

Some a little lower and some higher...



On a recent decision of the Board of Directors of MACPA, a change was made to our membership dues to reflect a sliding scale based on the CVC Audits. Those members whose total circulation is below 30,001 will only pay \$100 for their annual dues for MACPA. Those between 30,001 to 50,000 total circulation will stay at \$150 a year. Those 50,001 – 100,000 total circulation will see an increase to \$200 and those 100,000 and above will experience an increase to \$250. With these changes 19 of our 40 members will experience the decrease to \$100 while 16 of our members will see an increase and the balance of our membership will stay at the \$150 annual dues. (Members will receive their annual dues notice in early February.)

What else is happening for 2018?

We have added to our MACnet advertisements the opportunity for those advertisers who can market their businesses through Facebook boosting with the ability to advertise for an additional \$50 a week. What this provides is a print and online presence for the advertiser. Contact the office for more details.

Our Audit Assistance continues to be very beneficial to those members taking advantage of the services provided by the Association. What is the Audit Assistance Program? The Association has hired an intern to help those publishers who need help in keeping up with their paperwork for CVC. Cara Showmaker has been working with four of our publishers as a connection with CVC. She has become very proficient in completing the information and is able to assist any of our members in completing all or just partial information, such as your online information for social media and website. Give us a call. This is one of our membership benefits available to all members.

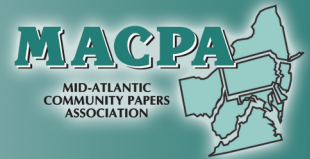


We'd love to recognize you.

Yes, it's that time again to submit your entries for the 2017 Ad and Editorial Awards Contest. We can't wait to receive your entries.



PRESIDENT'S MESSAGE:



MACPA Messenger



The thermometer outside my office window reads 3°. The Lehigh River is almost frozen across. It's too cold to spend any time outside.

It would be easy to coast through this winter, doing busy work until spring finally arrives. But that would be a poor use of what can be a productive and profitable season.

Of course the sales materials get updated, and the end-of-year paperwork completed. But winter is also a great time for prospecting and planning, setting sales goals and making new contacts. And spring will be here before we know it.

One great reason to look forward to this spring is the AFCP-MACPA conference May 3 to 5 in Baltimore. Read all about it elsewhere in this issue, and mark your calendars now. This conference offers something for every member of your staff, from training sessions for graphics, sales, management and more, to terrific entertainment and a not-to-be-missed Shark Bank. This new take on the always popular 5-minute idea exchange will provide input on submitted ideas from expert "sharks," including MACPA's own Randy Miller. It promises to be entertaining as well as informative and inspiring. If you have an idea you'd like to present to the Shark Bank, entry deadline is March 1.

To learn more about Shark Bank and the conference, visit afcp.org. I'm looking forward to spending a sunny spring afternoon with you all in Baltimore in just a few months.

Sincerely,
Ruth Isenberg, President
journalruth@gmail.com

This fun new conference event will take idea sharing to a whole new level!

Participants take home cash!
Attendees take home money making ideas!
EVERYBODY IS A WINNER IN THIS GAME!

Watch for more details on how to enter your idea...

It will take a big bite out of your sales budget!

2017-2018 MACPA BOARD OF DIRECTORS

Ruth Isenberg, President
(journalruth@gmail.com)
(term expires 04/19)

Claudia Christian, Vice President
(cchristian@pressreview.net)
(term expires 04/19)

John Hemperly, Secretary
(jhemperly@engleonline.com)
(term expires 04/19)

John Hemperly, Treasurer
(jhemperly@engleonline.com)
(term expires 04/19)

Joe Nicastro, Director
(joe.nicastro@gmail.com)
(term expires 04/19)

Randy Miller, Director
(randym@themerchandiser.com)
(term expires 04/19)

John Schaffner, Director
(john@thebeacon.net)
(term expires 04/18)

JoyeDell Beers, Director
(wbjbeers@gmail.com)
(term expires 04/18)

Margaret Ehle, Director
(mbehle@pa.net)
(term expires 04/18)

Ron Burke, Past President
(rburke@washingtoninformer.com)
(term expires 04/19)

What's in this issue of the Messenger:

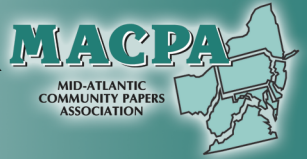
- Free Community Paper Industry Branding
- How Do You Define Success?
- Why Ask Questions In Headlines?
- Metro Creative Graphics - Featured Associate Member And more!!

MACPA OFFICE

10 Zions Church Road, St 201
Shoemakersville, PA 19555
1-800-450-6631
info@macpa.net
www.macpa.net
www.macnetonline.com

Audit Assistance
cara@macpa.net

SPECIAL FEATURE: FREE COMMUNITY PAPER INDUSTRY BRANDING



MACPA Messenger

By Dan Alexander
Chairperson
Promoting Free Community Papers

Promoting and branding our free community papers is near a dear to all of whose livelihood is based in this industry. While some of us have been at this for years, our industry is still very much in its infancy.

Unlike no other time in our history has the opportunity to assert our brand been as promising as it is today with daily newspapers experiencing dramatic losses in paid circulation and finding themselves seemingly unable to stop the erosion.

Despite modest growth in electronic and digital models, nothing delivers like strong local print products.

More members see growth in new areas once reserved for those paid products as a direct result of our free method of mass distribution and the need of marketers to reach local households with a proven product.

The success of an industry is never achieved strictly by reaching a preconceive plateau and remaining quiet, but more so by the constant promotion of the readily accepted method that solves a problem and delivers the desired results.

Free Community Papers have and will continue to deliver the required local results marketers of brick and mortar facilities must have to succeed and meet their goals.

Ensuring our individual and collective success continues to be strengthened and expanded, we are looking for projected minded free community paper staff members to volunteer for short-term committee work and brain-storming discussions to generate new methods to promote the industry.

Please consider supporting this effort by volunteering some time and encouraging co-workers to do the same. Call your association executive director today and let him/her know we can count on your support.

Are your ads or articles award worthy?
Enter the 2017 Ad & Editorial Awards and find out!
Entry forms and rules included in this Messenger.

LEAD THE WAY
for Local Advertisers & Consumers
With Metro's Creative and Ad Development Solutions

Test-drive the new **MiAD Mobile®** App and sign up for **TWO FREE MONTHS of Metro with MiAD®!**

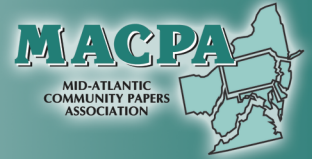
METRO 800.223.1600 • service@metro-email.com
www.metrocreativeconnection.com

Enhance your **PRINT PRODUCT** with a new **MOBILE SOLUTION** from **BAR-Z MOBILE DEVELOPMENT**

- Connect with Locals
- Broaden Audiences
- Gain New Advertisers
- Generate Additional Revenue

512-732-0135 | INFO@BAR-Z.COM | BAR-Z.COM

SALES CORNER: How Do You DEFINE SUCCESS?



MACPA Messenger



By Dave Mattson

If you were to go to the dictionary and look up the definition of the word "Success," you'd be likely to find something like this:

SUCCESS (n): the accomplishment of a desired aim or purpose.

That's fine as a starting point. Many of the sales professionals we work with, though, choose to go a little further. They personalize their definition of this word, making sure their own understanding of the concept of success is something that resonates powerfully with their own unique circumstances and the goals they've set for themselves.

How do you define success in your world? That's a big question.

If you're a sales manager, for instance, you might define success as "identifying incentives for my team that really motivate them to achieve." Or let's say you happen to manage a call center. You might define success as "increasing call volume by 25% within 30 days."

If you're a salesperson, you might define success as "staying on pace with or exceeding my activity goals, even during the summer months." Or, if you're a salesperson who happens to be working in the enterprise arena, you might define success as "Increasing revenue from my top five accounts by 30% this year."

If you have a different definition of success, one I haven't listed here, that's fine. I believe we all have the right to define success on our own terms. I also believe that the definitions we come up with may change along the way. If we are very lucky, our

definition of success will be influenced over time by the examples and insights of extraordinary people from our own circle. I was lucky enough to have worked closely with David Sandler, the founder of our company, who said: "Sales success begins with an internal attitude," a definition I particularly like. He meant that, for salespeople, success resides mostly between the ears.

Great figures from history can also help us get closer to a personal definition of success. Here are some of my favorite insights on success from leaders who made a difference:

- "Success is going from failure to failure without losing enthusiasm." – Winston Churchill
- "Always bear in mind that your own resolution to success is more important than any other one thing." – Abraham Lincoln
- "Success lies in the joy of achievement and the thrill of creative effort." — Franklin Roosevelt

The people I've admired most have always been the ones who've made it a point to create, and live by, their own definition of success. If you'd like to share your personal definition with me – and with the world – I hope you'll use Twitter and Instagram to let me know what success means to you with the hashtag #HowToSucceed.

CREDIT LINE

David Mattson is the CEO and President of Sandler Training, an international training and consulting organization headquartered in the North America. Since 1986, he has been a trainer and business consultant for management, sales, interpersonal communication, corporate team building and strategic planning throughout the United States and Europe.

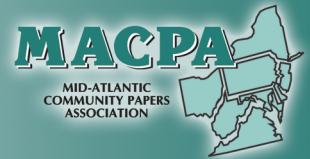
David is the author of the Wall Street Journal bestsellers, *The Sandler Rules: 49 Timeless Selling Principles* and *How to Apply Them* and *Sandler Success Principles: 11 Insights* that will change the way you think and sell. He regularly authors articles for business publications and continues to be involved in the ongoing creation and development of new Sandler training products and programs.
www.sandler.com

Community Advertising System

Software that fits your business, your culture and your budget



JOURNALIST CORNER: WHY ASK QUESTIONS IN HEADLINES?



MACPA Messenger



By John Foust

Headlines are the entrance ramps to effective advertising. The better the headline, the higher the readership. The

key word is “engagement.” How can you engage readers – with just a few words?

Consumers are naturally drawn to headlines which promise benefits or announce relevant news. That’s a logical place to start, as you’re writing headline choices. Along the way, why not experiment with some headlines that ask compelling questions?

Let’s take look at some examples, good and bad:

1. **Looking for a good deal?** *(This headline is too vague to create interest. Good deal on what – prices, product selection, additional services or special warranties? If this advertiser truly offers “good deals,” he or she should provide specific details – even if it’s as simple as saying, “Looking for a good deal on golf clubs?)*

2. **“Why is the Johnson’s house twice as likely to be burglarized as yours?”** *(Now this is engaging. I’ve seen this kind of headline in home security advertising. It arouses curiosity and taps into the one of the strongest human motivators – fear of loss.)*

3. **“What’s wrong with this picture?”** *(This question has been around for a long time. Don’t use it as a “made you look” gimmick. To be effective, it should relate to the product which is being advertising – and provide the answer in the copy.*

4. **“Can you find five mistakes in this photo?”** *(This is a variation of the “what’s wrong” headline. As long as there is a direct link to the product, it can lead people to read the body copy, where they are certain to find an explanation of the nine mistakes. Don’t let them down in the copy. Deliver the goods.)*

5. **“How can you say ‘no’ to these fantastic bargains?”** *(It’s certainly easy to say “no” to this vapid headline, because it offers nothing of value to readers. “Fantastic” is an empty exaggeration in a meaningless question. If the bargains are so fantastic, why not think of a compelling way to say so?)*

6. **“Which house will sell faster?”** *(This classic curiosity headline is accompanied by two side-by-side photos. The houses look nearly identical. We have to read the copy to learn which one will sell faster – and why.)*

7. **“Why should you call XYZ Investment Firm?”** *(The answer is probably no better than the question.)*

8. **“Is your plumber ripping you off?”** *(If you’ve recently had some plumbing work done, this headline is a real grabber. Was the pricing fair? Or did you pay too much? You’ll have to read further to find out. And as you read, you’ll learn about a trustworthy plumbing company.)*

9. **“What guarantees did you get with your last oil change?”** *(This can generate interest. What about readers’ past purchases? Could they have made better decisions?)*

10. **“Which type of camera is best for you?”** *(If you’re in the market for a new camera, this ad promises to provide helpful information. And of course, whatever your choice, this advertiser probably has it in stock.)*

Can questions help you create engaging headlines? Yes.

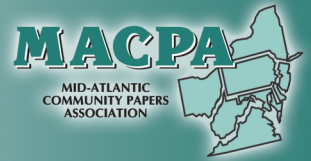
COPYRIGHT LINE

(c) Copyright 2017 by John Foust. All rights reserved.

CREDIT LINE

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

AGENCY CORNER: WORKING TOWARD A MORE DIVERSE WORKFORCE IN ADVERTISING AND MARKETING



MACPA Messenger



By Sheila Brooks, Ph.D.

A diverse workplace is more important now than ever. Technological advancements and globalization offer more opportunities in the advertising and marketing industry. So, when it comes to creating

advertising and marketing campaigns for large brands, having a diverse staff is critical to success.

There are many advantages in having a diverse staff. Employees from different backgrounds bring a multitude of experiences and perspectives from a wide array of cultures, and circumstances and can help create an authentic voice for any outreach, awareness or public education campaign. Recognizing the unique qualities of a multicultural team at an agency can also drive creativity and innovation that deliver campaign outcomes that will make consumers and stakeholders respond.

Promoting and sharing the values of diversity and inclusion can also help connect to audiences in new and different ways. For instance, a fully integrated campaign utilizing multiple communications channels will allow marketing strategists to take a deep dive into gathering metrics and analytics, help segment audiences and deliver targeted messaging.

C-suite executives realize that diversity and inclusion are essential to the success of their businesses. Stuart Smith, Global CEO of Ogilvy Public Relations, said in a recent report, "Diversity and inclusion is good for our people, good for our clients and good for our business. Period. We need to

have people in the organization, leading accounts and leading the business, who are representative of clients and representative of the audiences they are trying to reach."

Agencies also need to know that diversity also matters to professionals seeking employment with advertising and marketing agencies.

Glass Door reports that 67% of "active and passive job seekers said that a diverse workforce is an important factor when evaluating companies and job offers. That means that whether or not your company is interested in increasing its diversity, chances are that candidates are evaluating diversity when they research your company and during the interview process."

Agencies that commit to hiring diverse employees, especially in creative and management roles, are in a unique position to help their brands excel in the marketplace, achieve and sustain excellence and be more profitable.

Dr. Sheila Brooks is founder, president and CEO of SRB Communications, a full-service, boutique, multicultural advertising and marketing agency in Washington, D.C. She is an award-winning journalist, entrepreneur, and advocate for minority and women's issues and small businesses. Dr. Brooks teaches a graduate course in multicultural marketing as an adjunct professor on the faculty in the Strategic Public Relations program at The George Washington University.



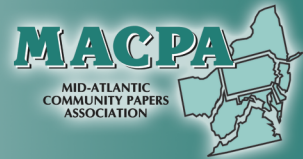
Advertising and Marketing Agency

Specializing in Multicultural Markets

www.srbcommunications.com

202.775.SRB1 (7721)
1020 16th Street NW, Suite 400
Washington, DC 20036

ASSOCIATE MEMBER CORNER: METRO CREATIVE GRAPHICS, INC. LAUNCHES



MACPA Messenger

With the current launch of Metro Creative Graphics' new Food & Dining Library, the renowned provider of advertising sales, creative and editorial resources continues to develop new ways to help media companies profit from locally focused advertising. In keeping with Metro's commitment to identify and serve the evolving needs of its clients, this enhanced library features a curated collection of professionally styled photos designed to meet the growing demands of publications with sizable food and restaurant advertiser bases, a major consumer spending category that continues to expand across both the U.S. and Canada. Access to the new Food & Dining Library is available now by subscription in the Creative Library of MetroCreativeConnection.com.

In addition to an already extensive collection of high-quality food-based photography offered by Metro, this premium library will instantly provide thousands of additional high-resolution images to users, with new images being added to the library every month.

"Metro's new Food & Dining Library beautifully captures the latest restaurant menu and dietary trends, a full spectrum of dining and grocery categories, and popular ethnic cuisines," explains Metro EVP and Director of Marketing Debra Weiss. "This new resource will help publishers profit by engaging more grocery, restaurant, bar, catering, and fast food advertisers with exceptional ads, pages and special sections, while in turn helping those advertisers attract new customers."

The new Food & Dining Library is just one more way Metro is meeting the growing food and beverage marketing needs of publishers. Metro's current online libraries offer clients access to a vast collection of targeted images, spec ads, ad pages and cover designs along with web and mobile content and themed special sections, giving publishers all the creative resources they need to increase sales and production in less time for greater profits.

"With our recent acquisition of Ad-Builder Creative Outlet, we knew that the Food Images library previously sold by Creative Outlet would be a valuable addition to Metro's already expansive content libraries," says Robert Zimmerman, President and CEO for Metro. "Now, the vast majority of newspapers can add this premium collection of professionally styled food and dining photos to enhance their marketing efforts and capture expanded revenue from local advertisers."

According to the Bureau of Labor Statistics, U.S. households spent an average of \$7,023 (12.5 percent of income) on food in 2015. Visa's Retail Spending Monitor estimates that grocery spending grew 2.6 percent while restaurant spending increased 4.8 percent between May 2016 and May 2017. In addition, the Bureau of Labor Statistics reports that the average American consumer dedicates 1 percent of their total spending to alcohol, or \$1 of every \$100. Average household food expenditure has also increased across Canada, with Canada's Food Price Report predicting the average Canadian family will spend \$420 more on food in 2017 than 2016.

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 them generate revenue more easily, in less time. Since 1910, Metro has been driven to deliver innovative solutions for print, web, social 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 hundreds of client success stories and earned it a respected reputation in the industry.

OUR ASSOCIATE MEMBERS



MACPA Messenger

Enhance your **PRINT PRODUCT** with a new **MOBILE SOLUTION** from Bar-Z



- Connect with Locals
- Broaden Audiences
- Gain New Advertisers
- Generate Additional Revenue



512.732.0135 | info@bar-z.com | bar-z.com

CREATE. SELL. PROFIT.

METRO
800-223-1600
metrocreativeconnection.com

JB Multimedia, Inc.

Justin Gerena
P.O. Box 704
N. Bellmore, NY 11710
888-592-3212 x710
888-592-3212 (main/fax)
www.jbmultimedia.net

Ask- CRM

Robin Smith
18903 Island Drive
Hagerstown, MD 21742
301-859-4777
301-800-275
www.ask-crm.com



AUDIT PROMOTION CHECKLIST

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

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

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

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

(800) 262-6392 • www.cvcaudit.com

Does your day-to-day activities keep you from tackling that paperwork monster called

"THE DREADED CIRCULATION AUDIT?"



Contact
Cara
cara@macpa.net
800-450-6631



Advertising and Marketing Agency

Specializing in Multicultural Markets



1020 16th Street NW, Suite 400
Washington, DC 20036

B – 202.775.5811 (7721)
F – 202.775.7421

www.srbcommunications.com

Saturation Mailers Coalition

SMC is a coalition of saturation program mailers, including free paper publishers, shared mailers and coupon envelope mailers, who share a common interest in maintaining fair and reasonable postal rates and regulations; law and postal policies that promote a viable, competitive and customer focused Postal Service; and a positive public image and response to mailed print advertising.



Donna Hanbery
Direct Dial: 612.340.9350
Fax: 612.340.9446
Email: Hanbery@hnclaw.com

Community Advertising System

Software that fits your business, your culture and your budget



Software Consulting Services, LLC
SCS builds trusted newspaper systems

AD AND EDITORIAL AWARDS

RULES AND CATEGORIES

ENTRIES MUST BE PUBLISHED BETWEEN
JANUARY 1, 2017 AND DECEMBER 31, 2017

CONTEST RULES FOR PRINT ENTRIES

1. Only regular MACPA members' publications in good standing with current dues paid are eligible to enter.
 2. Entries or ideas that have previously won MACPA awards for your company may not be entered.
 3. Advertising agency or camera-ready advertisements may not be entered.
 4. Choose the category for your entry carefully. Send a FULL-PAGE TEAR SHEET, showing publication name and date of issue. If the item to be judged occupies less than a full sheet, mark or outline the ad/item that you wish to be judged. Complete the appropriate entry label and tape it to the UPPER RIGHT-HAND CORNER of the BACK side of the tear sheet. NO MATTING ACCEPTED!
 5. A brief explanation, if necessary, may be attached to the back of the entry, below the entry label.
 6. Limit of three entries per division of a category for your company. Additional entries will be disqualified. Any ads not showing publication date will be disqualified.
 7. In the event that three or fewer entries are received in any category they will be moved to another appropriate category.
 8. **Entries for Category 11 (Editorial) MUST be submitted electronically as well as a hard copy version. Please submit the files to info@macpa.net. Any entries that are not submitted electronically will be disqualified.**
 9. Mail entries via USPS to MACPA, P.O. Box 408, Hamburg, PA 19526, or via FedEx/UPS MACPA C/O Interlace Communications 10 Zions Church Road, Suite 201, Shoemakersville, PA 19555. All entries become the property of MACPA and are not returnable.
 10. No entries will be accepted at the conference, as judging will be completed in advance.
 11. A \$5 fee for each entry must accompany entries. Please make checks payable to MACPA and mail along with entries
 12. **Deadline: Entries must be postmarked by January 19, 2018.** All entries received afterward will be disqualified.
-

ADVERTISING CATEGORIES

ENTRIES WITHIN YOUR PUBLICATION(S)

1. General Excellence

Only one entry per company, per division is allowed in this category. Please choose one copy of your publication for each of the quarters listed below for a total of 4. Two divisions based on amount of advertising content - Shoppers Guides are greater than 75% advertising and Community Papers are less than 75% advertising. The third division, Niche Publications, includes publications that are designed for a specific audience.

*January-March *July-September
*April-June *October-December

Division 1: Community Papers

Division 2: Shoppers Guides

Division 3: Niche Publications

2. Single Ads - Small Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be 1/4 page or less of your publication size.

Division 1: Ads using black ink only

Division 2: Ads using color

3. Single Ads - Large Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be more than 1/4 page of your publication size.

Division 1: Ads using black ink only

Division 2: Ads using color

4. Grocery Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

5. Automotive Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

6. Restaurant Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

ENTRIES PART OF YOUR PUBLICATION(S)

7. Free Standing Inserts

Entries in this category must be designed by an on-staff graphic artist. Printing of the insert can be done in-house or outsourced. This category may include grocery flyers, automotive flyers, restaurant flyers, or any promotion or advertisement. May be printed on color stock. Entries will be judged on concept, design, and overall appearance.

Division 1: Single Sheet

Division 2: Multiple Pages

8. Timely and Themed Sections or Guides

(Fair Days, Moonlight Madness, Sidewalk Sales, Octoberfest, Vacation Guide, Wedding Planners, Home Improvement, etc - includes editorial material)

Division 1: Newsprint

Division 2: Glossy Medium/Magazine

OTHER

9. Original Photography

Best original photo or series of photos taken by a member of your own staff.

Division 1: Editorial

Division 2: Advertising

EDITORIAL

10. Community Service

Entries included serving the community through news, advertising columns, and/or aiding or promoting community projects. The beneficiary may be an individual, group, or entire community. Please note that this category does not include self-promotion.

Division 1: Run as sequential pages of publication.

Division 2: Run as separate section or insert.

ALL ENTRIES FOR CATEGORY 11 MUST BE SUBMITTED ELECTRONICALLY AS WELL AS A HARD COPY VERSION. Any entries not submitted electronically will be disqualified. Please provide a pdf as well as a word document to info@macpa.net. Entries must be labeled by their Category and Division numbers. (Example: A personal column written by the publisher with three entries: Cat11Div1_Article1)

11. Original Writing

Entries should be original articles written by the publisher or member of your staff and published during the contest period. Syndicated or mat service items are not eligible. Judging is based on originality of content, quality of writing and layout. Please include byline for each entry.

Division 1: Personal Column - Submit three different columns by a single writer with different topics.

Division 2: Editorial - An opinion article by a writer on a single topic.

Division 3: News Story - A newsworthy event concerning a particular item, product, place or thing.

Division 4: Feature Story - A human interest story where timeliness is not a factor.

INTERNET

CONTEST RULES FOR INTERNET ENTRIES

1. Website pages will be judged via internet connection.
2. Send a link to your website to kasey@gomaava.com by January 19, 2018.
3. Include the following information with the email:
 - Name of Publication*
 - Website Address*
 - Webmaster name & email address*
 - Special Webpages, Comments for the judges to aid them in experiencing your website.*
4. Please mail the entry form found with the other entry forms along with \$5 for each category entered.

WEBSITE CATEGORY

12. Site Design

Entries for this category include:

- Attractive Site
- Easy to navigate
- Mobile Friendly
- Provides timeliness of news
- Easy to find advertisements of both classified and display ad
- Online version of publication
- Overall community involvement
- They have a way to feature display advertisers

13. Social Media

Provide a link to your social media accounts showing engagement with your readers and advertisers. Provide a screenshot of a weeks worth of analytics showing engagement on your posts. (Any week in 2016 qualifies.)

14. Email Marketing

Provide up to three email marketing campaigns with a screenshot of the results showing the open rate and click throughs.

Division 1: Self Promotion

Division 2: Promotion for Advertisers

Good Luck
to all those who enter!

<p>Category 1...General Excellence <input type="checkbox"/> Division 1 - Community Papers <input type="checkbox"/> Division 2 - Shoppers Guide <input type="checkbox"/> Division 3 - Niche Publications 1ST QUARTER JANUARY - MARCH ISSUE</p> <p>Company _____ MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY FOR GENERAL EXCELLENCE. USE ADDITIONAL LABELS FOR OTHER QUARTERS.</p>	<p>Category 2...Single Ad - Small Space <input type="checkbox"/> Division 1 - Black Ink Only <input type="checkbox"/> Division 2 - Color</p> <p>Company _____ Advertiser in Ad _____ Graphic Designer _____ Sales Rep _____ Data Entry Published _____</p>
<p>Category 1...General Excellence <input type="checkbox"/> Division 1 - Community Papers <input type="checkbox"/> Division 2 - Shoppers Guide <input type="checkbox"/> Division 3 - Niche Publications 2ND QUARTER APRIL - JUNE ISSUE</p> <p>Company _____ MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY FOR GENERAL EXCELLENCE. USE ADDITIONAL LABELS FOR OTHER QUARTERS.</p>	<p>Category 3...Single Ad - Large Space <input type="checkbox"/> Division 1 - Black Ink Only <input type="checkbox"/> Division 2 - Color</p> <p>Company _____ Advertiser in Ad _____ Graphic Designer _____ Sales Rep _____ Data Entry Published _____</p>
<p>Category 1...General Excellence <input type="checkbox"/> Division 1 - Community Papers <input type="checkbox"/> Division 2 - Shoppers Guide <input type="checkbox"/> Division 3 - Niche Publications 3RD QUARTER JULY - SEPTEMBER ISSUE</p> <p>Company _____ MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY FOR GENERAL EXCELLENCE. USE ADDITIONAL LABELS FOR OTHER QUARTERS.</p>	<p>Category 3...Single Ad - Large Space <input type="checkbox"/> Division 1 - Black Ink Only <input type="checkbox"/> Division 2 - Color</p> <p>Company _____ Advertiser in Ad _____ Graphic Designer _____ Sales Rep _____ Data Entry Published _____</p>
<p>Category 1...General Excellence <input type="checkbox"/> Division 1 - Community Papers <input type="checkbox"/> Division 2 - Shoppers Guide <input type="checkbox"/> Division 3 - Niche Publications 4TH QUARTER OCTOBER - DECEMBER ISSUE</p> <p>Company _____ MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY FOR GENERAL EXCELLENCE. USE ADDITIONAL LABELS FOR OTHER QUARTERS.</p>	<p>Category 4...Grocery Ads</p> <p>Company _____ Advertiser in Ad _____ Graphic Designer _____ Sales Rep _____ Data Entry Published _____</p>
<p>Category 2...Single Ad - Small Space <input type="checkbox"/> Division 1 - Black Ink Only <input type="checkbox"/> Division 2 - Color</p> <p>Company _____ Advertiser in Ad _____ Graphic Designer _____ Sales Rep _____ Data Entry Published _____</p>	<p>Category 5...Automotive Ads</p> <p>Company _____ Advertiser in Ad _____ Graphic Designer _____ Sales Rep _____ Data Entry Published _____</p>

<p>Category 6...Restaurant Ads</p> <p>Company _____</p> <p>Advertiser in Ad _____</p> <p>Graphic Designer _____</p> <p>Sales Rep _____</p> <p>Data Entry Published _____</p>	<p>Category 9...Original Photography <input type="checkbox"/> Division 1 - Editorial <input type="checkbox"/> Division 2 - Advertising</p> <p>Company _____</p> <p>Photographer _____</p> <p>Data Entry Published _____</p>
<p>Category 7...Free Standing Inserts <input type="checkbox"/> Division 1 - Single Sheet <input type="checkbox"/> Division 2 - Multiple Pages</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>	<p>Category 9...Original Photography <input type="checkbox"/> Division 1 - Editorial <input type="checkbox"/> Division 2 - Advertising</p> <p>Company _____</p> <p>Photographer _____</p> <p>Data Entry Published _____</p>
<p>Category 7...Free Standing Inserts <input type="checkbox"/> Division 1 - Single Sheet <input type="checkbox"/> Division 2 - Multiple Pages</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>	<p>Category 10...Community Service <input type="checkbox"/> Division 1 - Promotion run in sequential pages of publication. <input type="checkbox"/> Division 2 - Promotion run in separate section</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>
<p>Category 8...Timely and Themed Sections or Guides <input type="checkbox"/> Division 1 - Newsprint <input type="checkbox"/> Division 2 - Glossy Medium/Magazine</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>	<p>Category 10...Community Service <input type="checkbox"/> Division 1 - Promotion run in sequential pages of publication. <input type="checkbox"/> Division 2 - Promotion run in separate section</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>
<p>Category 8...Timely and Themed Sections or Guides <input type="checkbox"/> Division 1 - Newsprint <input type="checkbox"/> Division 2 - Glossy Medium/Magazine</p> <p>Company _____</p> <p>Business in Insert _____</p> <p>Data Entry Published _____</p>	<p>Category 11...Original Writing <input type="checkbox"/> Division 1 - Personal Column <input type="checkbox"/> Division 2 - Editorial <input type="checkbox"/> Division 3 - News Story <input type="checkbox"/> Division 4 - Feature Story</p> <p>Company _____</p> <p>Writer _____</p> <p>Data Entry Published _____</p>

<p>Category 11...Original Writing <input type="checkbox"/> Division 1 - Personal Column <input type="checkbox"/> Division 2 - Editorial <input type="checkbox"/> Division 3 - News Story <input type="checkbox"/> Division 4 - Feature Story</p> <p>Company _____ Writer _____ Data Entry Published _____</p>	<p>Internet Entries <input type="checkbox"/> Category 12 - Site Design <input type="checkbox"/> Category 13 - Social Media <input type="checkbox"/> Category 12 - Email Marketing</p> <p>Company _____ Website _____ Webmaster _____</p>
<p>Category 11...Original Writing <input type="checkbox"/> Division 1 - Personal Column <input type="checkbox"/> Division 2 - Editorial <input type="checkbox"/> Division 3 - News Story <input type="checkbox"/> Division 4 - Feature Story</p> <p>Company _____ Writer _____ Data Entry Published _____</p>	<p>Internet Entries <input type="checkbox"/> Category 12 - Site Design <input type="checkbox"/> Category 13 - Social Media <input type="checkbox"/> Category 12 - Email Marketing</p> <p>Company _____ Website _____ Webmaster _____</p>
<p>Category 11...Original Writing <input type="checkbox"/> Division 1 - Personal Column <input type="checkbox"/> Division 2 - Editorial <input type="checkbox"/> Division 3 - News Story <input type="checkbox"/> Division 4 - Feature Story</p> <p>Company _____ Writer _____ Data Entry Published _____</p>	<p>Internet Entries <input type="checkbox"/> Category 12 - Site Design <input type="checkbox"/> Category 13 - Social Media <input type="checkbox"/> Category 12 - Email Marketing</p> <p>Company _____ Website _____ Webmaster _____</p>

**Good luck
to everyone
who enters the
2017 Ad, Editorial
and Website Awards!**

*Here's why you need to be in Baltimore...
...it all starts with good ideas!*

CRITICAL BALTIMORE
CONFERENCE COMPONENTS

education

Two certification tracks (both a management and a sales), numerous TLI classes and a broad spectrum of industry specific presentations.



improvement

Personal and professional growth; revenue building ideas; performance improving concepts, products and procedures - all designed for community publications.



networking

Sharing information with people who understand what you do, why you do it and care deeply about the industry you are in. Joint conference with AFCP and MACPA means more people - more ideas!



A joint conference and trade show with AFCP and MACPA

For additional information about the conference or either of the limited seating management or sales certificate programs that will be available as part of the Baltimore conference - visit afcp.org and look at the Key Information Links on the right side of the home page.

Let your ideas shine!
2018
Baltimore
ANNUAL CONFERENCE & TRADE SHOW
INNER HARBOR



May 3-5, 2018
Hyatt Regency Baltimore
ON THE INNER HARBOR

Learn more and register today at www.afcp.org!