



tip

The Independent Publisher

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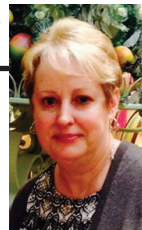
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"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

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

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Well I was wrong. Someone actually reads this portion of the magazine. Because they are such a loyal reader they will receive a year subscription at no charge. You could too.



It's a Weekly Mailer

by
Jay
Lenkersdorfer



by Jay Lenkersdorfer

The Weekly Mailer was first published in February 2005, established as a subscription-free weekly news magazine distributed in South Central Idaho. The founders, Jay Lenkersdorfer and Paul Lyons, have deep roots in free and paid circulation newspapers as well as retail and specialty retail companies.

Both Lenkersdorfer and Lyons had been employed at the local newspaper, the South Idaho Press, (SIP) as the publisher and advertising director respectively. When the newspaper changed ownership for the fifth time since 1996, the new owners chose to bring in their own people, creating the void that became the Weekly Mailer.

Since 1996, the SIP has been owned by Park Newspapers, Media General, Community Newspaper Holdings, Inc., Liberty Group Publishing and Lee Enterprises. Liberty Group Publishing traded the South Idaho Press and other publishing assets in Idaho and Nevada for Lee Enterprises assets in the Midwest in the spring of 2004. Lee closed the South Idaho Press four years later. It would prove to be a costly error, one that we were able to capitalize on.

In its early years, the Weekly Mailer thrived with virtually no competition. Yes, there were two daily newspapers distributed in the market with one publishing locally. The Weekly Mailer used saturation mail delivery to give advertisers virtually 100 percent of the market, compared to less than 20 percent



Our commitment to mail our publication to every residential address is one we have reviewed regularly but have never changed.

penetration provided by the dailies.

Our success was based on our overwhelming in-home receivership (98%) and excellent readership (82%). It didn't hurt that all our advertising customers were the same people we had established relationships with from our time in the market at the daily newspaper. Our competition had replaced us in the market with outsiders, people with no local connections, no relationships and frankly, no clue of the regions culture. In the early years it was like shooting fish in a barrel.

As former daily newspaper operators we were well aware of the benefits of good local content. We also understood that sending paid reporters to every public meeting

would be an expensive enterprise. The solution was to use content largely comprised of light news, features, and submissions from within our communities. One of our early successes was a restaurant review written by one of the two owners. We kept that up until we had reviewed every restaurant, food court and taco cart in the market, many twice. It was popular enough it will likely be repeated at a future date.

The Weekly Mailer uses a tabloid format because it lends to an ease of reading and perhaps more importantly, helps small to medium sized ads stand out on a page. This does create some challenges when merging longer news stories on pages with advertising. Encouraging

shorter more concise news stories and submissions isn't always popular with the reporters or submitters, but it does force them to get to the point early in the story.

One of our best, and most controversial features, is called "Sound Off" and included both signed and unsigned editorial opinions. We weren't pioneers in this field but we quickly found ourselves with big targets on our backs because of the liberal allowance we gave to unsigned editorial opinions.

We had some governance over what topics we would not allow, thanks to several colleagues at newspapers that had ventured into this territory ahead of us. We have never allowed criticism of religion, the naming of businesses in the negative, or the use of non-public person names. Deciding if the principal of a local high school is a public person took us squarely into a fiery furnace, costing us at least one advertiser. Over the years we found ourselves tightening up what we would print, rejecting editorials that went too far, a change from our early days.

A few years later our business ran headlong into the maelstrom after we published every public employee salary in our two-county market. It was the most popular special edition we had done in years, but it created a few "LOUD" critics. Those who had been listed in the eight-page special section were furious to have their salary outed publicly.

Most agreed that the information was part of the public record but couldn't come to terms with the fact that we had packaged it alphabetically where their neighbors could learn how much they made. We had people going from advertiser to advertiser delivering petitions from citizens saying they would stop shopping in their stores if they advertised with us. It took a chunk out of us.

The small group manufacturing this



Paul Lyons and Jay Lenkersdorfer proudly provide local content.

outrage in our community included one elected official and successful trucking company CEO who bankrolled a competing publication against us. It consisted largely of some of our former employees and copied our business model with exactness. The financiers knew nothing about the newspaper business but had lots of money. Their goal was nothing short of putting us out of business.

It has been eight years since that list of public employee salaries was printed. The business that was started up to punish us was sold to Lee Enterprises a few years ago having never made a profit, but seems to share the same end goal of closing us down.

Have we learned any critical lessons in the twelve years since we printed our first edition? Sure, we have learned that even if you truly believe you are right in what you are doing; i.e. printing public employee salaries, that action might cause you pain, loss of revenue and diminished profits. We are fortunate that we still have many excellent advertisers who are willing to hang in there with us.

The reality we all live in - being in small markets during a time of diminished retail advertising, adds to our challenges. Fully fifty percent of the advertisers we sold ads to in our first year in business have gone out of business. Fewer retailers to buy ads has shifted our focus to more service related advertising. We have several outstanding special advertising sections that continue to do well for us. Like the rest of the community

newspaper industry, we have learned how to do more with less. We can adapt and excel if we have the right attitude and haven't forgotten how to hit the streets.

Our commitment to mail our publication to every residential address is one we have reviewed regularly but have never changed. It is expensive but earned us a substantial advantage over our early competitors. With an average cost of .15 cents per paper we deliver, using the post office isn't for the faint of heart. We have regular insert customers that came to us through our listing in SRDS, made possible by our circulation audit. In our situation, membership in the Pacific Northwest Association of Want Ad Newspapers (PNAWAN) and IFPA helps pay for our audit.

Being in the west where we are really spread out has made it harder to interact within the free paper associations. Early on we learned that though there are benefits to attending AFCP or IFPA annual meetings, having a small team makes it difficult to break away to attend them. The economics of attending has a lot to do with how close the conference is to our market.

Though both owners have good sized families, none of their children have an interest in publishing. What this means for the newspaper is that someone else will have the opportunity to continue on with the success the Weekly Mailer has enjoyed, when the time is right.

Oyster Pointer - Coming of Age

Oyster Pointer was born 30 years ago, with the early beginnings of Oyster Point of Newport News, Virginia. The 740-acre business park was formerly a World War II munitions storage area, purchased by the City of Newport News from the U. S. government. City officials determined the site would be developed as a multi-use industrial, commercial and retail business hub.

As the park began to develop and grow, so did the Oyster Pointer, winning national awards for both its design and content. From its beginnings in 1987, the publication has become a key source of information and news for the Oyster Point area, including Port Warwick and the new Tech Center, two highly visible retail business communities.

Each month, Oyster Pointer, with a circulation of 9,000, provides information about businesses, business people and events. Most of its stories are about businesses in the Oyster Point area. However, a maximum of three stories outside of the park environs are frequently highlighted: one called Beside the Point, featuring a business that borders the Oyster Point business park; another named Stretching the Point, featuring a business that may be in another area of Newport News; and the third duly named Way Beyond the Point, featuring a business that may be just that...way beyond Oyster Point but of interest to its readership.

Oyster Pointer provides a source of informative columns written by legal, medical, health and business professionals.

This is a very special time for Oyster Pointer. It is celebrating 30 years of continuing publication.



As Sylvia Weinstein, its publisher and editor says, "It seems like just yesterday that we were touting our beginnings of bringing to the Oyster Point community of Newport News our unique brand of business news, feature stories, bios of our many friends and neighbors and fascinating stories to keep us informed of news in the neighborhood. And here we are now, with our party hats on to celebrate our 30th."

In 1987, when the first issue of Oyster Pointer rolled off the presses in an original quantity of 500 issues and hand delivered to 15 locations for distribution, the small staff only dreamed of a successful new publication. There were very few businesses located in the business park. Today that number has increased dramatically, with Oyster Point businesses, services and eateries, totaling almost 1,000.

The original Oyster Point business park has outgrown its formerly established boundaries to include many of the neighboring business communities, and Oyster Pointer has been right there. The paper's team has more than 26 individuals working to produce and deliver a first-class "good news" feature publication. Oyster

Pointer's readership has grown to more than 26,000, according to the most recent Circulation Verification Council audit, with delivery to more than 180 distribution locations.

Weinstein is "over the moon" with the acceptance and recognition of what started as a four-page newsletter and has grown into a 32-page monthly tab that readers look forward to reading each month. "I think 30 is a good age for us," says the paper's publisher. "It represents maturity while keeping in mind our youthful confidence in a bright future."

"May we all look forward to many more years of serving our friends and neighbors of Newport News with the same quality they have come to rely on from us. We can all be extremely proud of our accomplishments and await new challenges that come our way...because age is constantly inspiring," Weinstein says.

With its ongoing readership and advertising support, Oyster Pointer looks forward to growing and serving as a primary source of information for people not only in Oyster Point but throughout the Virginia Peninsula as well.

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Jotted by Jane

by
Jane
Means



As you can well imagine, it's getting to be more and more challenging to maintain IFPA's strong member benefits with a dwindling revenue stream.

For years, actually decades, we have been able to rely on CadNet, our Classified Ad Network, to fund basically all of our benefits and operational expenses. There's no argument that classified line ad sales are down. We've implemented the 2x2 ad program to help offset the situation. If you are not participating in that program, your rebate will be decreased substantially, so please contact Danielle Burnett to get started.

Even though each member can sell line ads and 2x2's into the network (and make an attractive commission for yourself), very few members take

advantage of this opportunity. This could be the ultimate "Do you want fries with that?" when your staff asks if the advertiser would benefit by having their ad seen by millions of readers across the country. Granted that might be only be useful to a few advertisers a year, but if each of us sold 3 or 4 a year, we'd have another 500 ads. If you have any suggestions as to how we could help you sell those ads, we want to hear from you.

In the meantime, we've added a couple of small revenue streams. One is what we call IFPA Google AdSense Network. This is donating one digital ad space on your website to IFPA. It's really easy to get set up (because you can assign the tech task to your IT person!) and then you don't have to do anything with it ever again.

And Yes! We have an additional

reason to participate. IFPA's annual dues is scheduled to increase by \$50/yr starting in 2018. BUT if you are now (or start) participating in AdSense, you'll get a \$50/yr discount! That's right, no dues increase and still get all the IFPA benefits.

To get AdSense accomplished, you can have your tech person go to IFPA.com; click on Benefits in the menu bar; in the drop down select Google Ads – the easy to follow instructions are right there. The other option is to contact Douglas Fry and he'll be happy to assist you.

Thank you for helping IFPA help you; partnerships are wonderful.



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“Our salesperson who took the IFPA Sales Training course “Basic Ad Sales” has increased his sales last month by 10%. I feel that particular training definitely contributed to his success. Thank you IFPA!”

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ST-91SD

C-91SD

C-2003SD

Graphic Hooks

by
Ellen
Hanrahan



I began writing for TIP in June of 1993..., so it has been quite an adventure. I was looking at some of those very early articles and things have changed. Not so much the information, but the way of creating that information. So thanks, technology, you've made my life easier—sometimes. Actually, some of those early files cannot be opened. I had a little issue with the file from November of 1993... because it kept crashing when I wanted to update and use the information in 2017! As always, there are workarounds.

Swash Characters

So in 1993, I let you know I really liked, and used dingbats—a lot! They're convenient, flexible and not too expensive. To show a variety of ways to use simple art elements in the ads you produce I used a new font, **Adobe Wood Type™ Ornaments 2** as a way to add a little more pizzazz to your ads. For example:

You're Invited

Using Zapf Chancery at 30 points, I added the **Ornament** (also 30 points) to various parts of the text (I screened the text), to add a little more elegance to the text. So it would look like:

You're Invited

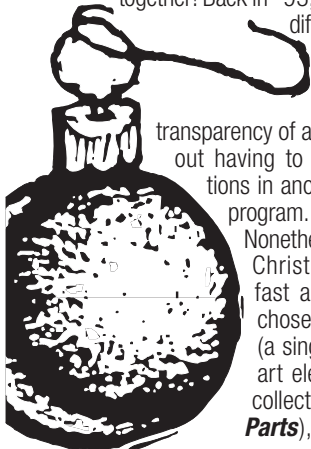
This was a simple way to make swash characters without having a separate swash character font for each typeface (yea, that's how we rolled!). Other characters I've used were:



Nowadays, we just find a font that has a lot of swash glyphs attached... and trust me, they are out there by the dozens!

Special Borders with Dingbats

There were also opportunities to make special borders or banners for you headlines with dingbats—depending on how you put the pieces together! Back in '93, it was more



difficult to create screens, now I can simply change the transparency of an object without having to make alterations in another software program.

Nonetheless, with the Christmas season fast approaching, I chose an ornament (a single black, line art element from a collection called **Art Parts**), to show how

the same graphic can be used a number of ways. This one is obviously used quite large to show that a single graphic can be used in the corner of an ad to call attention to that area. I mean, you did notice this ornament before you even started to read the information, didn't you?

Small Ad Elements

Working text around a graphic element can add impact, especially if the amount of copy is minimal. You can extend the artwork out of the border to create extra white space.

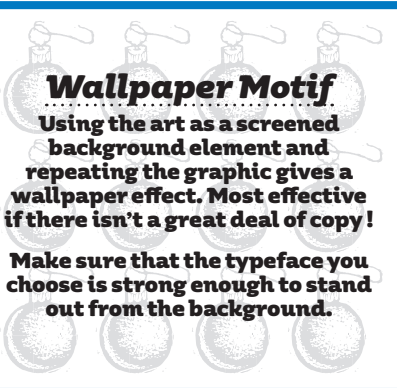
This effect may work best for the Holiday greetings that are starting to appear!



Wallpaper Motif

Using the art as a screened background element and repeating the graphic gives a wallpaper effect. Most effective if there isn't a great deal of copy!

Make sure that the typeface you choose is strong enough to stand out from the background.



Artwork Formats

This ornament artwork happened to be an EPS file from 1993, and had to be taken into a drawing program, in this instance it was **Adobe Illustrator**, to make the 15% screened art.

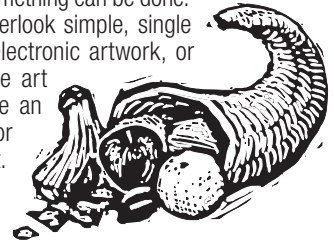
Artwork that was saved as a tiff file could be changed in your page layout program. That's why it was very important to know if your art was Encapsulated Postscript (EPS) or Tagged Image Format (TIFF). You cannot alter an EPS file in a page layout program—which was true in 1993.

All you could do was change the color of the back ground. See example—all I did was to screen the background 10%. So if you can't change the color of your artwork, you'll know that you have an EPS file.

Now with the ability of the newer software programs you can actually place an **Illustrator** file into the **Adobe InDesign** program. I save my **Illustrator** files as **.ai** and have changed transparency, so I can "screen" imported files.

This was my message in '93, and there are still a lot of different ways to use single element graphics—these were just a few ways to get you started. Perhaps you don't have a lot of time to experiment, most of us don't. It's usually by someone else's example that we find out what and how something can be done.

Don't overlook simple, single pieces of electronic artwork, or scan simple art or even use an ornament or dingbat font.



And Now? I Still Like Dingbats!

I am still a strong proponent of using small bits of art for greater impact. However, I am fascinated now by "watercolor" effects and fortunately I do have some examples to show you.

Happy Thanksgiving

The above watercolor block is from **Water Color Bundle** which includes shapes, lines, backgrounds, Photoshop Brushes and plants.

The typeface Goldeye, above, already has the swash characters. Both of the above were purchased from **Mighty Deals**, of course.

A few more watercolor samples:



Twenty-four years has made a big difference in the way I work, for sure; but I still talk about the same things. If you can't get people to read the message, then it really doesn't matter what kind of tools you may

have. No wonder it seems as if I keep repeating myself, because I do. Anyway I am still curious about the world of print and I should seriously look into getting Creative Cloud. I have been talking about it for more than a year now—so maybe in 2018!



...until next month!

Ellen Hanrahan hanrahan.in@att.net ©2017



Gary's Gallery

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



5 Tech Tools to Grow Your Publishing Business

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



SiteSwan

What is it?

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

How can it help you grow?

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

How much does it cost: Plans start at \$99/mo
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Ideal Directories

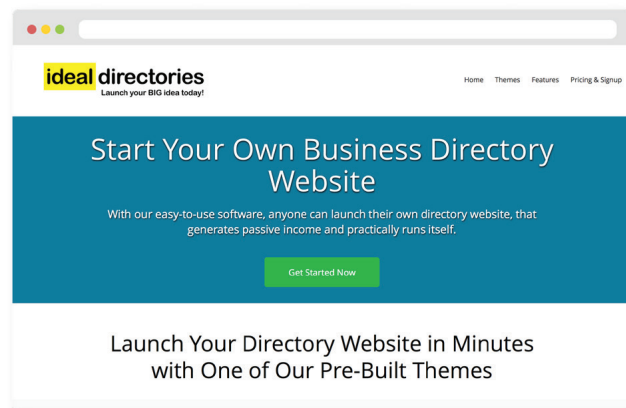
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How much does it cost: Plans start at \$99/mo
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PageFlip Pro

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?

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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?

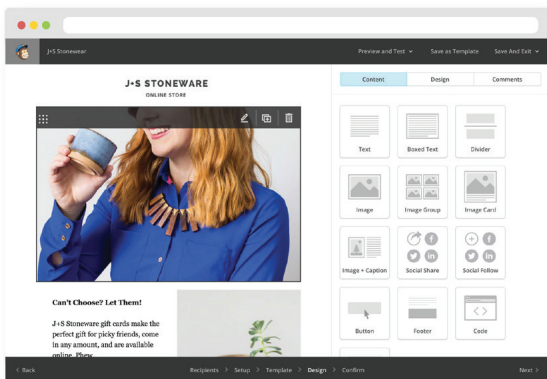
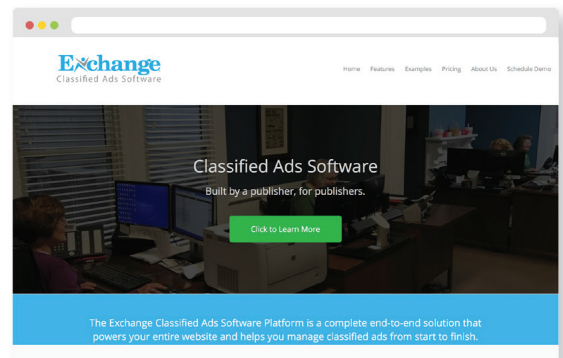
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

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

Lou Ann Sornson Receives Ben Hammack Award

The Ben Hammack Memorial Service Award is presented each fall to an IFPA member who exemplifies the attitude and willingness to serve the organization without concern for personal recognition. Ben Hammack of Star Publications, Gaylord Michigan was the icon that represented IFPA volunteers. This young man was always willing to help on any project, offering his time and creative advice to see the project through to completion. He died in July 1988, at the age of 34 from a heart attack at the finish of a 10K run.

This award honors him. This award this year is presented to a person who represents the exact meaning of the award. One who has ALWAYS volunteered and served IFPA without thinking about needing personal credit.

This person is one who any one of us could call (and have) to discuss any IFPA topic. Maybe directly connected to this person's company or maybe a much wider industry topic involving deep thought. This person is always concerned on how to make every IFPA member publication better and stronger.

This person is well liked and respected throughout the news media industry.

This person started at the present employer in February 1990 after studying at Peru State College in Nebraska and serving in the United States Air Force beginning with basic training in Anniston, Alabama in 1974 through an honorable discharge while stationed in Colorado Springs in 1976. There was a period working for the Nebraska City News-Press, which may have been the catalyst to

her remaining within the newspaper industry.

This lady is married for 25+ years and resides in Missouri. Her children, step-children and grandchildren mean the world to her and she adores being a Grandma (and recently became a Great-Grandma!) And she has always been very close to her sister and two brothers.

This year's award winner has lived in Texas, Iowa, Colorado, Nebraska and Missouri.

She works with numerous groups and press associations on behalf of her employer.

She is currently the Regional Sales Manager for Kansas, Kentucky, Missouri, Nebraska, Oklahoma, Texas and Wisconsin.

Some fun facts you may or may not know:

She is a Leftie, a Capricorn, she embraces Social Media, she was a dispatcher at the local Sheriff's office. She loves music, cars and planes. She has read ALL of the Nancy Drew mysteries. She makes the best chocolate pie from scratch.

As for sports, She is a Nebraska fan. She loves fishing and visiting friends in Canada. We KNOW she loves fishing because she and her husband have custom rods made by none other than our very own Gary Rudy.

This year's Ben Hammack Award is presented to the very deserving LouAnn Sornson of Metro Creative Graphics Inc.



FROM LOU ANN SORNSON TO IFPA MEMBERS

Dear IFPA,

Between the Metro Saturday session and lunch at IFPA in NY, my mind was thinking of our upcoming afternoon sessions. Regional Manager, Tina Dentner and I were lucky to find 2 seats at a table with Jane Means, whom I had not had a chance to visit. Also at the table were Dwight Bitikofer, and his graphic artist, Amanda Zarecki. Amanda had contributed to the success of Metro's Laura Koch session, and I was pleased to tell Dwight about importance of Amanda's contribution. Tina and I would have the Metro sessions after lunch, so I was a little distracted at lunch to say the least.

I then turned my attention to Jane as she made her way to the podium. I turned my chair to see her and focus on her speech. I always like to try and figure out who is the winner of the honoree is before they announce the name, and after many years of attending the IFPA conventions, I usually know who it is before they say the name. Listening and looking around the room I heard Peru state college, and it didn't register. When she said "attended basic training in Anniston, Alabama", I thought well maybe it's me but, there were men and women at Anniston, Alabama for basic training. I knew it was I, when she mentioned Colorado Springs.

It just couldn't be anyone else but me. You could have knocked me over with a feather...so shocked. It was all clicking the more she spoke.

I sat listening thinking, how did they find all this information about me. I learned later that Metro, Tina Dentner, and my daughter, Alyssa, all helped and knew.

Boy, can they keep a secret.

It never dawned on me that I would be so honored with any award let alone the Ben Hammack award.

As I looked out to the people in the room, I'm not sure what I said from the podium as my mind went blank... trying very hard not to go into an ugly cry. I'm sure I didn't thank you all properly.

I was taught by a pro, my boss, Andy Shapiro, the importance and

value of the friendships we make in our industry. I can thank him for my opportunity to work with the industry and valuable training. He saw something in my background of advertising sales director and my experience to bring value to the Metro team. I believe that helps me understand and helps the IFPA membership.

Never once did I think of any award as I worked and attended the IFPA conventions thru the years. I felt that I took so much more away from the conventions, from the membership and sessions, than I left for the membership.

Most of all, I was learning from all of you. You all have no idea how much I have learned from you and continue to learn. I never once thought I was doing anything out of the ordinary or above and beyond. I just listen and think how I can help an IFPA

member, or betterment of the IFPA because this is what I do.

I want to thank everyone for making me look so good doing my job, working and visiting with you all over the years. You all bring out the best in me. I have made valuable friends over the years and I'm sure if I was ever in need, I could pick up the phone and call anyone of you for help with a project or a question, and you would come to my rescue.

I am humbled and honored to receive the Ben Hammack award and will strive to continue helping the membership and work for the betterment of the industry.

I thank you all.

Sincerely,

Lou Ann Sornson
Metro Creative Graphics

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Joe Mathes Receives Distinguished Service Award

This year's recipient of the Distinguished Service Award is a multi-media sales specialist, focusing on print and digital advertising sales strategies. An early adapter in the digital media world this person drove the online equation for their company in the early 2000's, advocating a strong web presence to support traditional print media sales. His consultative sales approaches helped numerous newspapers and groups make a foray into the world of online advertising on newspaper and community websites.

He continues to be a resource for publishers, not only as a sales consultant but as a respected speaker and expert on digital sales and information opportunities. His monthly newsletter is a widely circulated collection of articles that feed the professional sales and development needs of the publishing industry.

If I told you the recipient is an avid cyclist who loves to read and is dedicated to never stop learning you would probably know who it is without further comments.

The son of a weekly newspaper publisher, he began his career in publications working as a circulation specialist for Action Advertiser, a weekly shopping news guide in Fond du Lac, WI.

In 1984, he rejoined his family newspaper operation in Kiel, WI, where he served as Sales Manager for the Kiel Tri-County Record and Shopper. In 1987, he became



Douglas Fry presents the Distinguished Service Award To Joe Mathes IFPA's 2017 Award Recipient

part owner of Delta Publications, Inc. serving as VP Sales. His vision helped create the Tempo as a major free paper presence, circulating to more than 20,000 homes in Eastern Wisconsin. Along the way, he helped grow the company's sales 10-fold over a period of seven years.

In 2006, he was the founding force behind Delta Online, a digital strategies company geared to help other newspapers connect on key digital advertising opportunities.

His company's network, USAreaCars is a consortium of online vertical automotive sales sites, developed to help publishers remain successful

in meeting the needs of automotive customers.

He has served on the board of directors of many professional associations, including a term as president of the Wisconsin Community Publishers Association. He has been active in nationwide advertising and publication associations, including American Free Community Papers, Midwest Free Paper Publications, and Independent Free Papers or America.

Please join me in congratulating Joe Mathes of Delta Publications, this year's Distinguished Award Recipient.

IFPA Minutes

IFPA BOARD MEETING THURSDAY, SEPTEMBER 28, 2017 WESTIN JERSEY CITY NEWPORT, JERSEY CITY, NJ

President Jane Means called the meeting to order at 8:00a.m. EST Board Members present: Deborah Phillips, Jane Means, Dan Buendo, Eric McRoy, Joe Mathes, Eileen Curley, Doug Fabian, Rick Wamre and Executive Director Douglas Fry and Guests Joe Nicastro and Gary Rudy. Katie McNabb and Joyce Frericks were excused.

Treasurer's Report – Deborah Phillips
The August financials were emailed prior to the meeting as well as a financial reforecast. Deborah gave an overview of the current financial situation. Dan made a motion to accept the financial report, Doug seconded the motion, all were in favor.

NYC Conference – Douglas Fry:
Douglas, Joe, Gary and Danielle gave updates on what to expect at the conference starting this afternoon.

Publishers Summit – Danielle Burnett, Joe Mathes: Ten people have registered for the 2018 Publishers Summit. It was also reported that early bird pricing is currently available for past attendees and marketing (ending October 6) has started in TIP and biweekly eblasts will begin in October.

Future Conferences – Dan Buendo, Douglas Fry, Joe Mathes: Information was shared on the cost of potential association partnerships. There was also discussion on how to best serve the membership with future conferences and how to restructure them to better fit the organization financially.

IFPA Sales Training – Rick Wamre:
Rick shared that he is looking for potential sponsors for upcoming online training.

Membership Dues – Eric McRoy: Eric led discussion on how to structure future membership dues. The committee recommended raising dues for members who choose to not participate in AdSense. Joe made a motion to raise the 2018 membership dues \$50 for members not participating in AdSense, Eileen seconded the motion, all were in favor.

Nominating Committee Report – Deborah Phillips: Deborah recapped the nominating committee report that will be presented at the Annual Membership Meeting.

FITS – Eric McRoy: Eric led discussion on restructuring the FITS program and suggested that the organization provide podcasts and find better ways to promote existing videos.

SHARE – Doug Fabian: Doug reported that he will have someone call sales managers from all member publications and invite them to participate in SHARE.

CADNET – Dan Buendo: Joe made a motion that members need to run 75% of combined display and classified ads to receive a CADNET rebate and CVC audit. Eileen seconded the motion, all were in favor.

Eileen made a motion to adjourn the meeting and Eric seconded the motion. Meeting was adjourned at 11:58 am.

Recording Secretary Danielle Burnett

IFPA BUSINESS MEETING, SATURDAY, SEPTEMBER 30, 2017 WESTIN JERSEY CITY NEWPORT, JERSEY CITY, NJ

President Jane Means called the meeting to order at 1:30 p.m. A quorum was established by Rick Wamre.

Dan Buendo made a motion to accept the 2016 business meeting minutes, Rick Heckman seconded the motion.

Treasurer's Report – Deborah Phillips

The financial status of the organization is good.

For the calendar year period January through August, 2017:

Balance Sheet: 134K in cash, \$798K in investments. Total assets of the association are \$1.1 million. Total liabilities \$173K. Leaving unrestricted net assets of \$903K, a \$54K increase to prior year.

Revenue: 2017 Cadnet Classified Ad and Display Ad revenue through August 31st is \$178K, a decrease of -\$74K or -29% to prior year. Calendar year to date TOTAL revenue for the association is \$311K down -\$48K to prior year of \$359K with declines in CADNET / Display Ad (-\$74K) offset by gains in investment performance revenue (+\$13K), training initiatives (+\$8K) and membership (+\$5K).

Total expenses 2016 to date \$253K compared to \$311K last year-to-date. \$83K of the expenses to date have been Cadnet rebates along with commissions. \$16K for training initiatives. \$31K for member benefits including CVC audits for member publications.

continued on page 18

Minutes *continued*

In calendar year 2016 the association invested the following amounts back to the members: \$143K in rebates and commissions from CADNET. \$138K in conferences, publishers' summits and training for members. \$46K in member benefits including CVC circulation audits of member publications.

The financial records of the association are reviewed annually and tax preparation completed by the accounting firm of Clifton Larson Allen of Minneapolis, MN.

A copy of the 2016 financial review is available to any member.

Tom Ward made a motion to accept the financial report, Carol Toomey seconded the motion, all were in favor.

Nominating Committee Report – Douglas Fry

President: Jane Means, Vice-President: Katie McNabb, Treasurer: Deborah Phillips, Directors: Eric McRoy, Dan Buendo, Eileen Curley, Rick Wamre and Joe Mathes, Sergeant At Arms: Joyce Frericks, Past President: Doug Fabian

Carol Toomey made a motion to accept the nominations as presented, Blain Fowler seconded the motion, all were in favor.

Carol Toomey made a motion to adjourn the meeting at 1:45 p.m. and Phil Daubel seconded the motion.

Recording Secretary Danielle Burnett

IFPA BOARD MEETING, THURSDAY, OCTOBER 18, 2017

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

Finances– Deborah Phillips: The September financials were emailed prior to the call. Deborah gave an overview of the current financial situation and an update on the 2017 Fall Conference finances.

Eric made a motion to accept the report, Doug seconded the motion, all were in favor.

New Members – Danielle Burnett: The Philadelphia Observer and New York Beacon were presented for membership. Deborah made a motion to accept their membership, Doug seconded the motion. The motion was suspended to follow up on a few questions.

Publishers Summit– Danielle Burnett: There are only ten spaces left for the 2018 Publishers Summit. eBlasts and other marketing are scheduled to go out to members to remind everyone to sign up early. The committee will be meeting to work on final details of format and content.

Future Conferences – Joe Mathes: An email with a recap of the recent conference committee meeting was sent prior to the call. Joe shared that the committee is looking at few potential locations and content for a 2018 conference. The committee will meet again on October 31st.

Metro Member Benefit - Doug Fabian: Doug presented an opportunity Metro Creative Graphics is offering to provide to IFPA members. Doug made a motion to accept the offer from Metro, Eileen seconded the motion, all were in favor.

IFPA Training - Rick Wamre: Rick has been working with Ryan Dohrn to put together 6 training videos which plus 3 promotional videos. Members would pay a onetime fee to access these training videos for their entire sales team unlimited times 24/7 for one year. Depending on participation, IFPA could receive a small amount of revenue share. Rick made a motion to guarantee Dohrn \$2500 for the complete plan and to get the project started, Doug seconded the motion, all were in favor.

Dues Restructuring – Eric McRoy: Eric reported that a committee meeting was held to discuss a few suggested dues changes and the committee concluded that the suggestions were not viable at this time. That committee will be meeting again within the next few weeks.

SHARE Group – Doug Fabian: Doug reported that the recent SHARE call was once again very successful and had a few new attendees. Doug suggested considering a future sales manager retreat.

Social Media and AdSense – Joe Mathes: Joe will update the Facebook page with Publishers Summit info and reported that there are several likes on the items posted. Joe also sent out a current AdSense report and reported that there have been additional participants with the new dues incentive.

Joe made a motion to adjourn, Eric seconded the motion, all were in favor. The meeting was adjourned at 9:54 am EST.

Recording Secretary Danielle Burnett

Newest Free Member Benefit

Good Ads vs. Bad Ads Series

As a benefit to our membership, IFPA has partnered with Metro Creative Graphics to provide you with information sheets that discuss the elements of making better ads. This info was the basis for Metro's very popular *Good vs. Bad Ads* session at the New York Conference last September.

Use the PDF pages for internal sales and graphics training or as a refresher course. You can also e-mail or hand-deliver individual pages to clients whom you feel could benefit from reading about how they can help you to make better ads for them from a source

other than your paper.

Each page has the Metro and IFPA logos in the footer, with ample room for you to add your own logo and contact info so you can personalize the pages for your clients. If you wish, create a booklet of the pages as a leave-behind, placing your sell sheet info on the back cover. A suggested front cover is included in the package for this optional purpose.

Watch your email every other week for your copies of these excellent resources. A HUGE thanks to Metro for this awesome new series.

Copyrights and Publishing: Protect Yourself With Common Sense

When you create an advertisement, you own the copyright to the ad. However, if you use someone else's work without their permission, you could be liable for copyright infringement. This guide explains how to protect your work and avoid legal trouble.

A Word About Trademarked Phrases

Using trademarked phrases in your ads can be risky. You must have permission from the trademark owner to use their name or logo. This guide provides a checklist for identifying and avoiding trademarked phrases.

Checklist:

- Identify the trademarked phrase.
- Check if it's registered with the USPTO.
- Obtain written permission from the trademark owner.
- Use the phrase in a way that doesn't imply endorsement.

Good vs. Bad Ads: Creating Ads That Sell & Get Results

This guide provides a checklist for creating effective advertisements. It covers key elements like headlines, copy, images, and offers.

Checklist:

- Headline: Is it attention-grabbing and clear?
- Copy: Is it concise and benefits-oriented?
- Images: Are they high-quality and relevant?
- Offer: Is it compelling and time-limited?
- Call to Action: Is it clear and easy to follow?

Good vs. Bad Ads: Why Do People Buy Things?

Understanding consumer behavior is key to creating successful ads. This guide explores the psychological factors that influence buying decisions.

Key Concepts:

- Emotional Appeal:** Ads that evoke emotions like happiness or fear are more effective.
- Social Proof:** Testimonials and reviews can influence buying decisions.
- Scarcity:** Limited-time offers create a sense of urgency.

Good vs. Bad Ads: Timing Is Everything

The timing of your advertisement can significantly impact its success. This guide discusses the best times and places to run your ads.

Key Factors:

- Seasonality:** Run ads during peak seasons for your industry.
- Competition:** Avoid times when your competitors are running heavy ad campaigns.
- Target Audience:** Choose times when your target audience is most active.

Good vs. Bad Ads: What is Appropriate Imagery?

Using appropriate imagery is crucial for an ad's effectiveness. This guide provides a checklist for selecting and using images.

Checklist:

- Relevance: Does the image relate to the product or service?
- Quality: Is the image high-resolution and professional?
- Authenticity: Does the image appear genuine and trustworthy?
- Legal: Are you using the image with proper permissions?

Good vs. Bad Ads: Appropriate Type Reinforces the Ad Message

The typeface used in your ad can reinforce your message. This guide explains how to choose the right typeface for your brand and message.

Key Principles:

- Readability:** Choose a typeface that is easy to read.
- Brand Personality:** Select a typeface that reflects your brand's personality.
- Consistency:** Use the same typeface throughout your brand's communications.

Good vs. Bad Ads: Balance and Eye Flow Are Essential to Ad Attention and Comprehension

Balance and eye flow are essential for an ad to be effective. This guide provides a checklist for designing ads that are visually appealing and easy to read.

Checklist:

- Balance: Is the ad visually balanced and harmonious?
- Eye Flow: Does the ad guide the viewer's eye through the key information?
- White Space: Is there enough white space to make the ad look clean and professional?

Good vs. Bad Ads: The Four P's of Marketing or SAVE: Solutions, Access, Value and Education

The Four P's of Marketing (Product, Price, Promotion, Place) and the SAVE model (Solutions, Access, Value, Education) are essential for creating successful ads. This guide explains how to apply these concepts.

Key Elements:

- Solutions:** Offer a clear solution to your customer's problem.
- Access:** Make it easy for your customer to access your product or service.
- Value:** Provide a clear value proposition for your customer.
- Education:** Educate your customer about the benefits of your product or service.

Good vs. Bad Ads: What is Adequate White Space?

Adequate white space is essential for an ad to be effective. This guide provides a checklist for designing ads with the right amount of white space.

Checklist:

- Clarity: Does the ad look clear and uncluttered?
- Focus: Does the white space help focus attention on the key message?
- Professionalism: Does the ad look professional and high-quality?

Good vs. Bad Ads: Making Ads With Benefits

Highlighting the benefits of your product or service is a key strategy for creating successful ads. This guide provides a checklist for writing benefit-oriented copy.

Checklist:

- Specificity: Are the benefits specific and measurable?
- Relevance: Are the benefits relevant to your target audience?
- Clarity: Are the benefits easy to understand and communicate?

Good vs. Bad Ads: And Now, Our Feature Presentation

Presenting your product's features effectively is crucial for an ad's success. This guide provides a checklist for writing feature-oriented copy.

Checklist:

- Clarity: Are the features easy to understand and communicate?
- Benefit-Oriented: Do the features highlight the benefits for the customer?
- Visuals: Are the features supported by clear and compelling visuals?

Good vs. Bad Ads: Winning Strategies for Campaign Selling

Winning strategies for campaign selling are essential for success. This guide provides a checklist for identifying and implementing these strategies.

Key Strategies:

- Targeting:** Identify your target audience and tailor your campaign to their needs.
- Timing:** Run your campaign at the right time and in the right place.
- Measurement:** Track and measure the results of your campaign to optimize performance.

2018 Postal Price Changes Announced No Postal Promotions For Now

by Donna Hanbery, Saturation Mailers Coalition

On October 6, 2017, the Postal Service filed its Notice of Postal Rate Adjustments for Market Dominant, and Competitive Products, to be effective January 21, 2018. As previously explained to mailers and industry stakeholders in earlier meetings and announcements, the annual promotions that the Postal Service has included with price changes, were not included in the price filing.

For free papers that distribute their papers by locally entered, drop shipped saturation mail, the rate adjustments were below the average price change of approximately 1.9% for market dominant products. Recognizing the price sensitivity of these products, and their contribution to Postal Service revenues as a product that is largely drop entered, is subject to many competitive alternatives, and has historically made a significant contribution or “mark up” to Postal Service institutional costs, the overall “average” increase for high density and saturation flats was 1.1%. A chart showing the proposed rates for high density and saturation mail, and before and after price increases, accompanies this article.

Other changes in Postal Service products included a one cent increase in the first-class retail, or “forever” stamp, taking that price from 49 cents to 50 cents. There was no increase for additional ounces of first class mail, keeping that rate at 21 cents per ounce.

The retail price for postcards increased from 34 to 35 cents. For competitive products, and shipping services including priority mail, the average increases were higher, averaging a 3.9% price increase.

In the Notice that accompanied the filing, the Postal Service announced that the filing was intended, as much as possible, to strictly comply with the current rate making law and the authority that the Postal Service had received, from the last independent Board of Governors Member remaining in office, to file a standard, CPI, price adjustment case.

The Postal Service included with the price filing a Resolution, that had been approved as of last November, 2016, when the last independent Board Member of the Postal Board of Governors had a term that came to an end. As of that date, the Board of Governors apparently were concerned that the future Board of Governors would not have a new appointment, and the only Board Members remaining would be the “staff level” Board Members, including the Postmaster General and the Deputy Postmaster General. Under the law, changes in prices and products are to be approved by the Postal Board of Governors, including at least one independent Board Member, in addition to the Postal Service staff of the PMG and Deputy PMG.

The Board Resolution gave the Postal Service limited authority to file a case that strictly complied with the increases allowed by the cumulative



CPI, and authority for the Postal Service to make some adjustments in prices relating to work share discounts, and products that were not covering costs, to comply with previous rulings and concerns of the Postal Regulatory Commission. Since that Resolution was passed, an entire year has gone by with no current nominees pending for consideration to fill the seats for independent Postal Board of Governors Members leaving the USPS without the authority under the statute to make changes in prices, classifications and products. It is this lack of an independent Board of Governors that has caused the Postal Service to announce that it cannot file, or continue, the Postal Service promotions that have been included in postal rate filings and adjustments for the past several years. The Service had previously discussed postal promotions with the industry, and previewed promotions to be included in the 2018 price filing. It has been generally rumored and discussed that the absence of any independent Board of Governors Members, and the potential risk that any price filing might be challenged if promotions were included, led the Postal Service to take the very conservative approach of taking promotions off the table, and filing a price adjustment that made no structural, classifications, or product changes, and keeping the overall price adjustments strictly within the limits of the CPI cap and in accordance with previous PRC rulings.

For free papers distributing by saturation mail, some highlights of the rate filing include:
continued on page 21

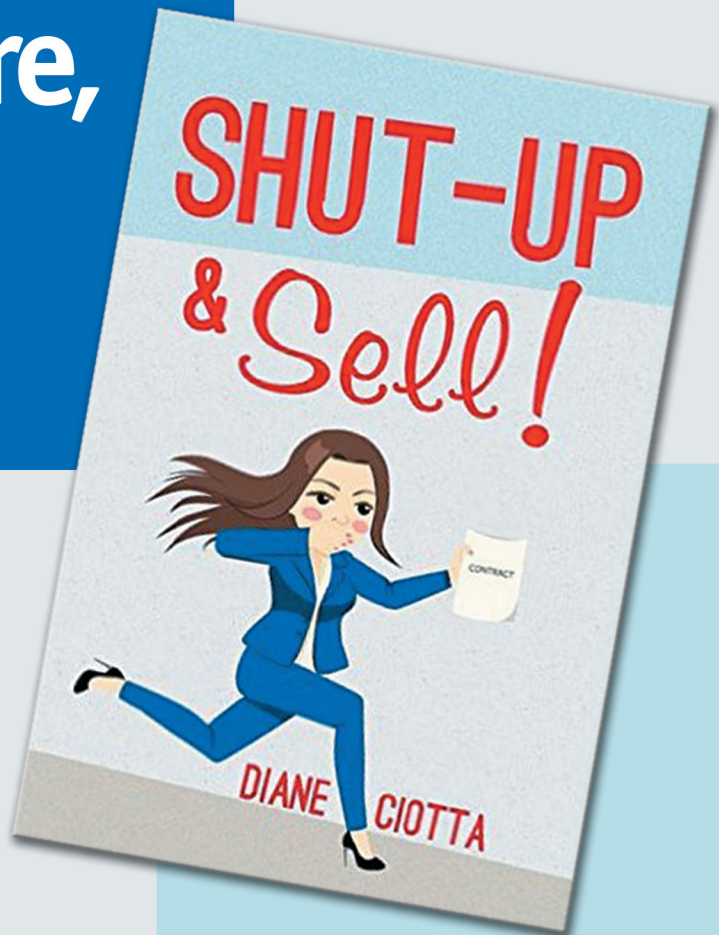
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(USPS Proposed Rates for January 21, 2018 Implementation)
(All Rates Shown in Cents)

SUBCLASS/ Rate Category	For Pieces Weighing 4.0 Ounces or Less /1 /2				For Pieces Weighing More Than 4.0 Ounces /1 /2			
	Curr. Rate	Prop Rates	% Diff	Amt Diff	Current Rates		Prop Rates	
					Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound
ECR FLATS High Density /3	24.8	24.8	0.0%	0.0	9.4	61.5	9.6	60.9
NDC Entry	20.8	20.8	0.0%	0.0	9.4	45.4	9.6	44.8
SCF Entry	19.4	19.4	0.0%	0.0	9.4	39.9	9.6	39.3
Delivery Unit Entry	18.5	18.5	0.0%	0.0	9.4	36.3	9.6	35.7
ECR FLATS - High Density Plus	22.8	22.7	(0.4)%	(0.1)	7.4	61.5	7.5	60.9
NDC Entry	18.8	18.7	(0.5)%	(0.1)	7.4	45.4	7.5	44.8
SCF Entry	17.4	17.3	(0.6)%	(0.1)	7.4	39.9	7.5	39.3
Delivery Unit Entry	16.5	16.4	(0.6)%	(0.1)	7.4	36.3	7.5	35.7
ECR FLATS - Saturation	21.8	21.9	0.5%	0.1	6.4	61.5	6.7	60.9
NDC Entry	17.8	17.9	0.6%	0.1	6.4	45.4	6.7	44.8
SCF Entry	16.4	16.5	0.6%	0.1	6.4	39.9	6.7	39.3
Delivery Unit Entry	15.5	15.6	0.6%	0.1	6.4	36.3	6.7	35.7
EDDM ECR FLATS - Saturation	21.9	22.0	0.5%	0.1	6.5	61.5	6.8	60.9
NDC Entry	17.9	18.0	0.6%	0.1	6.5	45.4	6.8	44.8
SCF Entry	16.5	16.6	0.6%	0.1	6.5	39.9	6.8	39.3
Delivery Unit Entry	15.6	15.7	0.6%	0.1	6.5	36.3	6.8	35.7

Add \$0.036 (currently \$0.035) for each piece addressed using a Detached Address Label with no advertising or a Detached Address Label containing advertising (Detached Marketing Label).

Per piece maximum weight is 4.0 ounces before piece/pound rates apply.

This chart was prepared by Postal Consulting Services, Inc. (reproduced with permission) for the Association for Postal Commerce (PostCom)

- The USPS did not change the current breakpoint of 4 ounces.

- The “average” rate for mail drop shipped at the DDU, whether entered in the simplified (EDDM address format) or with an address, increased modestly by less than 1%.

- There was no change in the pound rate. In general, the rates for heavier mail, charged at the combination piece and pound rate, did not increase. With the exception of the increase reflected in the piece rate, the pound rate charged for pieces weighing over 4 ounces remained the same.

- The Detached Address Label surcharge increased from 3.5 cents to 3.6 cents.

In its Notice of the Price Adjustment, the Postal Service expressed optimism that the 10 year rate review will conclude with a decision in favor of the Postal Service’s efforts to break free of the current price cap requirement. The Service begrudgingly announced that it was filing this case to comply with current law, but was outspoken in stating that

“The Postal Service maintains that the rate making system must change to meet the mandatory statutory objectives, including assuring the Postal Service’s financial stability and providing funds needed for investment in efficiency, service quality, and mail security. Indeed, this is likely the last market dominant price adjustment case that will be reviewed under the current system”.

The 10 year rate review has, as of the writing of this article, not concluded. Although the PRC had signaled its goals of completing the review by “early fall”, it now appears that a final decision may not be available until November.

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