

tip

The Independent Publisher

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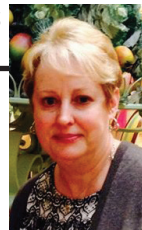
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"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

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

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"Egotism is the anesthetic that dulls the pain of stupidity."
Frank Leahy



A Look at Advertising Preferences: Online Versus Print

by
Phil
Riebel



By Phil Riebel (Printing Impressions)

RESULTS OF THE LATEST TWO SIDES CONSUMER SURVEY SHOW THAT PEOPLE PREFER AND RESPOND MORE POSITIVELY TO PRINT

It seems like every time we use social media or the Internet, ads pop up or invade our screen in some form, not to mention unsolicited emails. Some are targeted directly at our interests due to advances in data mining and companies using our browsing information to their advantage. But do we pay attention to them? In general, NO!

According to the latest Toluna consumer survey commissioned by Two Sides, "Print and Paper in a Digital World," Americans are not very responsive to online advertising.

A majority of respondents (71%) indicated that they do not pay attention to most advertisements online. A majority of respondents (71%) indicated that they do not pay attention to most advertisements online and 69% find online ads annoying and usually not relevant. The youngest age group surveyed (18-24-year-olds) felt slightly less negative about online advertising with 65% saying they do not pay attention to online ads and 64% finding them annoying and not relevant. The majority of both age categories (66%) could not remember the last time they willingly clicked an online ad.

When advertising turns up in our inboxes, do we read it? Less than half the time according to the survey; 49% of all consumers and 43% of the younger age group said they read marketing emails at least once per week.

About half of those surveyed (54%) pay more attention to messages and ads on printed leaflets and mail than messages and ads delivered electronically. A similar number (55%) said they would be more likely to take an action after seeing an ad in a printed newspaper or magazine than if they saw the same ad online.

What about printed ads that turn up in our mailboxes at home? Of all the consumers surveyed, 59% said they read leaflets, flyers and other unaddressed mail delivered to their home at least once per week. For the 18-24-year-olds, the number was 47%. Slightly more people (63% and 49%, respectively) read advertising mail (at least once a week) that's addressed to them and delivered to their home.

Slightly more people (63% and 49%, respectively) read advertising mail (at least once a week) that's addressed to them and delivered to their home. When it came to trusting ads, 59% of consumers said they did not trust online ads. These results are similar to those from a recent study in Germany, where more than half of those surveyed said they trust print ads while only 16% said they trusted ads on websites. A study of U.S. internet users in 2016 showed that more than 80% trusted print ads in newspapers and magazines

when making buying choices. Only 39% trusted online banner ads and a similar proportion trusted mobile phone ads.

In our increasingly digitized world, where trust is evidently an issue, which is the most effective way to advertise? According to two executives from the Forbes Communications Council, an approach that includes both print and digital is recommended. Print is a "less noisy setting that can't be fully duplicated online." Having something to hold onto makes print a more intimate medium, a characteristic that many products can benefit from. "Combining social, native, digital and other efforts to saturate the audience will help tell the complete story and reach the audience where they feel comfortable interacting with the brand."

While we continue to be bombarded by advertising online, it is clear that print ads are most effective and deliver results.

Phil has over 28 years of international experience related to sustainability and the forest products industry. He currently leads Two Sides North America, a non-profit that promotes the unique sustainable features of print and paper, as well as their responsible production and use. Phil has written extensively on sustainability and environmental topics related to the forest products sector. He received his Bachelor and Master's of Science degrees from McGill University in Montreal. He is a private forest owner and sustainably manages over 200 acres of forestland for both recreational and economic benefits.

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The Death Of The Internet? Stop Saying That!

By Shelly Palmer (Ad Age)

Net neutrality rules were originally enacted to ensure that all Americans would have equal access to a free and open internet. We can argue about what net neutrality rules did and did not accomplish in a moment, but now I want to explore the most sensational of all the post-net neutrality fears: the death of the internet.

If you're still reading, you know that the FCC voted to repeal net neutrality rules (aka the open internet) and replace it with the "Restoring Internet Freedom" order. The outcry from the Open Internet camp has been loud, hyperbolic, hypothetical, and mostly based on the fundamental principles of "what if." For some background and my personal "what if?" musings, read this.

"IF NET NEUTRALITY IS REPEALED, THE INTERNET WILL DIE!"

I'm paraphrasing, of course, but this is what many proponents of net neutrality believe. My issue with this line of thinking is that the idea presupposes the internet was previously alive and well. It was not. Since the beginning of this decade, the internet has become dominated by a handful of exceptionally big and powerful internet service providers (Comcast, Charter, AT&T, Verizon, etc.) and another handful of exceptionally big and powerful walled gardens and ecosystems (Facebook, Amazon, Netflix, Apple, Microsoft and Alphabet). The free and open internet became the paid

and closed internet long ago, and net neutrality was not doing much to change that.

In a post-net neutrality world, there is a fear that start-ups and small companies will not be able to compete with big companies. There's a fear that ISPs will be able to censor competitive content or degrade your ability to consume it if you don't pay more. There's a fear that ISPs could package the internet into bundles like cable TV (movie sites, social media sites, blogs, etc.). There's a fear that privacy is over forever. I'm not done listing all the things people fear about the repeal of net neutrality, but let's just stop here. No one knows exactly how all of this is going to unfold. But remember, consumers always vote with their wallets.

"If net neutrality is repealed, the internet will live!"

I'm not paraphrasing here. Very few people understand the underlying technology of the internet well enough to describe what it is, or how it works. Therefore, very few people can argue about the life or death of the internet in the context of net neutrality. What proponents of the Restoring Internet Freedom order are mostly in favor of is minimal (or no) government regulation. That, in case you are wondering, is not a technical argument.

The overarching theory behind the FCC's repeal is that the free market will take care of the internet—just like it did before 2015, the year net neutrality rules were enacted.

THE FINE PRINT

If you believe that the internet was free and open before December 14, 2017, you are not alone. You are also not correct. Under net neutrality there were fast lanes and slow lanes, and a loophole called zero-rating which allowed services like T-Mobile's "Binge On" to exempt certain streaming services from its data counts. There were other loopholes written into the rules where specific clauses included phrases such as, "Subject to reasonable network management," which basically meant ISPs could throttle traffic if they thought they had to. Wait. What?

Yes, under the recently repealed rules, if a network operator had to choose between throttling your service to allow other users on its network to enjoy reasonable connectivity, and not throttling your service, you got throttled.

THINKING ABOUT THE FUTURE

What will change now? Nothing much. The big ISPs are all standing outside in the bright sunshine, and none of them are going to mess around with your connectivity while this is a hot-button issue. In the meantime, a bunch of very high-priced lawyers and expert witnesses are about to get busy (and rich). That's pretty much guaranteed.

We could see some bad actors do bad things. Especially where consumers have limited ISP choices. Won't that be like the "death of the internet?" No. Stop saying that!

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As part of the net neutrality package, Title II of the Communications Act of 1934 required carriers to adhere to consumers' privacy rules based on the definition of "proprietary information." The repeal of net neutrality allows the potential compromise of personally identifiable information.

I can imagine a future where ISPs use their newfound freedom to turn the data they collect into action. They can now monetize your data just like Google, Facebook, Amazon, Microsoft and other big tech companies. Some may try to sell ads, but the smart ones will create universal IDs that work across devices and across wired and wireless networks (a little corp dev will be needed here). This will give them a huge competitive advantage over their single-walled garden or single-ecosystem competitors.

In a strange twist, an ISP-based universal ID schema would help small companies and start-ups and every advertiser compete with big tech in ways that are not possible today. To understand how this might come to exist, you need to understand the way information travels over networks. If you're already an internet Jedi, let's have a Socratic

discussion about this. If you're not, go deep (you can use the internet to do your research—as of this morning, there was still an internet) so you can join the conversation. There's a big opportunity here. In practice, it could change the balance of power in content delivery, advertising, digital assistance and messaging. Which is why, generally speaking, ISPs love the FCC decision and why, generally speaking, content providers hate it.

INNOVATION AND CONTINUOUS IMPROVEMENT

The velocity of data is increasing and will always increase. Prior to 1986, all of the information ever created by humans was estimated to be equal to 227 Exabytes (EB). Today, IBM estimates that we are creating 1.86 EB of data per hour, or over 16 Zetabytes (ZB) per year. And just in case that stat doesn't blow your mind, IBM also believes that humans have created 90 percent of the data ever created in the last 24 months. There are several sources that predict we will increase our data creation 10 times (to roughly 163 ZB per year) by 2025.

Much of this data will be moved around the world over the internet. We are going to need some rules. In

fact, we're going to need a law. From my perspective, that law would prohibit blocking lawful content, prohibit throttling traffic and prohibit paid prioritization. This should not be done under Title II of the almost 100-year-old Communications Act. We need a new federal law that reflects the will of the majority of the American people.

Of course, I can also imagine a future where Washington, D.C., is too gridlocked to pass any kind of meaningful laws to govern the internet. Which means every time a different political party gets the opportunity to appoint an FCC, the rules will change. Which is why, I believe, reports of the "death of the internet" have been greatly exaggerated.

Author's note: This is not a sponsored post. I am the author of this article and it expresses my own opinions. I am not, nor is my company, receiving compensation for it.

Named one of LinkedIn's Top 10 Voices in Technology, Shelly Palmer is CEO of The Palmer Group, a strategic advisory, technology solutions and business development practice. Follow @shellypalmer or visit shellypalmer.com.

Jotted by Jane

by
Jane
Means



By the time you read this column, the IFPA Publishers Summit would have been completed. No doubt there was great conversation, valuable networking and many challenges solved.

Looking back at my IFPA participation through the years, there was never an event that I did not come home with a new money making idea or problem solved. Now, let's not kid ourselves, there were many times that I came back with a super idea and it took MONTHS for me to find the time to implement! Some promos ran their course, three years for some and decades for others.

In a recent email exchange between

Blain Fowler, Valerie Stokes and myself, Blain makes mention of ONE of the many ideas that Val presented at IFPA. The promo is "Year in Review," Blain thought that sounded like a promo that could work for his publication and implemented it the end of that year. Twenty-nine years later, Blain summarizes with saying that The Camrose Booster sold about \$10,000 a year into Year in Review for the last 29 years totaling \$290,000! He was remarking how that ONE idea has more than paid for ALL his IFPA dues, travels and accommodations!

Luckily we have all taken home many, many ideas and we've sold hundreds of thousands or even millions of

dollars simply from sharing ideas. The stories that fellow members bring to our organization are priceless. The successes that each member reveals, the promos that are shared, the challenges that are discussed are so invaluable for all of us to take back to our own publication. Let's face it, IFPA has saved all our tails one way or another!

I am confident this past Publishers Summit has all the attendees ready to make money in 2018! If you didn't make it to Clearwater, mark your calendar to join us in September in Philadelphia!

32 Quarterfold
32 Magazine
37 Broadsheet or Tabloid
32 Digest

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Graphic Hooks

by
Ellen
Hanrahan



CHANGES CONTINUALLY OCCUR IN THE SOFTWARE TOOLS WE USE IN OUR INDUSTRY... LOTS OF CHANGES...AND THAT MEANS THAT MOST OF US WILL HAVE TO SPEND MORE TIME ...



Learning

I am updating (to a certain extent) an article I wrote in July of 2013 because it will be pertinent to the articles for the coming months. I have in fact decided to upgrade to Adobe Creative Cloud. I do know enough to tell you that I will continue to work in Adobe CS 6 for a while, because I will still have to figure out some of the new features.

So there it is, always learning... whether I want to or not. I have stated that I have been using **Adobe Creative Suite 6** for quite some time—probably since the latter part of 2013. It was “different” because I didn’t know where things were and **Adobe** has added a lot more interactive elements. I don’t do “interactive”...yet, but perhaps it’s time to see how print advertising has become much more encompassing.

Unintended learning is my term for working as usual, and whom, something changed! Changed enough to make my usual uncomplicated life (I’m only talking digital life here) a bit more digitally complicated.

An example of my unintended learning experience came when I wanted to use my OCR program to scan a story— it wasn’t working! So I opened **Photoshop** to scan, but the program couldn’t find the device! Last time I used it, it worked just fine! Unfortunately I couldn’t remember the last time I used it! With digital downloads and cameras, I hadn’t had the need to scan. There was only one thing I could blame... Technology.

At the time, I was running Max OS 10.8.3 and I realized that my scanner was probably 5+ years, and although I am not a heavy user, the technology of the operating system outpaced my scanner software. The good news was that better/faster scanners are available and I got a pretty good deal. So now I have a new scanner, and I updated to **Abbyy FineReader Express for Mac** and all is good... at least in this area! But my unintended learning experience required time...and money!

Intended Learning Experience

Also in 2013, one of the professional photographers in my camera club was offering a 3-session workshop on **Photoshop CS6**, and I figured it’s about time to learn, so I signed up— what a difference a real person can make. I have books, but it is so much easier to ask and get an answer.

Pretty uncomplicated (although **Photoshop** is pretty complicated). I am definitely more comfortable in using mini bridge, the new tools, accessing camera raw controls and just getting around the program.

While at these workshops we discussed **Adobe’s Creative Cloud**... will we, should we... don’t know. It definitely is an individual choice to subscribe. So here I am, five years or so later, and I am ready to make the change—finally! However, even I realize that a lot of changes have occurred in the program, so I will need a bit of “experimenting.”

So here’s to an intended learning experience...



Happy Valentine’s Day!

Shh! InDesign Secrets at Work

I have been a subscriber to *InDesign Magazine* for many years and I continue with another site this group has a hand in as well... they really know what they are talking about!

I discovered what I thought was a new web site... well, new to me, plus they have been revamping the site. It’s called *InDesign Secrets* (hence the heading) and can be accessed at www.indesignsecrets.com (the world’s #1 resource for all things *InDesign*—that’s their tag line). David Blatner, who goes way back in digital page layout, offers a lot of information regarding, well, *InDesign*. Articles, resources (including templates, plug-ins and scripts), forums, etc. can be found here.

You can sign up for a membership...**free**... which gets you thousands of free blog posts, tutorials, podcasts and videocasts, *InDesign Tip of the Week Newsletter*, bonus scripts and other resources...**free!**

The premium membership is only \$59/year! Anyway, take a look because **Adobe** has moved to Creative Cloud and the software programs get more interactive, you need a place to find out what’s what. David Blatner and his band of designer/writers have been through it all. Blatner has authored fifteen books, including the “Real World” series and lectured for the past twenty years. I became aware of him back in my *QuarkXPress* days, when I purchased *The QuarkXPress Book*—before these programs had numbers!

Here’s a sampling of tips that I got...

Using the Spacebar to Adjust Spacing Between Objects

In **CS5** or later: Select more than one object and start dragging a side or corner handle. While the mouse button is down, hold down the spacebar and *InDesign* adjusts the spacing between the objects instead of scaling them. —January 31, 2013

Constrain Unchained!

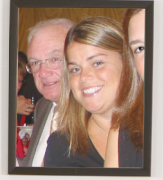
To force *InDesign* to constrain proportions when applying width, height, or scale values in the Control panel, press Ctrl+Enter/Command+Enter. This way, you can leave both chains “broken” and only constrain proportions when you mean to via the keyboard shortcut. —Mike Rankin, February 28, 2013

Create a super-easy and effective fake duotone effect.

1. Place a color image.
2. Select image with the Selection tool.
3. Apply a fill color from the Swatches panel.
4. Select the image inside the frame, and use the Effects panel to apply the Luminosity blend mode. —Mike Rankin, April 4, 2013

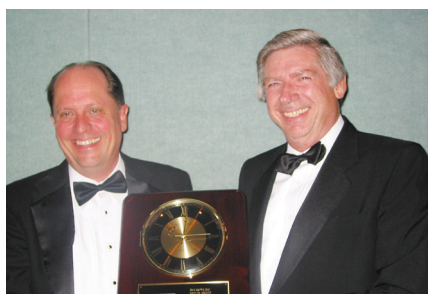


I welcome your input and suggestions. I taught art, entered the free paper publishing business in the 80s and now write design articles for *The Independent Publisher*, *Community Papers of Michigan*... and I am still learning.
Ellen Hanrahan ©2018 E-mail: hanrahan.In@att.net



Gary's Gallery

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



5 Tech Tools to Grow Your Publishing Business

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



SiteSwan

What is it?

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

How can it help you grow?

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

How much does it cost: Plans start at \$99/mo
www.siteswan.com

Ideal Directories

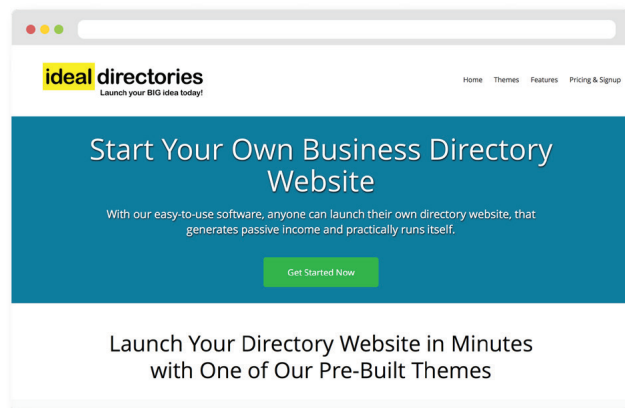
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Turn-key business directory websites that can be branded for your publication and market. Choose from different directory "themes" including a general business directory, restaurant directory, wedding vendor directory and more.

How can it help you grow?

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

How much does it cost: Plans start at \$99/mo
www.idealdirectories.com





PageFlip Pro

What is it?

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

How can it help you grow?

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

How much does it cost: Pricing starts at just \$1 per page (based on volume).

www.pageflippro.com

Exchange Classified Ads Platform

What is it?

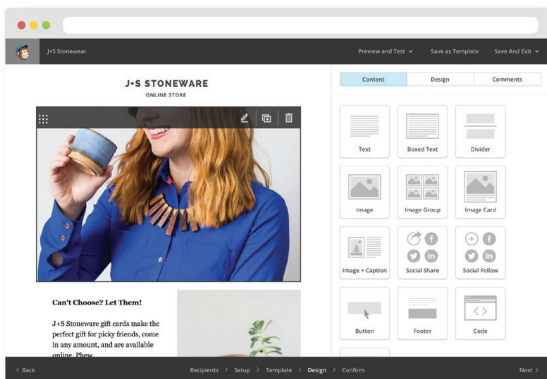
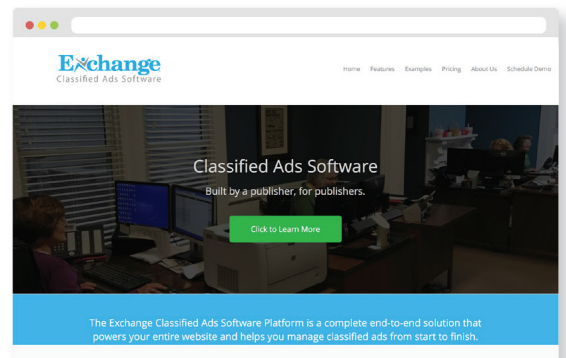
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

How can it help you grow?

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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

Newest Member Benefit: Good Ads vs. Bad Ads Series

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

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

The single most important thing to keep in mind when composing good ads is the message. Each ad must be crafted to appeal to the right audience and entice them to buy now. In order to do that in the most expeditious manner, advertisers must understand what compels people to make purchases.

Purchase motivations have been studied since the dawn of market research, which has traditionally shown that certain factors tend to drive purchases regardless of the era in which those purchases are made. You'll find a host of Top 10 motivation lists out there, many of which overlap. For your convenience, Metro has culled the best of these prime motivators into a list of

Top 12 Reasons People Buy Things:

You Can't Stop the Unexpected. You Can Be Prepared.

Ballard Auto Insurance

NO TIME FOR THE FLU?

Clayton Pharmacy

More Me More Laundry

Security and Safety
Everyone wants to feel safe and secure, so it's no surprise consumers want to protect their families, property and belongings, too. Various businesses and retailers can employ this motivator, whether they're selling insurance, baby carriages, home alarms or self-defense classes.

Needs to Possess
We all like to own things, especially when those things are considered "the best." Appeal to those consumers who need the very best by highlighting award-winning products and customer testimonials offering rave reviews.

Following the Crowd
Sometimes we buy things just because we see others buying them. This desire to "keep up with the Joneses" also touches on our need to belong. Help your clients advertise those goods and services that appeal to their customers' need to be on top of the latest trends.

Health
New products are more popular than those that promote better health. For example, Institutes of Health notes that consumers spend more than \$34 billion on Showcase health care practices and the growing wellness industry health-conscious consumers demand healthy as possible.

HEAT YOUR HOME FOR LESS

Sex and Romance
We've all seen those ads that say "Sex and Romance." We know they're not for everyone, but they're a natural selling opportunity for the product or service you're promoting.

Love
We all want to love. But beauty is in the eye of the beholder. This category that targets a small segment of the population or one that includes lots of potential customers. Researching and finding the right aesthetically appealing products is a good idea.

Recognition and Status
We all want to be recognized. We all want to be seen. We all want to be the best. We all want to be the one.

Make Tiram for You

Convenience
We all want to be convenient. We all want to be easy. We all want to be simple.

Quality
We all want to be quality. We all want to be reliable. We all want to be durable.

Value
We all want to be value. We all want to be affordable. We all want to be a good deal.

Make Tiram for You

Good vs. Bad Ads: What is Appropriate Imagery?

Visual imagery is an essential part of every good ad. Because we are a visual species, ads that contain images are generally more effective than ads that do not contain images. Images also keep our attention longer, give our eyes a place to focus and present readers with immediately relatable feelings that connect their own experiences and perceptions to the advertised product or service.

In order for this unspoken transaction to flow smoothly, the imagery selected must help convey the ad message.

Here are some things to consider when choosing appropriate imagery for your ad development:

Getting Attention or Getting the Message

Some ad creators feel that the most important job of any image is to get the viewer's attention. While this is a necessary and commercial action, best practices for making good ads require more from an image, namely, the image must further the main ad message. Think of it as the difference between a picture of a person's face and a picture of a person's face with a speech bubble that says "I am happy."

Social Media

Adding to the pressure of selecting just the right image, you must also consider Internet, mobile and social media. More and more ads will be presented to your target audience on these platforms.

Bring It All Together

So you've got your product or service, you've got your target audience, you've got your budget, and you've got your message. Now it's time to bring it all together.

When can consumers get the product or service?

When can consumers get the product or service? This is a key question to ask. If the product or service is not available for some time, the ad should reflect that.

How can consumers pay for the product or service?

How can consumers pay for the product or service? This is another key question to ask. If the product or service is not available for some time, the ad should reflect that.

Where can consumers buy the product or service?

Where can consumers buy the product or service? This is another key question to ask. If the product or service is not available for some time, the ad should reflect that.

How can consumers get the product or service?

How can consumers get the product or service? This is another key question to ask. If the product or service is not available for some time, the ad should reflect that.

Print, the Internet, Mobile and

Appropriate imagery is an essential component of great ads. Keep these guidelines appropriate imagery and you'll be on your way to crafting ads that get results, and it's all for your good. M



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

In this series, we have discussed the important roles that various elements of an ad play in relating the ad message and delivering better advertiser results. Now we'll turn our attention to features. Featured items perform a key function within an ad, potentially serving as the call to action or as an invitation to acquire a featured item or service. If there is a single thing to keep in mind when thinking about featured items within an ad, it is this: **If everything is featured, then nothing is featured.**

What Are Featured Items?

Featured items may be recognizable products or services with a price or discount offer attached, or less obvious features that provide some form of emotional satisfaction. For example, a bar and grill ad may feature a "best burger and beer special" at a listed price, or the ad may not list an item at all, but feature a "Good Friends, Good Food, Good Times" headline. Coupled with an enticing photo, the message in the feature and call to action rolled into one.

The Feature Landscape

If you think about an ad's space as a landscape, the role of the feature in the overall plan can come into clearer focus. If you're looking at a field of green, your eye roams uninterrupted across the landscape. Our eyes are looking for contrast for a place to linger longer, like a red or yellow flower in the field of green, the pond or lake reflecting the trees, the mountain hills changing the horizon or clouds in a bright blue sky that let us fully appreciate the landscape by offering features within the scene.

Importance of Price

In many instances, a featured product or service will list a price. As a salesperson or ad designer you are acting as your client's interpreter to translate their offers in a manner that will get them the best result. Toward that end, you need to determine how important the price is to the advertiser as well as the consumer. As a general rule, the more upscale a client's business is, the less emphasis there tends to be on price.

Look Here!

Thanks to the popularity of email and texting, it is now common knowledge that if someone types in all CAPS, the message comes across as SHOUTING. Similarly, as we've previously discussed, the tools for making the feature stand out are image, type, weight, size, and color. You must determine if your feature needs to be that punch in the face or something a little more subtle.

Enough Is Enough?

There's probably a sales or graphics person who hasn't come across a client who wants to list their space with as much as they possibly can. To these advertisers, getting their money's worth means jamming two more items into their ad. This conglomeration of items has become commonplace for some business categories, including used cars, liquor stores, real estate agencies, grocery stores, and more. The challenge for sales and design teams in these instances is to help the advertiser understand that they can deliver the best results while remaining loyal to the "less is more" mantra. That said, the ad designer is ultimately responsible for making sense of a crowded field. When faced with a proliferation of feature items, remember the lesson about featuring everything you're right back in that field of green without contrast. Instead, think about highlighting some items over others. You can have a "used car of the week" box, featured "white wine specials" or similar size, color or weight separation that can change the landscape to offer a place to focus.

Your Feature Presentation

When you consider the impact that featured items can have on the effectiveness of a given ad, you can see how clear communication between sales and production teams truly is. Use these guidelines to plan your featured items—whether it's one or one hundred—and you'll be on your way to creating more effective ads. M



I Would Really Like To Hear From You



Most of you don't know this, my father is deaf. We wasn't born that way. He didn't suffer a catastrophic event that caused his deafness. His hearing simply got worse and worse until he is now unattached from the hearing world. It's called Nerve Loss. Nothing can be done for him except to amplify what others say. I can hear his hearing aids echoing most conversations from about 10 feet. It's that bad.

Growing up we noticed that he didn't understand what someone said. For example: "I'm going to need to wear a raincoat today since the weather is so bad." Dad echoed back "You're woeing to speed a raincoat rinse your feather is Dad?" When we would travel by car to distant climes during the summer Dad would have listened to his 6 children expressing our displeasure over just about everything and he would simply turn off his hearing aids. Mom got to continue hearing our complaints but not Dad. Ah, memories.

I got to have a little fun at his expense. If his hearing aids weren't positioned

correctly, and since they were amplified to Rock Concert levels, he would get feedback. It sounded like a high pitched whistle. When Dad would lay down on the couch after a hard day teaching calculus to high school students I went into action. As soon as he closed his eyes I would mimic that same high pitched whistle. He would reach up to his ears, adjust his hearing aids, and close his eyes again. I would wait a minute or two and repeat the process. After a few episodes of this he would look at me, laugh, and turn off his hearing aids.

He retired early because he couldn't understand the students any longer and he had over four (4) years of paid sick leave and vacation time accrued. He and Mom traveled extensively, living in Spain, Guatemala, and the Dominican Republic. Mother would filter what others said and use American Sign Language to communicate with him.

I'm telling you this not to get your sympathy or feel badly for Dad. He is over 90, living by himself, and

continues to enjoy life. The reason I bring him up is because I often feel like my Dad. I want to hear from you. I want to understand what you want from IFPA. I need to know what you want from our meetings, what your challenges are, how we can assist you best. I need and want to hear from you. But most of the time I hear deafening silence.

So pick up the phone and let me know what you think of the SHARE Groups we conduct every month. Tell me what you want addressed at our September 27-29, 2018 meeting in Philadelphia. What is the best membership benefit that IFPA provides? What would you like us to do that we aren't? What are we doing that ticks you off? If you haven't attended a meeting in a while I'd like to know the reasons so that we can meet your needs better. Do you actually read TIP? I hope to find out that you do. Or maybe you simply want to call and tell me that everything is perfect the way it is. Either way, call me. Thanks.

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

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

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

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

Including coffee.

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Postal Update: Join SMC's Fight To Keep Postal Rates Low

Last year IFPA joined with the Saturation Mailers Coalition to submit comments to the Postal Regulatory Commission in connection with its 10 year rate review. To refresh your memory, I have included a copy of our comments.

The focus of our comments was to ask the PRC to retain the cost of living (CPI) rate cap for postal rate adjustments.

In December, the PRC ruled that it would maintain the rate cap, and not give the Postal Service unlimited flexibility to adjust prices. But the PRC determined that the Postal Service's financial condition was "poor", and suggested that a fix would be to give the Postal Service the right to raise rates by CPI, plus up to 3% more, for the next 5 years.

For products that do not appear to be paying their own attributable costs under Postal Service costing methods (like magazines, newspapers that use periodical rates, and some other products) the PRC ruled that the rates for these products should go up by this much plus an additional 2% until all costs were covered.

I am working with other associations to submit comments to oppose the proposed rule and these significant rate increases.

I am also thinking it would be beneficial for "our group" to submit a short comment piece that would make these points:

Our collective members appreciate and value the Postal Service. It makes a tremendous positive impact to local

small businesses, and the American economy. But these rate increases are too much, too fast, and will end up hurting our members, and the local businesses many of us serve.

The Postal Service has done well with a rate system that has provided predictability and stability. Rather than 5 years of 3% increases, the Postal Service and businesses would do better with a much smaller, predictable, increase like 1% a year for 3 years. This total increase, (still above CPI), would be in line with what supporters of postal reform had supported. Although a higher cost than competitive prices, it is something that many mailers and advertisers could absorb – particularly if it was known and made part of future planning.

Finally, and most significantly, we want to stress that the chief cause for the Postal Service's financial problems is the 2006 mandate for pre-funding of Postal Service retirement health benefit costs. Over 54 billion dollars of the Postal Service's "negative numbers" (over 90% of USPS debt) is attributable to this unprecedented, and unjustified regulatory burden. The failure of Congress to fix the problem should not be compounded by the PRC taking it upon itself to saddle postal rate payers with paying a bill that the Postal Service can continue to ignore with virtually no consequences other than red ink on its balance sheet. This red ink could be "disappearing ink", with the right regulatory fix.

Anyone with questions on the ratemaking proceeding, what other

publications are doing, or comments about the points I plan to make above, is welcome to contact me. Please let me know if I can include your publication as a likely supporter of these comments. I would, of course, send any and all supporters a draft of comments before anything was filed with the PRC.

Donna E. Hanbery
Executive Director, Saturation
Mailers Coalition
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Click on “Member Benefits” the “Bob Wright Memorial Scholarships”

Turning “I have no budget” Into A Closed Deal!

“I have no budget,” or, “My budget is allocated for the year,” are the most common objections I hear as a media sales professional. Unlike the vast majority of ad sales coaches out there, I actually sell media every day. What I share is what I do! If you don’t hear this objection at least three times every day, you are either not in media sales or you are not contacting enough clients. Those of us who sell advertising every day get so used to this phrase it is almost laughable. You see the advertiser running ads elsewhere, and yet they claim to be broke.

So, how do we turn this standard objection into a meeting, and then into a closed deal? The answer lies in your ability to quickly reply and change the direction of the conversation. Below are the most common strategies I use when speaking to an advertiser claiming to be, “broke.” Notice I do not end any of these strategies with a, “yes or no,” question. Instead I use a, “dead ending,” on my statement to create an awkward silence. I have written these strategies so they read like a script from a play. Please also note that they were written with a magazine sale in mind. Radio and TV reps, please translate for your sales calls. I sell radio too.

NO BUDGET AD SALES TRAINING STRATEGY IDEA #1

This strategy is used when the advertiser you are calling on has a competitor that is already advertising with you.

Advertiser: “I have no budget.”

You: “I truly feel that your absence from our publication creates a HUGE opportunity for your competition. Are you familiar with Competitor X?” Advertiser: “Yes.”

You: “Not advertising with us is allowing Competitor X to have 100% share of voice in our magazine. Competitor X has a dominant presence in our media. I have an affordable and unique way to give Competitor X a run for their money.”

Salespeople often ask if this approach is, “ethical.” The answer is yes! It is 100% ethical as long as you never mention the future spending plans or ideas of Competitor X. What Competitor X has done in the past is public record. It is important to note the dead ending to the sentence again. This creates beautiful, awkward silence. Do not end with a statement that allows the advertiser to answer with a yes or a no. Honor the silence and let them speak next.

NO BUDGET AD SALES TRAINING STRATEGY IDEA #2

Advertiser: “My budget is allocated for the year.”

You: “Just to be clear, when you say your budget, you mean your marketing budget?” Advertiser: “Yes.”

You: “I’m thrilled to hear that you believe in advertising! What if the ideas I am willing to share with you could offer you a potentially greater

return on your investment than what you are doing now, or save you money?”

Advertiser: “I’m under contract.”

You: “I understand. I would like to share my ideas with you, and if you find value in them, we can explore that contract issue together.”

It is important to note the dead ending to the sentence again. This creates beautiful, awkward silence. In addition, in today’s competitive media environment, it is uncommon for media companies to hold an unhappy advertiser to their contract. That said, do not get into legal issues with an advertiser about their existing contracts. Instead, encourage the advertiser to ask the other media company about downsizing their commitment, allowing them to have money for you too.

NO BUDGET AD SALES TRAINING STRATEGY IDEA #3

This strategy is most often used when you see a potential advertiser running with another media company.

Advertiser: “My budget is allocated for the year.”

You: “I see you are advertising with media company X. How is that working for you?”

Advertiser: “Great!”

You: “I’m thrilled to hear that you believe in advertising and that you are having great results. We have a very similar, and in some ways better, audience than media company X, and we can deliver your message at a much lower CPM and with a higher frequency. (Or whatever you can do better than media company X).

You clearly need to know what it is that is better about your audience,

continues on page 22

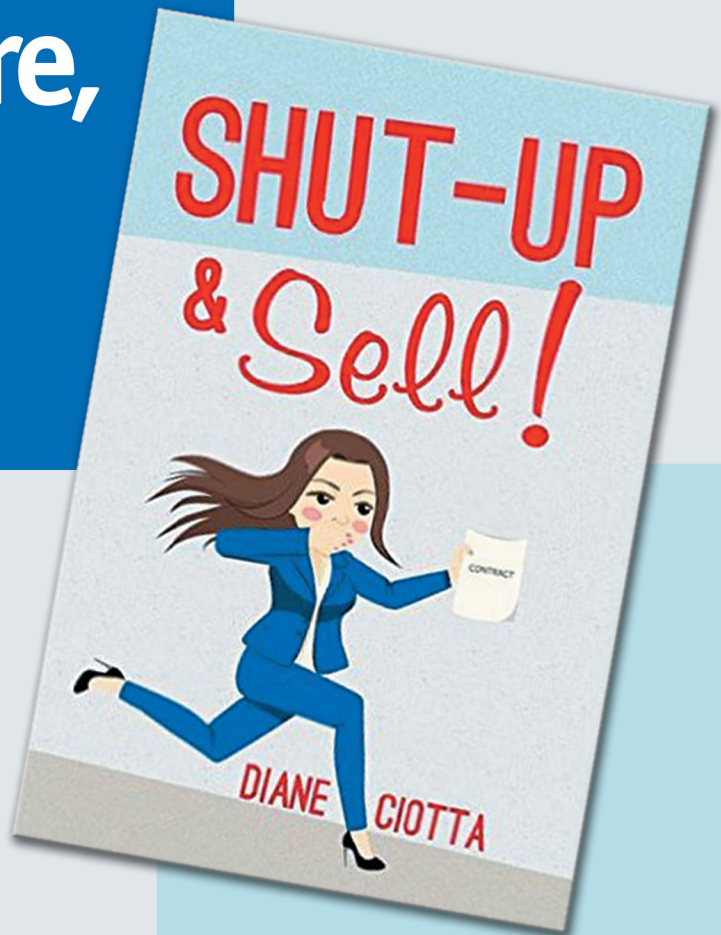
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No budget

or what your media company does better than the competition. You cannot be prepared for battle if you do not first know your enemy - right? Again, it is important to note the dead ending to the last sentence. You do not want to end by allowing the advertiser the option of giving you a yes or no reply. Creating silence often allows the advertiser to lead the conversation forward. This takes some practice. Yes, role play it out people!

NO BUDGET AD SALES TRAINING STRATEGY IDEA #4

Advertiser: "I have no budget."

You: "I have three companies just like you advertising with us, and they are seeing some great results."

Advertiser: "I truly have no budget."

You: "Is marketing a part of company strategy at all?"

Advertiser: "Yes, but the boss wants me to find things to do that are free."

You: "Wow, that makes your job really tough! I would love to share some ideas with you and marry them to some type of return-on-investment worksheet. Of course, I cannot promise you results, but based on the other companies like yours that are thrilled with us, I think I can help you create an affordable marketing plan that your boss will approve."

Again, it is important to note the dead ending to the sentence. Why have I mentioned this so often? The reason is that most salespeople do not use awkward silences to their advantage. It is a, "trained," action, not a natural way to end a sentence. You want to avoid ending statements with phrases like ... Do you understand?

Do you feel me? Right? Does that make sense? What do you think?

Media sales friends, this is the most common objection I hear every day! I sell media just like you. Those that are prepared are those that excel in advertising sales. The recipe to being prepared is one part bravery, and two parts practice. I have said it a thousand times ... professional

salespeople practice - amateurs wing it.

Get out there and give these strategies a try. Remember, if selling ads was easy, everyone would be doing it.

Ryan Dohrn is an award winning ad sales training coach, a nationally recognized internet sales consultant, and an international motivational speaker. He is the author of the best-selling ad sales book, Selling Backwards. But more important that all that he is the author of IFPAs On-Demand Training Program. See page 17.

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