchased around town.

## CRUISIN'

GIL Shopping News in Platteville, Wisconsin, has turned to classic cars to add some editorial to their publication with a special section called Cruisin'.

The Woodward Community Media publication special section features photos of reader-submitted classic cars and their "Fast 5" little snippets about their favorites roads, longest trips, car clubs, etc.

Cruisin' runs once a month from April through October. The section also tries to feature a story each issue about a restoration, remodel or other story pertaining to autos. Advertisers sponsor each car that is on the page. Advertisers also have the option to run special promotions and coupons with special ad pricing on this page.

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**PLAY OUR FOOTBALL CONTEST \$3500** In Cash & Prizes

**BETTER RETAIL** NEW, OVERSTOCK, SHELF PULLS, OPENED BOX  
Bar Stools & Chairs NEVER PAY FULL PRICE!  
9977 J Street • Omaha • Wed. - Fri 9-1; Sat. 9-3

**FOOTBALL CONTEST** \$75  
OFFICIAL ENTRY FORM

**EVERY GAME EVERY SUNDAY** SUNDAY TICKET \$60  
FREE TV! FREE INSTALL! 769-5966

**95 WIND REMOVAL** \$60  
COMPUTER & COPY \$20

**PUERTO VALLARTA** \$12 Margarita's Every Thursday!

**HARBIZ** 15% OFF

**GLASS & GOODIES**

**LOAN** \$26

**MASTER BLASTER** \$54.95

**OMAHA'S PREMIER GLASS GALLERY & VAPES LOUNGE**

**COSMIC BOWLING** \$10 OFF

**I GET PAID TO SAVE LIVES!** \$100

**FREE VEHICLE INSPECTION**

**DIY 700's AVERY RENTS**

**KEEP CALM AND EAT SORTINO'S**

**FORCE**

**GEITZSHMAN**

**PRUIT OUTDOOR POWER** \$219.99, \$249.99, \$299.99, \$399.99

**TY'S OUTDOOR POWER & SERVICE**

# 5 Tech Tools to Grow Your Publishing BUSINESS

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



## SiteSwan

### What is it?

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

### How can it help you grow?

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

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

## Ideal Directories

### What is it?

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

### How can it help you grow?

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

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







## PageFlip Pro

### What is it?

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

### How can it help you grow?

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

**How much does it cost:** Pricing starts at just \$1 per page (based on volume).  
[www.pageflippro.com](http://www.pageflippro.com)

## Exchange Classified Ads Platform

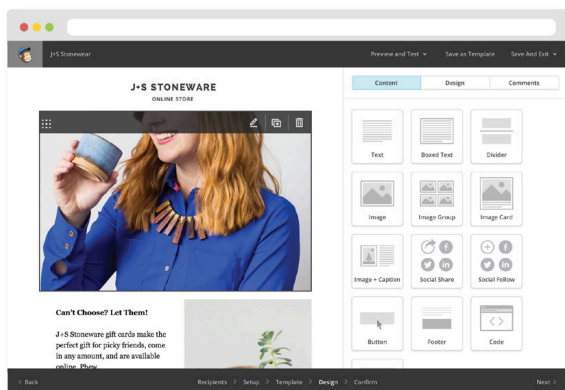
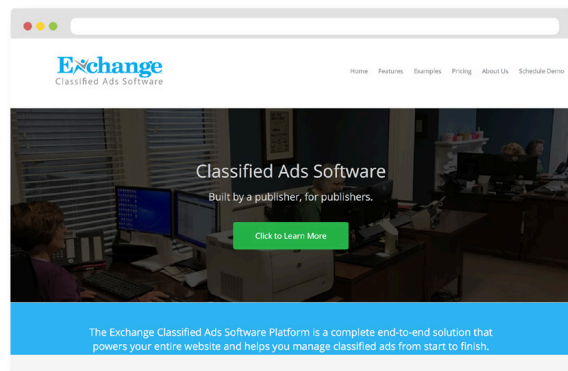
### What is it?

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

### How can it help you grow?

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

**How much does it cost:** Plans starting at \$685/mo  
[www.classifiedads.software](http://www.classifiedads.software)



## Mailchimp

### What is it?

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

### How can it help you grow?

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

**How much does it cost:** Paid plans starting at \$10/mo (based on subscriber list size)  
[www.mailchimp.com](http://www.mailchimp.com)

# Special Promotions

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## Benefits to the Company

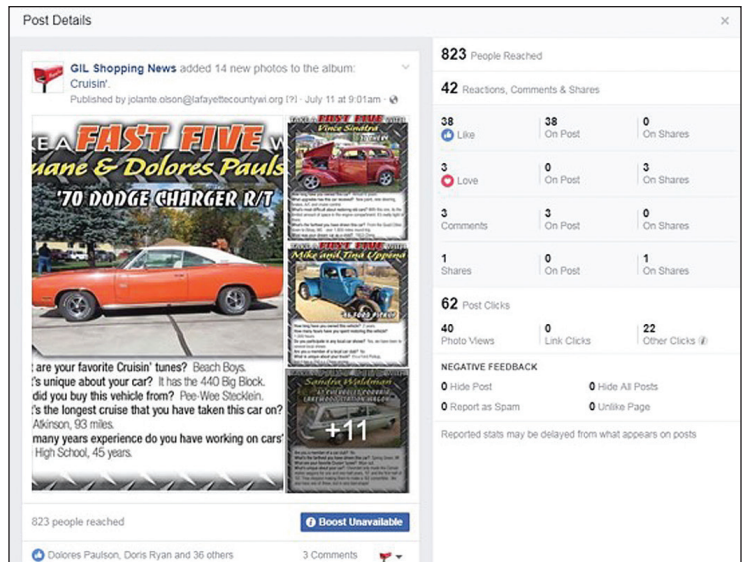
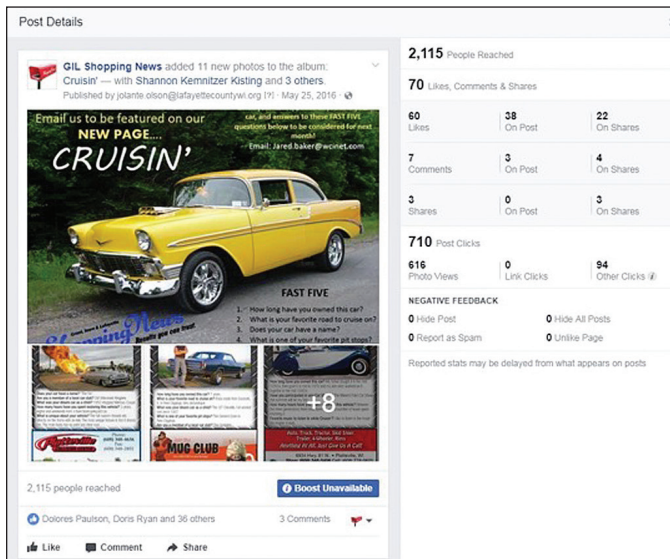
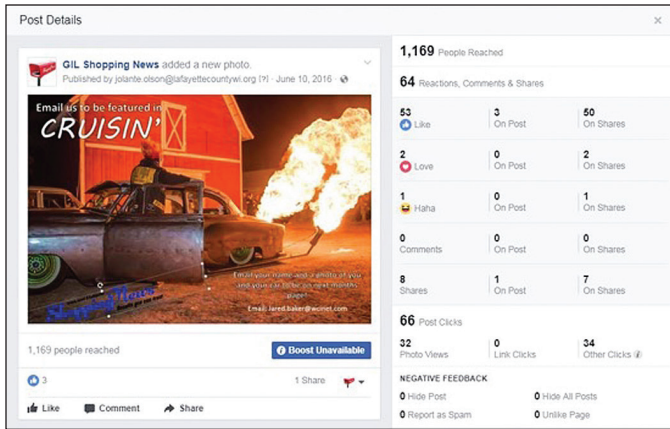
- a. The special pricing gets smaller shops, detailers, and even home-based auto service businesses advertising the things people need. This allows the company the opportunity to seek revenue from businesses that don't have a high income and generally don't advertise.
- b. This is a well-read section. As a shopper, this gives readers a change of pace.
- c. Local photos and stories create a longer shelf life, giving the paper added value.
- d. By creating a section with editorial, businesses were able to utilize their co-op, which requires the editorial content. Without the co-op utilization, many of the companies would not be able to run in the paper.

## Implementation

To get the wheels rolling, employees submit their advertisers/friends/families' cars to start getting the word out. From there, employees attending car shows take photos and ask questions or give out their business cards to the vehicle owners. Attending the car shows seems to be where they get the most participants. They also use Facebook and fill ads to start collecting reader submissions. In conjunction with the paper, they feature the cars on the paper's Facebook page to direct readers to the paper to see more.

## Advice for Other Companies

GLI Senior Account Rep Tiffany Gardner said, "Do not limit yourself! You can use this template and cater it to other hobbies people enjoy. You could feature reader-submitted photos of a specific sport or topic. Other ideas to use with this template would be area farms, gardens, flower beds, hunting or fishing photos, or even scenic photos with nearby advertiser sponsorship!" **INK**



# The LEADERSHIP Institute

by Jim Busch

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



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

***"To a mind that is still, the whole universe surrenders."***  
**– Chang Tzu**

**GET UP IN THE MORNING, GO HERE, GO THERE, CHECK** your e-mails, send out a few texts, answer a call, make a few calls, go here, go there, over and over until you fall into bed. Get up the next morning and repeat. Is this an apt description of your life? If so, you're not alone.

Modern technology has made us incredibly productive, but it is hard to go five minutes without being interrupted by a call, a tweet or some other distraction. Some of the information is important and urgent, but much of it is trivial and a pure waste of time.

Much of our day is spent sorting through all this data and deciding what to respond to and what to discard. Our brains are so absorbed in this endless sorting process that they do not have time to engage in their primary function—THINKING!

We find ourselves on a mental treadmill, constantly speeding up as more and more information floods in through our devices. Like Lucy and Ethel in the chocolate factory, we don't have the time to put things in their proper place.

Thinkers, from Socrates to Dale Carnegie, understood the value of setting aside dedicated time for quiet thought. Andrew Carnegie only spent two or three hours a day reading reports and meeting with subordinates; the rest of his day was spent thinking. Warren Buffet spends about 80% of his time alone, deep in thought, and Bill Gates schedules large blocks of uninterrupted "switched off" time for reflection.

Setting aside time to relax and simply think is surprisingly difficult. Americans admire "go-getters" and we've become addicted to our digital devices. The proven benefits of "going inside your head" are so great that it is well worth your while to give it a try.

Set aside some time, an hour will do, to be alone with your thoughts. Switch off your devices and let your office and family know that you'll be unavailable. Find a quiet place and just let your mind wander. Take a notepad with you to record your thoughts and ideas.

Resist the urge to think about "what you should be doing." Concentrate on your goals and dreams. At the end of an hour, you'll be mentally refreshed with some great actionable ideas. Soon your "thinking time" will be your favorite time of the week. ■■■





# Baltimore – A City of Neighborhoods

by Samantha Husted, Rising Star

**BALTIMORE IS A PLACE THAT IS BURSTING WITH** energy. The coastal city is diverse, colorful, and rich with culture. Due to its many sprawling districts, Baltimore is often referred to as the “city of neighborhoods.” From its unique cuisine to its funky neighborhoods and museums, it seems that Maryland’s largest city has a little something for everyone.

The city’s vibrant culture is due largely in part to its history. Baltimore was founded in 1729, nearly 225 years ago, when America was just in its infancy. For years Baltimore acted as the leading seaport and trading center of the world. Over time, the population steadily increased and between 1776 and 1790 it nearly doubled in size. By the 1800s, Baltimore was the second largest port of entry for immigrants coming to the United States. Ellis Island was the largest.

The influx of immigrants from Germany, Ireland, Italy, Greece, Poland, Lithuania, Czech Republic, Ukraine, Hungary, and Russia had a profound effect on almost all aspects of city life. The newcomers brought with them different traditions and languages, cultures and religions, food and history. They established businesses and developed ethnological neighborhoods.

From politics, to the economy, to the physical geography of the city, immigrants played an important role in shaping Baltimore’s diverse cultural landscape.

Today Baltimore is divided into nine sections: Central, North, Northeast, East, Southeast, South, Southwest, West, and Northwest. Within these geographical distinctions are historic neighborhoods, art districts, museums and universities.

This year the Association of Free Community Papers annual conference is set to take place in Baltimore’s Inner Harbor, which is situated in the Central region.

The Inner Harbor is no longer the immigration port it once was. Today it acts as a tourist destination and commercial business area. It’s a great place to shop, learn, and perhaps importantly, eat.

In 2015, restaurant rating website Zagat listed Baltimore as the second top food city in America. In terms of culinary establishments, the Inner Harbor offers visitors fresh seafood and authentic Baltimore cuisine. There you can order delicious Maryland blue crabs, pit beef, and of course, mouth-watering Bergers cookies, which are hand-dipped in fudge and packaged in an iconic red box. Interestingly, Henry Berger, founder of Bergers, was a German immigrant

who came to Baltimore in 1835.

Other hot spots within the Inner Harbor include the National Aquarium, the Maryland Science Center, the historic Enoch Pratt Free Library, and the Fort McHenry National Monument and Historic Shrine. The monument commemorates a successful battle fought during the War of 1812 in which the fort

defended the Inner Harbor against the British Navy. The battle was the inspiration behind the creation of our national anthem, the “Star Spangled Banner.”

Westminster Hall and Burying Ground, also situated in Central Baltimore, is the final resting place of famed American poet and short story writer Edgar Allan Poe. The historic graveyard was established in 1787 and is home to the official Edgar Allan Poe House and Museum.

A little south and to the east you’ll find the waterfront neighborhood of Fells Point. Historically the area has been home to Eastern European immigrants of German, Polish, Ukrainian, and Russian descent. With over 120 pubs, Fells Point is home to the largest concentration of pubs, bars, and restaurants. It’s considered to be the “foodie” neighborhood of Bal-



Photo by Shutterstock / Carlos E. Santa Maria



timore. If you're a beer connoisseur, Fells Point may be the spot for you. There are a ton of local breweries with all kinds of interesting and hoppy fermented concoctions.


In addition to providing Baltimoreans and its visitors a plethora of food and alcohol, Fells Point is an area rich with history, particularly when it comes to architecture. The oldest standing residential house in Maryland, the Robert Long House, is located in Fells Point. The house was built 1776 and stands to this day in its original location. The second oldest building is the ever-recognizable Saint Patrick Catholic Church. The church itself was founded in 1792, but the building wasn't completed until 1898. And, on a historical side note, Frederick Douglass, famous abolitionist, writer, and Maryland native, is said to have worked the docks in Fells Point while enslaved.

If you make your way uptown to the North Baltimore neighborhoods, you'll find the academic side of Maryland. There resides Johns Hopkins University, a competitive research university that was founded in 1876. Other notable institutions include the St. Mary's Seminary and University and Notre Dame of Maryland University.

North Baltimore is also home to the Station North Arts and Entertainment District, the official art district of Baltimore. There the neighborhood is focused on theater, entertainment, and art. Each year the official Maryland Film Festival is held at the Charles Theater in the area.

Other popular destinations throughout the city include Oriole Park at Camden Yards, the B&O Railroad Museum, the Walters Art Museum, and the Maryland Historical Society where an original copy of the "Star Spangled Banner" can be found.

Baltimore is an exciting, sprawling city comprised of neighborhoods with unique cultural anchors. It's no surprise that a city so rich in American history has birthed some of the most famous names in our current cultural repertoire. Some famous Baltimoreans include musicians Billie Holiday, Eubie Blake, Frank Zappa, writer Edgar Allan Poe, Edith Hamilton, and Frederick Douglass, cult filmmaker John Waters, and of course, baseball legend "The Great Bambino," Babe Ruth.

Baltimore, the city of neighborhoods, is a melting pot of cultures. Maryland's largest city is bursting at the seams with history, art, food, and culture. Its many neighborhoods stand as a testament to its historical roots as the second largest immigration hub in the United States. Today, as the city is propelled forward by the steady march of the future, it remains enriched with the deep history of the past. 

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# Metro Creative Graphics Acquires LSA Creative Outlet f/k/a MultiAd

**NEWS MEDIA PUBLISHERS, AS WELL AS PUBLISHERS** of other ad-supported products and services, have been utilizing Metro's creative and sales support services since 1910 to develop and profit from locally-focused advertising. With the acquisition of LSA's Creative Outlet (CO), Metro continues its customer-driven expansions in order to best service the evolving needs of its clients.

The transition for CO clients will be completed by September 30, 2017. In addition to CO images and templates being added to Metro's online portal, Metro Creative Connection (MCC), CO's Food Photography service will be enhanced and provided to clients of the service via MCC. This merging of content libraries will offer immense benefits to existing and transitioning Metro subscribers, increasing the creative options previously available to both, while introducing new clients to Metro's extensive collection of design resources, which include dynamic photos, art and graphics, logos and multiple-view auto images.

Transitioning subscribers will also be able to harness Metro's powerful spec ad resources to drive sales. In addition to utilizing Metro's expansive spec ad library, subscribers will have the option to add MiAD Wizard — Metro's fast and easy spec ad personalization application for sales professionals — to attract and close sales from more local advertisers in less time.

In keeping with its commitment to helping publishers exceed their ad sales goals, Metro's ongoing efforts include "shop local" campaigns, community event promotions, multi-advertiser pages, profitable idea sharing through Metro's Plus Business industry publication, and more. Metro also provides copyright-free editorial features for native advertising, as well as digital spec ads, helping publications keep pace with changing advertiser demands. This unique pairing of innovative sales tools and solutions with outstanding creative resources will of-

fer former CO clients new roads to revenue.

"The team at Metro is excited and prepared to welcome the clients of Creative Outlet who will be integrated into the Metro family. We are dedicated to making our new clients' transition a smooth one and to making sure their experience with Metro is one that translates into new revenue opportunities for years to come," said Robert Zimmerman, president and CEO for Metro.

## METRO CREATIVE GRAPHICS, INC.

The leading advertising, creative, sales and editorial resource and business ally for newspapers and media companies in North America and beyond, Metro Creative Graphics is dedicated to helping its customers generate top-line revenue more easily, in less time. Since 1910, Metro has been driven to deliver new, forward-thinking and actionable solutions for print, web and mobile local advertising products.

The company's deep and diverse suite of simple-to-use, revenue-generating products and services includes targeted art and photos, spec designs, editorial features, ready-to-sell special sections, state-of-the-art online e-sections and groundbreaking digital ad development tools. Every day, Metro's responsiveness helps customers create, sell and profit beyond their business expectations. The company's passion for performance has demonstrated literally thousands of client success stories and earned it a respected reputation in the industry.

The LSA is a not-for-profit industry association of media companies, agencies and technology providers helping businesses market to local consumers. LSA consists of about 300 members in 20 countries, and is dedicated to helping these members realize the power of local marketing and commerce through conferences, consulting, insights, advocacy and more. The LSA Creative Outlet library contains over 1.3 million photos, illustrations, templates, editorial content, games and puzzles. **INK**



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Tell us what advertiser consistently catches your eye and offers you just what you're looking for.  
**The advertiser with the most nods gets \$100 in advertising dollars, AND one lucky reader who selected that advertiser will win a \$100 Gift Card!**

**Enter online at [gvpennysaver.com](http://gvpennysaver.com)**  
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**Contest guidelines:**

- Must be 18 or older to participate
- Include your name, address/town/zip, phone & email
- GVPS employees/families are ineligible
- Deadline for entries: 7/31/17
- Winner's name/favorite feature published 8/11/17
- We reserve the right to publish any and all submissions.



**THE GENESEE VALLEY PENNYSAVER** in New York added a nice touch to celebrate Free Community Paper Month this year.

The Pennysaver published information in their paper on how to celebrate the month, and asked readers to give a "Shout-Out" for the name their favorite advertiser.

"Tell us what advertiser consistently catches your eye and offers you just what you're looking for," the ad said.

The advertiser with the most nods would receive \$100 in advertising dollars, and one lucky reader who selected that advertiser would win a \$100 gift card.

Reader were invited to submit entries online, by mail or in person. The Pennysaver reserved the right to publish any and all submissions. **INK**



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# Associations IN the NEWS

**FREE PAPER INK IS ADDING** an Association of Free Community Papers (AFCP) Business and Service Directory for association members and vendors of the print industry.

The first edition of the monthly directory is located on pages 26-27 of this issue of INK.

The individual boxes are 2-5/8 inches wide and 1-3/8 inches high. The cost for an ad in the Business and Service Directory is \$50 per month for a minimum five-month run.

For a 10-month contract, the cost is reduced to \$40 per month.

A 10 percent discount is also

being offered to advertisers for a second ad. The maximum will be two squares per advertiser.

AFCP associate members in good standing will have one box included with their annual membership.

To place an ad or for additional information, contact the AFCP office.

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Circulation: 10,213  
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Website: livewireprinting.com

**University City Review & Philadelphia Free Press**  
218 S. 45th St.  
Philadelphia, PA 19104  
Publisher: Claudia Christian  
Circulation: 30,000  
Phone: 215-222-2374  
Websites: www.ucreview.com & www.philadelphiafreepress.com

To submit your "Associations in the News" story, contact Dave Neuharth at [DJNeuharth@aol.com](mailto:DJNeuharth@aol.com).

## What do Judges look for?

*Continued from page 7*

the same category from the same place, your best work might get lost in the signal/noise ratio."

**Lou Ann Sornson** said, "Please make sure you mark you entries correctly. Some entries are marked wrong as to the category."

**Name three things you look for when judging a display ad.**

**Birkett** said, "Original, creative and effective designs."

**Borkowski** said, "I like ads that are open, eye appealing and well designed – with a benefit/call to action headline."

**Fry** said, "(1) Attractive overall design. It needs to invite the reader in, not jar them with attention grabbing devices. (2) Clean photography or artwork. (3) Lack of reverses, drop shadows, unusual border treatments. These devices are overused and trite. Let the ad speak for itself."

**McAfee** said, "(1) Aesthetic and application of good design principles. (2) Cleverness and uniqueness of piece to stand out and capture reader attention. (3) Good use of typography."

**Sornson** said, "Overall view of the ad. Spacing, components in the ad. Does it address, who, what, when and

where? If it's an image ad, does it cover the gambit of feelings?"

**What are the most critical aspects you look for in a cover design or an editorial photograph?**

**Birkett** said, "Cover design should be creative and allow readers an insight into what they can expect from the piece. This is especially true of front covers on special sections or niche products."

**Borkowski** replied, "Again, I like open, balanced design with great eye appeal. Something that makes me want to reach out and pick it up automatically."

**Fry** replied, "The winning cover designs always have a clever hook or design element that draws the reader into the publication. The invitation and desire to read further is paramount in good design. Dominant photography, appropriate type choices, and intriguing headlines are judged higher than the competition."

**McAfee** said, "This is difficult, because covers need to be appropriate for the type/style of publication they are for. However, in basically all types (magazines, community newspapers, shoppers, etc.), I personally like to

*Continued on page 28*



## sept.

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

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

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

## 2018

**CLEARWATER BEACH, FL :**  
**JANUARY 26-27, 2018**  
 Independent Free Papers of America (IFPA). Publishers Summit, Holiday Inn at Clearwater Beach, Florida. For information contact Douglas Fry at [douglas@ifpa.com](mailto:douglas@ifpa.com).

**WISCONSIN DELLS, WI :**  
**APRIL 6-7, 2018**  
 Community Papers of Wisconsin (WCP). Annual Conference, Chula Vista Resort in Wisconsin Dells, Wisconsin. For information contact Janelle Anderson at [janderson@pdsadnet.com](mailto:janderson@pdsadnet.com).

**BALTIMORE, MD :**  
**MAY 3-5, 2018**  
 Association of Free Community Papers (AFCP) and Mid-Atlantic Community Paper Association (MACPA). Joint Conference and Trade Show, the Baltimore Inner Harbor in Baltimore, Maryland. For information contact Loren Colburn ([loren@afcp.org](mailto:loren@afcp.org)) or Alyse Mitten ([info@macpa.net](mailto:info@macpa.net)).

To list your conference information in *Free Paper INK*, send it to: [DJNeuharth@aol.com](mailto:DJNeuharth@aol.com)  
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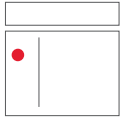
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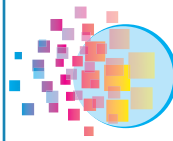
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Your Go-To Guide for Community Publication Business and Service Support



# GRAPEVINE

## SUN MEDIA GROUP HAS AGREED

to sell its assets to SJ Acquisition, a company controlled by RFB Holdings, which also owns MaineToday Media, Alliance Press in Brunswick, Maine, and Courier Publications, based in Rockland, Maine.

Sun Media Group will remain Maine owned and focused on serving the community with exceptional journalism. "After four generations of family ownership, selling

Sun Media Group was a difficult decision for the Costello family," said Steve Costello, vice president of advertising and marketing, on behalf of the entire Costello family.

"The decision was made after many discussions by the family, together with our outside board of directors, and we determined that the company could best succeed in an organization with broader resources and reach." Costello said. "Reade Brower, owner of RFB

## WHAT'S GOING ON...

Holdings, shares our belief in a bright future for the community newspaper business, one that includes printed products as well as exciting new products and services made possible in our continually evolving digital world."

The sale was expected to close on August 1st. John Cribb and Randy Cope of Cribb, Greene & Cope brokerage firm represented the Costello Family in the transaction. **INK**

## What do Judges look for?

*Continued from page 24*

see a good balance of product/brand awareness without getting in the way of the subject matter for that particular issue."

### **What is the first thing to "turn you off" when judging an ad design piece?**

**Borkowski** said, "Poor printing will kill a good ad every time! Too small type and clutter are a close second!"

**Fry** said, "The appearance in the ad that no real thought went into design. Simply filling in boxes and putting what the customer says they want doesn't necessarily make a winning or results-oriented ad."

**McAfee** replied, "Poor alignment of elements and spacing (which often can make the piece appear sloppy)."

**Sornson** said, "Jumbled, squeezed, over-crowded information."

### **How important is printing quality in graphic or photo entries?**

**Birkett** said, "Printing quality is important. It is pretty hard to award an entry if the color is out of registration or it has toning on the ad or entry."

**Borkowski** said, "Quality printing is vitally important – it can make or break a photo."

**Fry** said, "Print quality is important but balance and story telling in a photograph is more important. Some associations judge their entries on the original digital file rather than the printed piece. This approach takes how rushed or upset the printer was that issue out of the equation. Additionally, publications that are printed on slick stock will always look better than newsprint. The digital approach mitigates that challenge too."

**McAfee** said, "Personally, I try to disregard poor printing quality/cheap paper because the designer has no control over that. However, design mistakes that clearly disregard the printing process as the medium of reproduction for the design are something I will not overlook (i.e., think reverse text on dark backgrounds that are difficult to read due to dot gain)."

**Sornson** said, "I do consider the quality, and then overall use of the photo."

## THE JUDGES

**Tom Cuskey** is the former FCPNY sales and training director and former publisher of Scotsman Community Publications. He is a Newhouse Graduate of Syracuse University.

**Douglas Fry** is the executive director of IFPA and SAPA. He is a seasoned veteran of numerous free paper award competitions.

**Lee Borkowski** is the former publisher of Trade Lines and is the current publisher of the Richland Center Shopping News in Wisconsin. Twice she has served as the AFCP awards chair.

**Hank McAfee** is the associate publisher of Tower Publications in Gainesville, Florida. He is a graduate of the Florida School of Fine Arts. He was the 2017 AFCP awards chair.

**Lou Ann Sornson** is a regional sales manager for Metro Creative Services and has been a judge for many other associations in addition to AFCP.

**Greg Birkett** is the publisher of the Dubuque Advertiser in Iowa and is the past AFCP conference chair and awards judge. **INK**

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