



tip

The Independent Publisher

**10 Things Customers
Hate To Hear**
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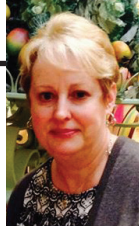
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Vol. 37, No. 4 • April 2018



INDEPENDENT FREE PAPERS OF AMERICA

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

— Victor R. Jose

IFPA Founding Conference
September 20, 1980

The Independent Publisher

Published monthly for the benefit of members by Independent Free Newspapers of America*

Publisher

Jane Means, President

Federal Collective Membership
Registration No. 1,561,653

Managing Editor

Douglas Fry

e-mail: douglas@ifpa.com

DEADLINES: The next issue of The Independent Publisher will be published May 15, 2018. Deadline for all copy is April 15, 2018. Copy will be accepted on a space-available basis and the publisher reserves the right to edit or reject any material.

Advertising, Editorial & Production

The Independent Publisher (IFPA)

104 Westland Drive
Columbia, TN 38401
(931) 922-4171

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"Experience is the name everyone gives to their mistakes."

Oscar Wilde



"That's Not My Department" and 10 Other Phrases Customers Hate

by
Shep Hyken



You have a problem. You call the phone number listed on the company's website. You wait on hold for what seems much longer than the ten minutes they said you would be holding. You finally get to a customer service rep. You tell your story and the customer service rep responds, "I'm sorry, that's not my department." Then you're transferred to someone else and the "game" of holding and telling your story starts all over again.

This has happened to many, if not all of us. I have good news! Since customer service has become a center of attention for most companies (even though some still don't get it right), "That's not my department" is being heard less and less. That said, there are still plenty of other phrases and words we, as customers, hate to hear. Here's ten more:

1- "You're wrong." Customers hate to be told they're wrong.

2- "I wasn't here when that happened. It's not my fault." Customers don't care whose fault it is, they just want someone to help.

3- "I'll get the manager, but he'll tell you the same thing." Why don't we wait and see?

4- "We're a little busy now." What, too busy to take care of your customer?

5- "The person you need to talk to is on vacation and won't be back for a week. Call back then." Customers

hate to wait. Why isn't there someone to cover for a person who everyone probably knew was going to be on vacation?

6- "We can't do that." My dad always said, "Can't means 'won't try.'" Customers want to see you at least make an attempt to help them.

7- "We won't do that." Almost the same as can't, but more emphatic. Still, make the attempt to find a solution.

8- "Your call is very important to us. The wait time is 45 minutes." Apparently, the call is not really that important.

9- "You'll have to..." Customers hate being told "you have to..." Find a way to make it easy on them.

10- "No!" Does anyone like to be told no?

This list is by no means complete. There are plenty of other words and phrases people say that upset customers, cause them to lose confidence, and may ultimately cause them to leave and never come back.

So, here's a little homework assignment. Share this article with your team, then sit down and talk about which of these phrases might be in your vocabulary – and banish them. Develop better responses. For example, what else could you say instead of "It's not my department" that won't upset a customer? True, it may not be your department, but



what you say and how you get that customer to the right person will make or break their confidence in you and your company.

Put yourself in the shoes of your customer to determine the best way to respond. A customer-friendly response will comply with a modified Golden Rule: Say unto customers as you would have customer service professionals say unto you.

Shep Hyken is a customer service expert, keynote speaker, and New York Times bestselling business author. For information, contact 314-692-2200 or www.hyken.com. For information on The Customer Focus™ customer service training programs, go to www.thecustomerfocus.com.

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Printers and Publishers Unite to Launch Coalition to Stop Baseless Newsprint Tariffs

By Pat Boyle

Members of the printing, publishing and paper-producing industries, which employ more than 600,000 workers, are announcing the formation of Stop Tariffs on Printers & Publishers (STOPP), a coalition to fight proposed countervailing duties (CVD) and anti-dumping duties (AD) on imports of Canadian uncoated groundwood papers including newsprint and other papers.

These preliminary duties, which were assessed by the Department of Commerce in January and March, respectively, are the result of a petition filed by one company, North Pacific Paper Company (NORPAC), an outlier in the paper industry that is looking to use the U.S. government for its own financial gain. The STOPP coalition is concerned that these CVD and AD duties, which range up to 32 percent combined, will saddle U.S. printing and publishing businesses with increased costs and threaten thousands of American jobs.

The Coalition is asking the International Trade Commission (ITC) and the U.S. Congress to reject these newsprint tariffs and protect U.S. jobs. With the announcement, STOPP has launched a new website: www.stopnewsprinttariffs.org and is inviting other interested parties to join in the fight to overturn these tariffs.

MEMBERS OF THE STOPP COALITION INCLUDE:

American Society of News Editors, Association of Alternative Newsmedia, Association of American Publishers, Association of Free Community Papers, Association for Print Technologies, Book Manufacturer's Institute, Catalyst Paper, Independent Free Papers of America, Inland Press Association, Kruger, Local Search Association, Mid-Atlanta Community Paper Association, National Newspaper Association, News Media Alliance, Printing Industries of America, Quad Graphics, Rayonier Advance Materials, Resolute Forest Products, Southeastern Advertising Publishers Association, Southern Newspaper Publishers Association, Trusted Media Brands (formerly Readers Digest Association), Valassis Communications, and Worzalla.

The impact of these tariffs on newspapers, paper producers, book publishers and others has the potential to be devastating to entire industries.

"Newsprint is the second largest expense for small newspapers after human resource costs," explained Susan Rowell, publisher of the Lancaster (SC) News and president of the National Newspaper Association. "A decision by the federal government to impose tariffs on our paper supply would imperil our news-gathering



missions and put jobs in jeopardy at our newspapers and at many other organizations and companies in our communities that rely upon a healthy newspaper."

"The bottom line is these tariffs on uncoated groundwood paper would not protect domestic paper producers. Paper manufacturers are not able to absorb the cost of the tariff and have already let it be known that the tariff will be passed on to U.S. consumers," stated Joel Quadracci, chairman, president & CEO of Quad/Graphics. "This will result in driving up the costs of print and force an even faster migration to digital options at a time when our industry is already being severely disrupted. This will result in the loss of U.S. jobs. In the case of rural residents with no broadband access, they will end up underserved with no newspaper either."

Allan Adler, General Counsel and Executive Vice President for the Association of American Publishers stated: "The U.S. International Trade Commission and the U.S. Department of Commerce should consider how protective duties can harm some important U.S. industries while protecting others. AAP joined the STOPP Coalition to address book publishing concerns that unjustified countervailing duties in the pending ITC proceedings regarding Canadian 'uncoated groundwood paper' imports could cause material injury to U.S. book publishing and literacy

programs for young readers by raising the cost of papers used to produce inexpensive paperback books for children that help advance early childhood reading development.”

“Publishers are already feeling the negative consequences of a tighter newsprint market and higher prices because of these preliminary newsprint duties,” stated David Chavern, president and CEO, News Media Alliance. “We will turn over every stone to fight these duties so that there is no disruption in the flow of news and information to the citizens who rely upon printed newspapers throughout the country.”

“As the leading producer and employer for uncoated groundwood paper in the United States, we recognize that market erosion, not unfair trade, has caused more than a 75 percent decline in North American newsprint consumption since the year 2000,” stated Seth

Kursman, vice president of corporate communications, sustainability and government affairs for Resolute Forest Products. “The current investigation by Commerce, at the request of one outlier company, is causing even more turmoil and job losses in the newsprint and commercial printing paper segments.”

Michael Makin, president & CEO of Printing Industries of America (PIA), stated, “As consumers of Uncoated Groundwood (UGW) paper, printing companies — especially those geographically positioned in the Midwest and Northeast — will feel the havoc countervailing duties and anti-dumping tariffs will bring to the marketplace. Printers will be faced with the lose-lose proposition of absorbing the hit, which will lead to higher operational costs, or passing it on to their customers, many of whom wish to remain in print but have cheaper, electronic alternative methods to deliver content or to advertise.”

“In addition to newspapers and directories, UGW grades of paper are used extensively by book publishers,” stated Jim Fetherston, president & CEO of Worzalla Publishing Company and current president of the Book Manufacturers’ Institute. “Imposing these duties and tariffs will have a devastating economic impact especially on the domestic printing industry and the tens of thousands of Americans employed in the process of making books.”

Association for Print Technologies Vice President, Government Affairs Mark Nuzzaco stated “technology suppliers stand shoulder to shoulder with their printing and publishing colleagues in STOPP, the efforts of which comport with APTech’s free trade agenda.”

For more information on this important topic, which will effect all printed publications, see the article on page 9.



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Jotted by Jane

by
Jane
Means



It's been one of those weeks where multiple topics need attention. So I apologize ahead of time for jumping around in this column.

Meeting with a couple of vendors who participated in the recent AmericaEast Conference held annually in Hershey, they tell me there were more vendors than attendees. It seems every organization is really struggling with attendance at what used to be large conferences. IFPA is addressing that.

We always get high reviews with our Publishers Summit held in January/February. It's an intimate setting with the focus on solving problems and sharing successes. That event has been limited to one or two key people from member publications.

To be honest, our fall conference attendance has seen the trend of fewer and fewer participants. We're not quite sure if that's due to money restraints, the time factor, scheduling conflicts or a bit of all of that. So this September, the committee has prepared a "Leadership Summit." You'll be hearing a lot more about this event. I think you'll really find the value in attending. Mark your

calendar for Sept 28-29, 2018 ... better yet, merely register online at ifpa.com to reserve your seat!

I'd be the first person to admit that I am not a political person, not even a political thinker. If you are in that group or if you're a loyal political party supporter, we all need to deal with the reality of DC's decisions.

The recent tariffs on paper imported from Canada have caused paper prices to go up. I can't blame our vendors, it's not like they could absorb the 22.16% tariff that they are being charged (cash at the border.) Even the two mills that have been assessed zero tariffs have raised their prices merely because their competition assessed increases, they might as well too, sigh.

Now I get it that this administration may be answering or adjusting a different swing of the pendulum from some previous administration. I've read a ton of articles from all sorts of experts. Experts are estimating that IF the appeal is not won, we stand to lose up to 600,000 jobs nationwide in our industry. The other predicted outcome is rather than buying our supply from our friendly neighbors

to the north we'll be importing from Japan. Apparently the abandoned paper mills in U.S. have rusted out equipment (from sitting I just can't see how these tariffs are going to help the U.S.

Challenges seem to always bring creative solutions and sometimes surprising outcomes. This tariff is giving the free paper industry an opportunity to lock arms with printers and the subscription papers large and small across the country to create a louder voice. Paul Boyle from News Media Alliance is coordinating the efforts. If you have questions for him directly, paul@newsmediaalliance.org is his email address.

The easiest way to participate is to join the STOPP coalition. Check out their website at www.stopnewsprinttariffs.org and sign up today. It takes only one minute to join. Not just you -- encourage your employees, friends, relatives and the dog (LOL); the more numbers, the more voices fighting this unfair tariff the more likely DC will take notice of our challenging reality.

Jane



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webinars, and industry news.

Commerce Preliminarily Finds Dumping of Imports of Uncoated Groundwood Paper from Canada

On March 13, 2018, the Department of Commerce (Commerce) announced its affirmative preliminary determination in the antidumping duty (AD) investigation of imports of uncoated groundwood paper from Canada.

- The AD law provides U.S. businesses and workers with a transparent, quasi-judicial, and internationally accepted mechanism to seek relief from the market distorting effects caused by injurious dumping of imports into the United States, establishing an opportunity to compete on a level playing field.

- For the purpose of AD investigations, dumping occurs when a foreign company sells a product in the United States at less than its fair value.

- Commerce calculated a preliminary dumping rate of 22.16 percent for Catalyst Pulp and Paper Sales, Inc./Catalyst Paper General Partnership (collectively, Catalyst). Commerce calculated preliminary dumping rates of 0.00 percent for Resolute FP Canada Inc./Donohue Malbaie Inc. (collectively, Resolute) and White Birch Paper Canada Company/Papier Masson WB LP/FF Soucy WB LP/Stadacona WB LP (collectively, White Birch Paper). Commerce determined a preliminary dumping rate of 22.16 percent for all other producers and exporters of uncoated groundwood paper from Canada.

- As a result of the preliminary affirmative determination, Commerce will instruct U.S. Customs and Border Protection (CBP) to require cash deposits based on these preliminary rates.

- The petitioner is North Pacific Paper Company (WA).

- The merchandise covered by this investigation is certain paper that has not been coated on either side and with 50 percent or more of the cellulose fiber content consisting of groundwood pulp, including groundwood pulp made from recycled paper, weighing not more than 90 grams per square meter. Groundwood pulp includes all forms of pulp produced from a mechanical pulping process, such as thermo-mechanical process (TMP), chemi-thermo mechanical process (CTMP), bleached chemi-thermo mechanical process (BCTMP) or any other mechanical pulping process. The scope includes paper shipped in any form, including but not limited to both rolls and sheets.

Certain uncoated groundwood paper includes but is not limited to standard newsprint, high bright newsprint, book publishing, and printing and writing papers. The scope includes paper that is white, off-white, cream, or colored.

Specifically excluded from the scope are imports of certain uncoated groundwood paper printed with final content of printed text or graphic. Also excluded are papers that otherwise meet this definition, but which have undergone: 1) a supercalendering

process; 1 or 2) a creping process over the entire surface area of the paper. Also excluded are: 1) uncoated groundwood construction paper and uncoated groundwood manila drawing paper in sheet or roll format; and 2) uncoated groundwood directory paper.

- Certain uncoated groundwood paper is classifiable in the Harmonized Tariff Schedule of the United States (HTSUS) in several subheadings, including 4801.00.0120, 4801.00.0140, 4802.61.1000, 4802.61.2000, 4802.61.3110, 4802.61.3191, 4802.61.6040, 4802.62.1000, 4802.62.2000, 4802.62.3000, 4802.62.6140, 4802.69.1000, 4802.69.2000, and 4802.69.3000. Subject merchandise may also be imported under several additional subheadings including 4805.91.5000, 4805.91.7000, and 4805.91.9000. Although the HTSUS subheadings are provided for convenience and customs purposes, the written description of the merchandise is dispositive.

- In 2016, imports of uncoated groundwood paper from Canada were valued at an estimated \$1.27 billion.

- The Preliminary Decision Memorandum is on file electronically via Enforcement and Compliance's

Continues on page 10

Antidumping and Countervailing Duty Centralized Electronic Service System (ACCESS). ACCESS is available to registered users at <https://access.trade.gov>, and to all parties in the Central Records Unit, Room B8024 of the main Department of Commerce building. Please refer to case number A-122-861.

NEXT STEPS

- Commerce is scheduled to announce its final determination on or about August 2, 2018.
- If Commerce makes an affirmative final determination, and the U.S. International Trade Commission (ITC) makes an affirmative final determination that imports of

uncoated groundwood paper from Canada materially injure, or threaten material injury to, the domestic industry, Commerce will issue an AD order. If either Commerce's or the ITC's final determination is negative, no AD order will be issued. The ITC is scheduled to make its final injury determination approximately 45 days after Commerce issues its final determination, if affirmative.

PRELIMINARY DUMPING MARGINS:

COUNTRY	EXPORTER/PRODUCER	DUMPING RATE
Canada	Catalyst Pulp and Paper Sales, Inc./Catalyst Paper General Partnership	22.16%
	Resolute FP Canada Inc/Donohue Malbaie Inc.	0.00%
	White Birch Paper Canada Company/Papier Masson WB LP/FF Soucy WB LP/Stadacona WB LP	0.00%
	All Others	22.16%

CASE CALENDAR:

EVENT	AD INVESTIGATION
Petition Filed	August 9, 2017
DOC Initiation Date	August 29, 2017
ITC Preliminary Determination	September 23, 2017
DOC Preliminary Determination	March 12, 2018 [†]
DOC Final Determination	August 1, 2018
ITC Final Determination*	September 17, 2018 [†]
Issuance of Order**	September 24, 2018

IMPORT STATISTICS:

CANADA	2014	2015	2016
Volume (metric tons)	2,760,523	2,518,015	2,312,891
Value (USD)	1,726,936,757	1,464,570,945	1,274,153,613



Gary's Gallery

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



5 Tech Tools to Grow Your Publishing Business

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



SiteSwan

What is it?

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

How can it help you grow?

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

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

Ideal Directories

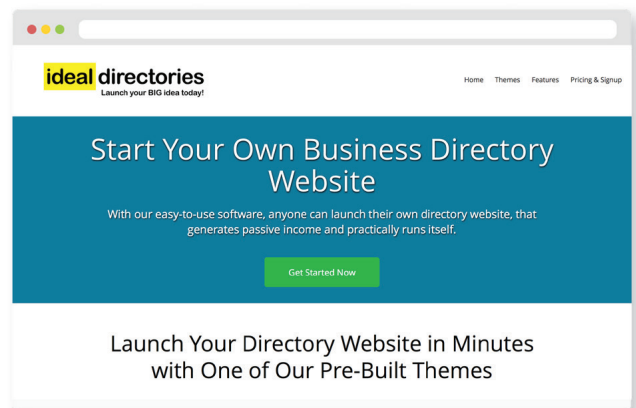
What is it?

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

How can it help you grow?

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

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





PageFlip Pro

What is it?

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

How can it help you grow?

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

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

www.pageflippro.com

Exchange Classified Ads Platform

What is it?

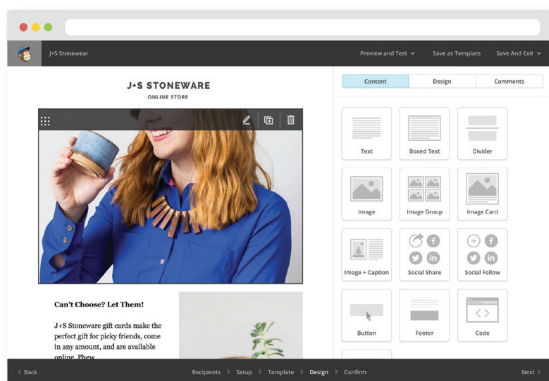
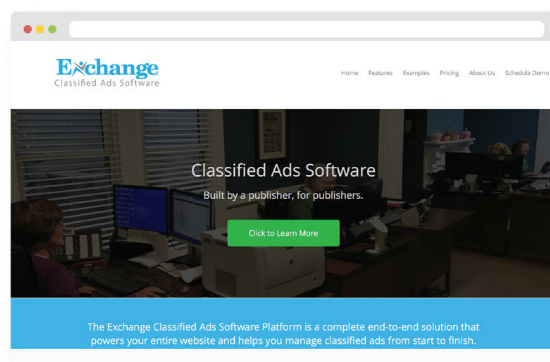
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

How can it help you grow?

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

How much does it cost: Plans starting at \$685/mo

www.classifiedads.software



Mailchimp

What is it?

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

How can it help you grow?

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

How much does it cost: Paid plans starting at \$10/mo (based on subscriber list size)

www.mailchimp.com

Graphic Hooks

I did it... I finally entered Adobe's "cloud," by purchasing **Adobe Creative Cloud**. Now, I'm not quite sure what to do with it. There was even an upgrade for **Adobe InDesign CS6**, but according to my understanding, the only way to get it is if you have the cloud version. Huh?

So here I am working in my slightly upgraded version of **CS6** until I poke around a bit. One thing I do know is that when I do work in this program or the cloud version, I can save my files as **IDML** (InDesign CS4 or later). Which is important if someone is working in an older version of this program.

I also need to make sure that **Suitcase Fusion** and other plug-ins are working correctly, so for the time being, welcome to **Adobe InDesign CS6+**! However, I have already started working in the **Photoshop Creative Cloud**! I don't think that can mess me up too much!

The two ads on this page have been sitting in my "Ads to Redo" file for a few years and I think it's time for me to at least get them out of the way... even though no one will see them—except you, because they are good teaching tools. Funny thing, the "fix" is fairly easy and not time consuming.

Again, I will repeat last month's focus: **Design with a purpose** —to support the message and enhance content. **Use a Simple Design** —simple does not mean boring. The reader's eye should move in a logical sequence. **Have a Definite Focus** —use text or graphics to emphasize your message. **Unify the Design** —the relationship of graphics and text should combine to create a clear and concise message, and **Avoid Congestion** —don't overcrowd the ad, but make sure there's enough space for all the information to fit!

Join the
Hartford Flower and Garden Club
on a day tour to
HORNBAKER GARDENS
Princeton, Illinois
Saturday, June 9, 2018
Cost: \$25.00 plus meals on your own
Coach departs from K-Mart parking lot at 8:00am
Call: **262-555-5555**
for more details or to register for the tour.



JOIN THE HARTFORD FLOWER
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Hornbaker Gardens
SATURDAY, JUNE 9, 2018
\$25.00 plus meals on your own
Coach departs from K-Mart parking lot at
8:00am • Call 262-555-5555
for more details or to register for the tour.

The Importance of Art

The purpose of this ad is to alert readers interested in gardening or flowers to an event. A perfect way to add artwork (flowers) to enhance the content. It still is a simple design, but a lot more eye-catching. Color helps, but if you use black and white, I would suggest using a simpler illustration.

So both the art and text have a focus and the artwork helps to unify the design. Notice also that I revamped the wording. I included the destination

in the introduction because it's not that important and doesn't need to be on a line by itself (the people will be on a bus!).

I left-aligned the text so it actually reads more as a "chunk." Otherwise the eye goes back and forth —kinda like watching a tennis match.

The text in the original ad changes size and typefaces too many times—very distracting! Even if the font is in the same family, use type contrast judiciously and thoughtfully.

FOR LEASE
4000+ sq. ft.
Downtown Hartford
(formerly GrandDad's Bakery)
28 East Jackson Street
Call Bob 262-555-5555



FOR LEASE
4000+ SQ. FT.
DOWNTOWN HARTFORD
28 EAST JACKSON STREET
(formerly GrandDad's Bakery)
CALL BOB 262-555-5555

Beware of Double Rules

This ad is geared to a more specific reader, but the use of two rule lines does not help with the focus or help to unify the design. Yes, it does take up a lot of space and sometimes when you do not have a lot of text, that can make ad creation a little more difficult.

The "fixed" ad offers a lot more unity and focus. I also revamped the wording slightly in this ad as well by putting the address directly under downtown Hartford. The previous business is just a qualifier to the location.

To make the ad more striking I went to my **Library of Bursts**, put "For Lease" in the burst, made the background black, added a white box for

the text and took advantage of where one of my "flower petals" came in to create a directional arrow to the text.

The use of greys works with this ad to create focus, visual interest, and organize the advertising. I used the typeface Myriad Pro because I had a lot of options with regular, semibold, extended, etc.

Both of the redone ads did not require a lot of time to make the changes. Look at the info and take a little time to plan the ad before you start and you won't end up with just words in a box.

Until next month...

Ellen Hanrahan hanrahan.in@att.net ©2018

Communication Security Tips

Fraud attempts today can take many forms: From phone calls, emails, pop-up advertisements, and even search engine results, malicious entities are constantly finding new ways to catch unsuspecting individuals off guard.

In an effort to fight these bad actors, we would like to offer some helpful tips on how to identify (and protect yourself!) from fraudulent activity you may encounter both on- and offline.

AVOID PHONY CALLS!

If you receive an unsolicited, unexpected phone call from a company - even one you recognize or receive services through - requesting personal information such as your credit card number, bank information, log in credentials, or social security number, DO NOT provide the information. Instead, hang up, retrieve the company's contact information from a reliable source (such as their official website, product packaging, or contract information), and reach out to them via one of their official channels.

By contacting the company via a legitimate, verified avenue, you are able to ensure you are communicating with the intended party.

Do not feel pressured to pick up calls from unknown numbers (especially if the area code is not one that you recognize, or if the caller ID is blocked); if the message is important, the caller will likely leave a voicemail.

Be wary of individuals guiding you to websites or having you download files under the guise of providing "technical support," or granting remote access to your computer.

EMAILS CAN BE DECEIVING!

One of the most commonly-used avenues for unscrupulous individuals, emails can be made to look authentic in many ways - using trusted branding, urgent messaging, and coming from genuine-appearing addresses. These types of emails can also appear to come from personal friends, or even family.

When you receive a new, unsolicited email, always proceed with a skeptical eye. Attached files and links can look legitimate, but may lead to unwanted malware. Avoid clicking on links contained in this type of email - instead, manually navigate to the website via your favorite web browser to reach the intended webpage.

If you are uncertain as to whether an email is authentic, reach out to the person or company who sent the email directly using contact information from a reliable source (such as a company's official website, product packaging, or contract information) to verify its contents.

BE WARY OF IMPOSTER RESULTS!

While search engines can be a helpful tool, be sure to carefully scrutinize the results that are displayed before you click any links. Ads and other illegitimate links can appear to be associated with authentic websites, but instead lead to copycat or other malicious sites.

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Tony Onellion Receives Herb Campbell Award

On March 3, 2018 Tony Onellion, publisher of Bargains Plus in Slidell, Louisiana was the 28th recipient of the Herb Campbell Award. This award was presented at the Leadership Forum held in Atlanta, Georgia by the Southeastern Advertising Publishers Association. Tony has served on the board of directors of SAPA for longer than he wants to admit. He began serving shortly after the wheel was invented.

Mr. Onellion, in addition to serving as a board member, served as Secretary, Treasurer, Vice President, and President of the association. He tirelessly shared his ideas and vision of the industry with everyone. After a successful career in broadcast Tony switched over to the printed page. His varied skills and life experiences prepared him to succeed in the publishing industry. Ask him to tell you one of his many incidents in his life that brought him close to celebrities. It's pretty incredible what he has done in his life.

Perhaps a history of how the award began and who it is named after will help you understand how important this award is.

In 1979, SAPA was an infant organization, struggling to establish itself. One man saw the need for an association of publishers in the Southeast. An organization that could bring together the individual talents of the women and men that produce free community papers. Through this partnership, and interchange of ideas, a source of information, quality instruction and lasting friendships could result.

The man that played the key role in establishing, pushing and maintaining SAPA during those early critical years was Herb Campbell. Herb himself was not a publisher. He was the sales manager for The Busy Shopper in Fort Olgethorpe, GA. Herb worked long, hard hours to nurture SAPA. He did everything he could to see that we have what we enjoy today.

SAPA presents the Herb Campbell award in memory of the man who passed away October 6, 1982 and whose efforts are successfully evident in the association. This award is the most distinguished and highest that can be presented by SAPA.

It is presented annually to the individual who has contributed in a significant way to SAPA and the free community paper industry in



the Southeastern United States, who works to promote our industry and does so tirelessly and with the same high ethical standards Herb set.

It is with a great deal of pride that SAPA presented this year's recipient of the Herb Campbell Award. Tony has been an active member of SAPA since its early years, served the membership diligently, freely given advice and support, and in every way perpetuated the legacy Herb Campbell began.



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

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

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

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

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

Including coffee.

Community Papers

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PER
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sales



Print industry
sales strategist
Ryan Dorhn

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Topics included in this 6-session training program:

- 10 Critical Sales Questions
- Writing Amazing Emails: Tips to Get Advertisers to Respond
- 6 Ways to Sell Web and Digital Like a Boss!
- Why Buy Now: 10 Reasons to Close the Sale TODAY!
- Time Management Mania: Boost productivity 35% in 1 Week!
- Habits of Super-Star Media Sales Executives

* IFPA member price. For non-IFPA member publications, price is \$399 with a \$250 rebate if you join IFPA within 45 days of signing up for the IFPA Training Academy.

PRC Proposed Rule Draws Criticism, Concern, and Some Alternatives.

March 1, 2018 was the deadline for interested parties to file initial comments to the Postal Regulatory Commission (PRC) ruling in the ten year rate review process that ended with a proposed rule that would include, among other things, additional authority for the Postal Service to raise rates by 2% above CPI for the next five years, plus up to an additional 1% if certain productivity and service levels were achieved. For underwater products (meaning they are not covering their full attributable costs) like periodicals, some standard mail flats and parcels, the rule would mandate additional increases of 2% per year until “break even” cost coverage was achieved.

More than 150 different parties provided comments on the Commission’s proposals with late letters and submissions continuing to be filed. The rule making proceeding gives parties thirty days to review the initial Proposed rule, the submitted comments, and an opportunity to reply on March 30th. No formal schedule or timetable has been established or promised, for when the PRC will reach a final decision. Given lack of agreement on what is, and is not, allowed by the governing statute, the Postal Accountability and Enhancement Act (PAEA), and the potential that Congress will still pass some type of postal reform, it seems highly likely that whatever the PRC finally decides will be subject to additional proceedings before the Court of Appeals and, many hope, some of the PRC’s concerns about the Services’ financial condition,

could be remedied, or ameliorated, by postal reform legislation.

This column gives a general overview of where the various parties are coming from, and the widely differing proposals and pleas being presented to the PRC.

INDUSTRY RESPONSE

The mailing industry, media, businesses, and non-profits were uniformly opposed to the PRC proposal. Coming together as the American Mail Alliance (AMA) an unprecedented coalition of fifty associations, plus other individual stakeholders, submitted comments opposing the PRC proposed increases and asking the Commission to reconsider its proposed solution for the Service’s financial challenges. Focusing on business arguments, the AMA pointed out that the primary problem with the Postal Service’s balance sheet is due to a congressional prefunding mandate that needs a congressional solution. Speaking practically, AMA members stressed that the proposed rule would make the Postal Service a non-competitive service provider, would hasten the departure of many businesses from use of the mail to other alternatives, and could have far reaching unintended consequences on the health of the Postal Service, as well as the entire mail supply chain.

AMA questioned the rule as putting the financial condition of the Postal Service above all other objectives to be weighed. AMA members stress that the PRC does not need to act

now and that doing nothing to change the rate-making system, or looking at other alternatives, would be better choices.

Other associations representing mailers, media, and non-profits, presented detailed legal arguments that the PRC did not have the right or the authority to “bust” the CPI rate cap. Most of the associations representing the mail industry, argued that the statutory language in PAEA gives the Commission limited authority to set, and review, rules for a rate-making system. They argue that the system designed by Congress in PAEA made the foundation of the new law the inclusion of a mandatory, continuing, annual postal rate increase limitation equal to the change in the CPI.

Associations representing mailers and media, also filed comments that echoed the concerns that these year over year price increases, that could be 40% over inflation for some products, would drive some types of mail out of the system. The loss of this mail would be counter productive for the Postal Service’s financial health. Many commenters, like magazines and the catalog association, pointed out that “underwater products” should not be considered based on reported cost coverages alone. Operational choices made by the Postal Service, including the implementation of FSS equipment and rising reported postal costs for certain flats, in spite of increased work sharing by mailers and the “multiplier effect” that underwater products had in driving and producing other types of mail were all mentioned. The catalog industry noted that many catalog mailings were sent in a variety of classes, and that only a few of the pieces in an entire campaign might be “underwater”. But the impact of the rule might be to drive these otherwise profitable campaigns, and the mail pieces they subsequently

stimulate with parcels, bill payments, and other marketing mail, out of the system.

Many of the comments were individual letters and appeals written by business's, publisher's and non-profits. Numerous comments provided testimonials to show how mail was reduced or cut back during exigency, to explain cost savings and efficiencies that mailers had demanded from their own supply chain, and to warn that mailers simply could not or would not, pay these noncompetitive, higher, prices in the future.

The News Media Alliance, and other mailers and publishers, summed it up succinctly writing "newspapers and periodicals just can't and won't pay more "and" pointed out that volumes for these products were already down, and were facing challenges with higher newsprint costs and tariffs. Several commenters pointed out the failure of the PRC to do any analysis or evaluation or of how these higher prices would impact future volumes. The Postal Service is already experiencing declining volumes the comments note, and asks "what rational business raises pricing in a competitive environment of reduced demand?"

The industry was far from united in presenting a common solution or alternatives. The most common comment was to stress that "doing nothing" would be infinitely better, for both the Postal Service and mailers, then the PRC Proposed rule. Some other alternatives and discussions focused on the PRC's power to better regulate the Postal Service's adherence to productivity and service standards, to require more meaningful steps to contain costs, to question operational procedures or costs drivers that were not reducing costs. Many commenters stressed that the Postal Service could do more to raise revenue if the PRC relaxed, or changed, some of its restrictions that have limited the Postal Service, and

mailers, in bringing more negotiated service agreements and revenue producing opportunities to the PRC.

One of the most compelling, and research based, comments came from the Envelope Manufacturers Association (EMA). EMA provided a research report "exploring mail volume impact from the PRC's proposed rate structure: a survey of major mailers in the U.S." The report, produced by InfoTrend a division of Keypoint Intelligence, LLC, asked large volume mailers what the proposed increases would do to

their future mailing plans. The report showed that higher than CPI rate increases would hasten the reduction of mail volumes with 41% of responders stating that a rate increase of CPI plus 2% will reduce their mail volumes. At CPI plus 3%, 45% of respondent companies anticipated a reduction in mail volumes.

Another theme among industry stakeholders, was the uncertainty of the future and the impact that postal reform could have on any PRC decision. Several commenters

continues on page 20

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PRC Comments...

suggested that the PRC do nothing, and recognize that the Postal Service's financial problems were created by the unrealistic congressional prefunding mandate. Many cautioned that anything the PRC subsequently adopts should include a mechanism to reconsider, or modify, any new rates or rules should Postal reform legislation be passed. Others suggested that no rule should mandate increases for as long a period of five years without an earlier reconsideration option.

POSTAL SERVICE AND LABOR

The USPS comment's, like the Service's initial filing, continue to challenge the maintenance of a price cap system arguing that it is not workable, and is not suited to the competitive demands of the current postal market place. The Postal Service continues to urge the PRC to eliminate the price cap to give the Postal Service the flexibility it needs to allow it to plan for the future of the Service's business, and to make investments for the future. This Service's argument is something like "Trust us. We will do a better job of managing our business, and understand and will do what we need to keep customers in a competitive environment, then the artificial constraints of the CPI cap."

But recognizing that the PRC found that the cap should continue, the Service goes on to argue that the PRC has not give the Postal Service enough additional rate authority where it could be necessary. USPS argues its actual losses are greater than what the PRC found and that it should be given baseline authority of CPI plus 4%. The Service filed confidential projections of its future losses in support of this position.

The Service also seeks authority to exceed CPI, and any additional supplemental authority, to address ongoing mail volume declines and the network growth of delivery points. If the PRC wants to keep a cap, the Service wants to suggest several adjustments in the cap to allow additional authority, including changes in the Postal Service retirement liability should those liabilities increase. Finally, the Service asks that any additional authority it be given be "bankable". This would mean that any time the Postal Service doesn't raise rates as high as it could under a modified cap system, it could carry forward or "bank" the unused authority for a future price adjustment.

The Postal Service labor unions also support increases in the amount of pricing authority given to the Postal Service and generally argue that CPI plus up to three percent (3%) isn't enough. Like the Postal Service, the unions generally maintain that the PRC understated the amount of Postal Service debt and losses, challenge that the Postal Service has achieved short term financial stability, and propose other ways that the Postal Service, ultimately, could raise rates much higher than CPI in the future.

OTHER VOICES

The Public Representative, a person appointed by the Commission to represent the interests of the general public, submitted comments finding that the PRC did have authority to eliminate the cap, but found the PRC proposed rule to be deficient in several ways. The Public Representative

disagreed that the Postal Service was achieving short term financial stability, and questioned that the five (5) year rule of additional authority would work. The Public Representative largely questioned the PRC's assumption that volumes would continue in the face of future increases, as well as market changes. The Public Representative recommended shortening the period before the next rate review to three (3) years, and recommended changes in a price cap system to take into account additional factors, like declining demand, changes in the mail mix, and changes in the uncontrollable retiree health benefit costs, and actuarial changes to pension liability costs.

A number of commenters including UPS, critiqued the Proposed rule for not doing more to consider the impact of competitive services, and potential changes in competitive contribution, to the Postal Service in today's environment. UPS writes that the Postal Service has "built its competitive products business on the back of its market dominant customers." The UPS maintains that the current price cap system is better than the proposed rule suggested by the PRC, but goes on to state that any change in the current price cap authority should be contingent on the Postal Service achieving statutory objectives regarding its performance and service standards. Further, any additional revenues earned as a result of additional authority should be limited exclusively to market dominant products.



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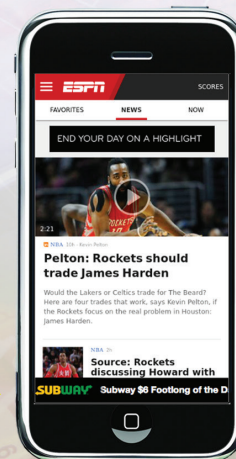
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IFPA Minutes

IFPA BOARD MEETING, THURSDAY, MARCH 15, 2018

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

Finances – Deborah Phillips: The February financials were emailed prior to the call. Deborah gave an overview of the February report. Doug made a motion to accept the financial report, Dan seconded the motion.

September Event – Douglas Fry: The Leadership Summit is being marketed through TIP, postcards and emails. All members are encouraged to attend.

The programs are directed toward the leadership at each publication. Ron Reason will present designing publications for the future (making your publication more accessible to the reader) and be available to assist on a one-to-one basis. Additionally, Tim Bingaman will present trends and opportunities in the industry. The committee is working through details for new venues for vendor participation at the event.

CADNET – Dan Buendo: Dan led discussion on the upcoming CADNET rebates. All members who met the 75% requirement for running the display and line ads will be receiving their rebates within the next month.

SHARE – Doug Fabian: Doug reported that they had a successful SHARE call yesterday which included

one new person.

IFPA Training – Rick Wamre: Rick reported that several people have taken advantage of the new Ryan Dohrn training and he is looking into future training options.

Old Business – Deborah Phillips: Deborah reported that the Bob Wright Scholarship deadline is coming up next week.

New Business – Jane Means: Jane shared that the June Board meeting agenda and details are coming together.

Deborah made a motion to adjourn, Dan seconded the motion, all were in favor. The meeting was adjourned at 9:27 am EST.


Recording Secretary Danielle Burnett

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