

BIG BOOK OF

SALES SOLUTIONS

INTRODUCTION

News media organizations throughout Pennsylvania offer marketers a variety of advertising opportunities on the most trusted and effective platform. As competition from other media increases, it is crucial that newspaper advertising professionals hone their sales skills and work closely with local businesses to develop efficient advertising plans that result in increased customers and sales.

The Big Book of Sales Solutions includes a wide variety of useful tools, including helpful print and digital sales tips to improve customer acquisition, a series of informative sales flyers that demonstrate the benefits of newspaper advertising, a variety of successful revenue-generating ideas, valuable information on designing effective ads, and much more.

Thank you to the following PNA members and industry partners for your meaningful contributions to this publication.

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- The Morning Call (Allentown)
- The Relevance Project
- The Republican-Herald (Pottsville)
- The Sun (Hummelstown)
- The Times News (Lehighton)
- The Tribune-Democrat (Johnstown)
- Times Shamrock Community Newspaper Group
- True Fit Marketing
- Truly-Local, LLC
- Tucker Albin & Associates

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**downloadable sales flyer*



LINDSEY MCCALLUM

Client Solutions Sales Manager
LNP Media Group, Inc.

Keep in mind that now more than ever business owners need a marketing partner, not a sales pitch. It's important to have conversations about what's happening within their business right now. What are their goals, and where they most need our help? From there we can guide them in the best direction to help grow their business rather than going right into a sales pitch. It helps develop a better relationship and build trust. From there the sales will come!



PRACTICAL SALES TIPS

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downloadable sales flyer

“ They say, nobody dreams of becoming a salesman, but after many years in the business . . . I never stop thinking about it. If you put the needs of your clients first and invest your time in them, they will invest in you. ”



KEITH GRAHAM

Vice President of Advertising & Marketing
Butler Eagle

Tips I would offer a newspaper sales representative

By **Corey Elliott**

Executive Vice President of Local Market Intelligence • Borrell Associates



If you do not know the details of the products you are selling, in terms of audience and marketing functions, do not pitch them.

Over the past several years, I have had the opportunity to look at marketing from a unique perspective: the local business. We label them as the “advertiser,” but that is not how they see themselves. (And that was the first tip.)

These insights come from poring over the results of annual surveys conducted by Borrell Associates and answered by thousands of local businesses that advertise with local media companies. These participants run the gamut from big to small, but the majority are at least 20-year-old for-profit outfits with more than 10 employees and \$1.4 million in gross revenue.

So, it is with the POV of thousands of small and medium businesses throughout this country that I feel I can pen an essay titled “Tips I Would Offer a Newspaper Sales Rep” while channeling the typical SMB. I am confident I know what their No. 1 tip would be for selling them newspaper ads. Ready for it? Here it is:

Don’t.

As one frustrated advertiser in Pennsylvania told us:

“What I’ve disliked about previous representatives I’ve worked with is their desire to put profit over our needs. They try to sell anything and everything to make their quota and don’t take into consideration if we actually need/want what they are pitching, whether it’s print, digital or something else.”

To fully appreciate what this rather blunt directive really means, it is important to stitch together all the other tips that arise from analyzing the data gathered from all these rather frustrated local business owners.

Know your offerings

By now, nearly every newspaper has made the necessary and arduous journey from being a single printed product to a more complete media company. That means different things to different publishers, but it usually means there are more marketing tools in the arsenal to sell. With each new product developed, a newspaper rep gets a shiny new object to flash in front of a local business.

However, local businesses are not that naive. Over the years, they have been bombarded with the “latest thing,” and though most ask for reps to

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bring them new ideas, they really want something else to go along with that. Namely, they want knowledge.

An SMB from the Midwest said:

"All media companies want to jump ahead and sell digital and send their salespeople out without much knowledge. It is a problem in the industry."

They want to know who this new product reaches. How many do they reach? How often? In essence, a newspaper rep has to be constantly and consistently plumbing the depths of their own products. It is not uncommon for us to hear from local businesses that feel they know more about a product that is being pitched to them than the rep does.

Understand that general knowledge on media, especially all things digital, can be gleaned by a local business through watching a YouTube video. Admittedly, that knowledge might not be accurate or applicable, but that is where the rep's knowledge of their own products plays a crucial role. If you do not know the details of the products you are selling, in terms of audience and marketing functions, do not pitch them.

Local businesses expect you to know your products.

Know their business

Needs analysis might be necessary and an absolute staple of any media sales training from the past 15 years, but local businesses are getting a little tired of them. More accurately, businesses are tired of a fact-finding mission about the basic workings of their business that is couched in an analysis of their needs. Do not get them started on reps who ask general questions to fill out a templated form for their manager and get to pitching products.

Local businesses have told us that the table stakes now include a media rep knowing their business. Of course, they do not expect you to know how to run a furniture store, but sharing that you know the profit center for most furniture stores is their dining room department – and asking if that is the same for them – goes a very long way.

This is not an insurmountable obstacle. Bookmark retail trade association sites, sign up for newsletters, check out the data/research pages of media trades (even of competitive media – gasp!) and delve into the offerings of your city's, county's or even state's Chamber of Commerce

or similar SMB support systems. If you are lucky enough to have access to a research geek at your company (speaking as one such geek), turn to them for ideas.

Basically, before you launch into a needs analysis (which, admittedly is necessary to define an opportunity), ask the local business a question about its business, and make sure it is something beyond, "How's it going?" Show you have put in the time and care. You do not even have to be right! Allow them to correct you. In my previous example, I might have been correct that the average profit center for furniture stores is somewhere in dining and for the guy I am calling on it might be different, but my question shows I can understand their business.

A business in Connecticut declared:

"We've worked with outside media companies and the biggest struggle we have is that they don't understand our business so therefore, can't produce the results we're looking for with their tools. I think it's important for a sales rep/account manager to understand exactly what a business does and have some interest in it in order to run a successful campaign."

Local businesses expect you to know their business.

Know the people

Both the products your company publishes as well as the products your local businesses sell all depend on the very same thing: people.

Every market can claim that it is somehow "different," and while that might be true, the thing driving that difference is almost always the people who reside in the market. To harness that drive, it is crucial to understand the people who power a town.

There are plenty of resources available to help you understand the makeup of a market, from the census to resources that are warehoused in your very own newsroom. It is not uncommon to ask the news department for a profile of the market. However, that is only the first step.

People are consumers of products and media. Be realistic about what kinds of people are engaged in what offerings, be it buying a certain kind of furniture or reading a certain newspaper. Resist the urge to claim your company's

...ask the local business a question about its business, and make sure it is something beyond, "How's it going?" Show you have put in the time and care.

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products can reach everyone/anyone in the market. They do not need to. They need to reach the right person, and that right person is defined by who makes the local business's cash register ring.

When asked what a local media company could do to help them, a Wisconsin SMB said:

"Most importantly, is to generate more meaningful content that relates to specific consumer interests. Help small business grow foot traffic to their retail stores."

As far as defining consumers for a business, not only are the aforementioned sources on business intelligence a good source, so is plain old observation. As you visit a local business, who do you see in the establishment? Moreover, who do you NOT see, as this can point to a possible opportunity.

Local businesses want you to know people.

Perhaps more than all the other tips presented so far:

Know marketing

The intricacies of marketing are often the most elusive part of business for a local SMB. Whether it is time constraints or resource issues, few can lay out a complete, effective strategy. This should not be confused with ignorance on their part, as a quick history lesson will show.

As recently as 15 years ago, almost every local business was reliant on a local media rep to help with marketing. They had no real choice. For many, this resulted in a little bit of this from Media Company A and a little bit of that from Media Company B, usually a result of whatever the media company was pushing that week. Then, things started to change.

Advancements in tech and social media slowly gave the power of placing ads or buying keywords over to the business owner. In addition, the act of placing those ads, boosting those posts or buying those keywords became easier and easier. On top of the ease came data. Advertisers were seeing the actual effect of their DIY decisions. They finally had reams of data they could hold up in front of any media rep that came in the door and ask why their respective media company could not show "results" like they were seeing online. The marketing power dynamic shifted.

Over time, the reality that Facebook "likes" did not

translate to increased revenue began to dawn on local businesses. They discovered that their silver bullet of marketing, DIY digital, turned out to be only silver plated, and this led to a different level of frustration. The past several years taught them a bit about marketing (in fact, 50% of SMBs that buy advertising are either mid-level or master marketers), but they now realize there is a lot they do not know about putting all the pieces together.

Here is where it all comes together for a rep. After you gain the knowledge of your own products, your client's business and the people who interact with either, you can graduate to putting together a full marketing plan. This could begin with understanding a consumer journey as it pertains to your client and where your offerings can work to move someone along that journey. This is often a very sobering experience because not all the tools in your arsenal will work. This is especially true after a close analysis of the kind of people who engage with your media and the kind of people who move a business.

A business in Texas summed it up:

"I believe our next challenge from a marketing perspective is to be a little smarter about segmenting our audience and talking to different groups in different ways to cut through the clutter of messages in the world. Helping me understand which programs/products talk to the right audience for specific promotions, ticket packages, etc., is how someone could potentially impact by spending with them."

Local businesses want a marketing ROI. The only way to provide this is with a complete campaign that can be adjusted as results flow in. The only way to provide THAT is to understand marketing in general. There are several free online classes that can teach the basics of marketing and it is crucial to keep educating yourself.

All of this is a far cry from being able to go out and "sell an ad." That is what I referenced at the beginning of this piece. Local advertisers do not want you to sell them a newspaper ad. They want someone who is curious, empathetic, creative and flexible; someone who understands their own products as well as their own business and how consumers interact with each. Moreover, they want someone who can guide consumers to their doorstep and prove it.

Local businesses want the help, and they will welcome it.



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Post-COVID media sales: Are customer needs assessments dead?

By Ryan Dohrn

President and Founder • Brain Swell Media/360 Ad Sales Training

As we navigate the changes in our media sales world right now, I think it's important to focus on the post-COVID customer needs assessment.

We are living in a world where people are limited in cash, limited on funds and certainly limited on patience. For the most part, I think everybody right now is actually limited, to some degree, in cognitive ability. So how do we expect someone to whom we are selling to actually understand what they need versus what they want?

Think about this regarding the customer needs assessment. Very often, this tool focuses on what an advertising customer wants and not what they need. Think about all the questions you ask. "What's your budget?" "What are your goals?" "What keeps you up at night?" "What's the biggest business challenge for you?" "How can we help you overcome that?"

This all focuses on what the customer wants. They want paying customers, they want new business, they want to retain business. Want, want, want.

We should really be calling it the customer wants assessment, right? Think through this with me before you shut down the idea. Be open-minded. I sell every day, just like you do. I've been in sales and marketing for 30 years. I didn't stop selling to become a media sales consultant; I love the media sales business.

So this customer needs assessment, where we ask them what they need – it really focuses on what somebody wants. If we don't guide them toward what they need, they're going to come back to us in the coming weeks or months and say, "I didn't get any ROI." They didn't get the return on investment that they needed. A lot of the time they didn't get what they needed because we gave them what they wanted.

**So here is what I want you to consider in addition to the CNA:
Putting forth powerful recommendations.**

Let me give you some background on my thoughts here, culled from my media sales training.

There are a lot of impatient people out there right now. How many of you feel cranky right now? I feel cranky. I'm cranky about the world, I'm cranky about politics, I'm cranky about COVID. I'm just cranky. It's difficult to deal with cranky people you are selling to. They try to tell you what they want while you're trying to convince them what they need, so I'd like to talk to you about recommendations instead.

Were you aware that Nielsen, the TV ratings and audit company, reports that recommendations are the most trusted form of information? This is a

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tool we can use as media salespeople, and this is something I stress in my ad sales training. We can coach our customers on why they need something and what they need to buy. Then we can get them to a point where we not only fulfill their wants, but we actually get to the heart of what they need.

Harvard Business Review had a review of 600 top sales professionals and here is what they found out: Most sales reps rely on a customer to coach them through the sales process. Now, the superstar sales reps that I work with in my media sales training actually coach the customer. We know the questions we need to ask the customer to find out what it is they truly need beyond what they want.

Still, most customers are going to struggle to identify an exact need. For example, they might say, "I need more customers." So I may say, "When you say 'customers,' can you be more specific? Tell me more. Give me some detail about that."

So, to guide customers to a recommendation, I'm doing a great deal of comparative selling.

Creating a comparative conversation helps you draw out ego, emotion and logic.

me for six years. Do you know Bob? Every time I talk to Bob he says he loves working with us." I share what my customers love about me, what they love about our digital options, what they've loved about the company, what they've loved about the experience, and I can begin to compare customers.

I use these comparative conversations so I can recommend products based on the happiness of other customers, realizing that other customers' happiness will often translate to the happiness of this new customer I am trying to get.

It's easy, and it's all about sharing success stories.

Sometimes we salespeople do not like to do this, and the reason we don't is because we feel like we're talking about a customer behind that customer's back. But we're not. What we're actually doing is shouting from the mountaintop how happy other customers are with us. If they're happy, then this new customer probably will be, too. Happiness is ultimately what we're seeking.

Now, you might get really technical about this, and you might say, "Well, Ryan, I'm not looking for happiness, what I'm looking for is making sure they have the ROI that they demand." I am here to tell you, when push comes to shove

So, to guide customers to a recommendation, I'm doing a great deal of comparative selling.

Sometimes in the advertising business, where I spend a lot of my time, I'll say things like, "Who do you feel does a great job of marketing here in our community or industry?" I suppose my customers could say, "Nobody does," but typically they give an example of somebody.

Then I'll say, "Do you want to be like them, better than them, less than them? Do you want to be competitive with them, or do you want to dominate them?" I work to determine what the circumstance is for them.

What I don't ask is what their budget is. If you ask what their budget is, they're probably going to give you a number based on their reality, not the reality of marketing in the community where you live or the industry they serve.

My next tool to guide customers to a recommendation is sharing success stories through comparative selling.

When you create a comparative conversation, you're actually comparing the customer that you have on the phone to other customers that you've had in the past that are very, very happy.

Here's an example: "Bob Jones has been advertising with

what most people want to do is what others have done to be successful.

Last weekend I was talking with a friend of mine. She said, "I'm having some great luck losing weight." I said, "Cool! I would love to drop 15 pounds. I think it would make me happy. What are you doing?" She told me about her weight management plan and I immediately went home and looked it up online to find out how I could get involved in this.

The point is, her success story led me to make a great buying decision, for me. This is a simple buying example, but it can resonate through everything you do.

Consider that when you have a linear conversation, a one-way conversation with a client, what you do is keep them inside their own bubble. It's not until somebody gets out of their bubble – OUT of it – that they realize, "Oh, other people out here are happy, they're being successful, and I want to be like them. What are they doing? What is their weight loss plan? How did it work for them? What made them happy?"

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As a media salesperson, if I can help customers be happy, happy like other advertisers, then all of a sudden they start buying what it is that I'm selling. It's a simple sales concept that works and that resonates with customers.

I've had the opportunity to walk through and be a part of almost every sales training program in America, from Carnegie to Sandler. One problem I see is that these programs focus on a one-way conversation where you identify somebody's pain and then you fix that pain.

That's great in theory, but as a salesperson you can actually take it to the next level by telling potential customers about other happy customers whose pain you have eliminated. It's about proving that you have done something for other people.

It's about getting beyond the old-fashioned customer needs assessment to start recommending products, sharing success stories and creating comparative conversations.

Remember, in these conversations, be mindful of the questions that you ask. Make sure those questions take you to a better place.

So, what are the questions?

I try not to ask the same questions that have been asked for the last 10 to 15 years, the ones that make you sound like all the other salespeople who have shown up either face-to-face, on Zoom or on the phone.

I strive to ask the questions that other salespeople don't. In that vein, I don't ask, "What keeps you up at night?" I would rather ask a question, something along the lines of, "If we could help bring you one perfect customer, what would that customer look like?"

Or, "When you agreed to meet with me, was there a business challenge you were hoping that I could help you solve?"

I'll say it again, rather than asking, "What's your budget?" especially

in the ad sales world where I spend a lot of my time in the advertising business, I'll say, "If we could help you be bigger and better than your nearest competitor, what would that look like?" or "In the past, what have you done to solve these types of problems?"

I might use something back from my good old Sandler days like, "What is the biggest challenge that you're facing right now that you think I can help you solve?" Next, "How long has that been a challenge or a problem for you?" Then, "What have you done in the past to fix that problem or remove that problem from the greater equation of your business?"

When you ask your questions, remember these ideas I espouse in my ad sales training program: Most people want to be led. Most people like recommendations. Most people don't like a linear conversation; they want to know what others are doing and what you have done to help other people.

In closing, the customer needs assessment isn't dead, necessarily, but if we don't breathe some new life into it, if we keep doing the same thing we've always done, we're going to get the same result. If we want to see a different result, we've got to do something different.

That's why we're advisers. Try to be an adviser, don't be a salesperson. Breathe some new life into your customer needs assessment.

Managers out there – sales directors, sales leaders – look at the questions your media salespeople are asking prospects and customers. Make sure that they're updated. Make sure they reflect the current situation that we are in.

Then finally, always remember: If ad sales were easy, everybody would be doing it. They're not. So we're either crazy or we've found a career that will feed our families for a lifetime.

Your ad sales training coach, Ryan Dohrn.



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." Ryan is the president and founder of Brain Swell Media and 360 Ad Sales Training, a boutique ad sales training and sales coaching firm with a detailed focus on ad sales training, internet consulting and media revenue generation. Ryan is also the publisher of SalesTrainingWorld.com.

Listen to Ryan's ad sales podcast, Ad Sales Nation, on iTunes, Spotify or Soundcloud. Keep up to date with Ryan's ad sales training advice on Facebook at: <https://www.facebook.com/RyanDohrnLIVE>

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That's why we're advisers. Try to be an adviser, don't be a salesperson. Breathe some new life into your customer needs assessment.

16 tips for the newspaper advertising salesperson

Reprinted from "The Big Book of Knowledge"

Hitting the street to become a successful newspaper advertising salesperson is no easy feat, but hundreds of men and women across Pennsylvania do it every year. The Pennsylvania NewsMedia Association has compiled a collection of tips from newspaper salespeople, advertisers and our internal staff to help you become an even more effective and successful newspaper advertising salesperson.

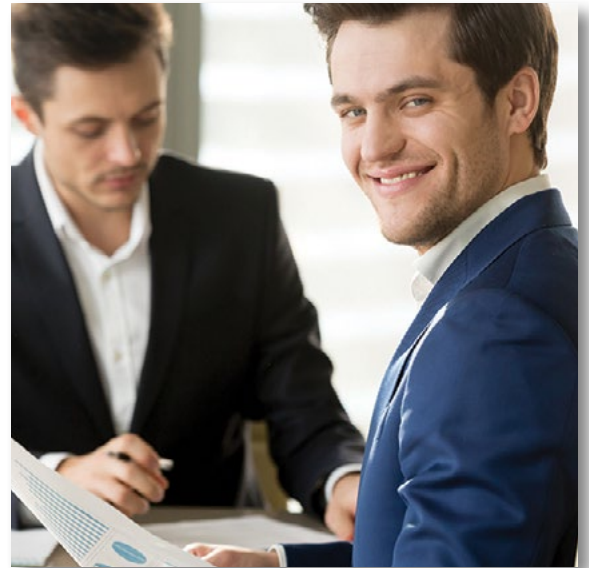


Tip 1: Know your product better than anyone else

If you are in newspaper advertising sales, you should be able to quickly and easily answer the following questions:

- What is your current circulation?
- What is your current readership? How is it calculated?
- What are your newspaper specs?
- What are your online statistics and response rates?

As you are presenting yourself as a newspaper and advertising expert, it is important to answer these questions accurately and without hesitation.



Tip 2: Know what makes your product special

Be ready to articulate why your product is unique. Each salesperson should be able to answer the following questions about your product:

- What makes your newspaper and associated products unique?
- What is the strength of your product compared to the competition?
- What is the value you are bringing to the table for the client?

In a world where advertisers are regularly being called and pitched by a multitude of salespeople, it is important to stand out from the competition.

Tip 3: Always be hunting

Where will you find your next lead? It may be an active advertiser who is using your competition. It may be a past customer. It may be a new business just opening in your territory. No matter the source, all leads can prove to be valuable, and it is important that salespeople always be looking.



Tip 4: Know your formula for success

Sales is a numbers game. How many calls do you need to make to keep your pipeline full, and how many client visits do you need to exceed your budget? While each salesperson has a different number, you should know how to calculate your success number.

How to calculate your success number?

Scheduled Meetings ÷ Number of Pipeline Calls = Meeting Ratio

Closed Sales ÷ Scheduled Meetings = Close Ratio

If a salesperson needs to close five sales per week, she can back into the required calls by following the formula:

(Required Weekly Sales ÷ Close Ratio) ÷ Meeting Ratio = Number of Pipeline Calls



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Tip 5: Schedule time for outbound calls

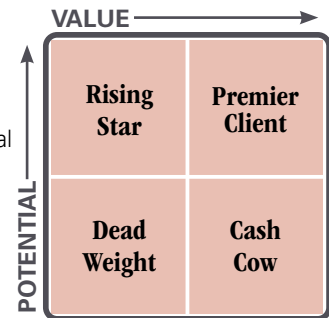
Without outbound calls and emails, meetings will not be scheduled. Without meetings, orders will not be made. To ensure a strong sales foundation, block off time every week to make outbound sales calls. Treat this appointment like any other sales appointment. It is equally as important as meeting with a client, and those hours spent contacting potential advertisers will pay dividends in the future.



Tip 6: Not all clients are created equal

Consider each client, and the time you will be spending on them, carefully. Time is one of the most valuable resources a salesperson can have, and low-value clients run the risk of eating up that limited resource. Classify your clients by their value and their potential. Spend the least time with those with the lowest potential and value, while working to cultivate your rising stars (high potential, low value), maintaining your cash cows (low potential, high value) and lavishing attention on your premier clients (high potential and high value).

When deadweight clients demand too much attention, politely explain to them the limits of your service and do not be afraid to part ways if they become an obstruction to higher-value sales in the future.



Tip 7: Know your client's products and services

What does your client do? A salesperson should be able to answer that question before his first contact with a client. To learn more about each client, be sure to:

- Visit the client's website.
- Visit the client's social media.
- Ask friends and co-workers who live in the community.
- Review their competitor's advertising.
- Read their company brochures.

Knowing this information will show that you have invested in building a rapport with the client and provide a springboard for discussion during your meeting.



Tip 8: Gatekeepers are people too

The gatekeeper controls access to the decision maker. They may be a secretary, an office manager, a junior partner, an intern or the client's mother, but they all play an important part in the life of a salesperson. Your task is to find a route around these people and navigate your way to the decision-maker who can approve your campaign. Avoid creating an adversarial relationship with the gatekeeper.

The smart salesperson will turn gatekeepers from an opponent to an ally.

- Engage them in small talk while waiting.
- Bring a treat separate from the client gift to ensure they have a portion.
- Place them in a position of power by asking them the best way to complete your task.

By showing kindness and interest, you will have a new ally on your side.



Tip 9: Listen more than you talk

A common mistake made by salespeople is starting a meeting with the presentation of products, before knowing the client's objectives and needs. Whenever you meet a client, be sure they are carrying the conversation and utilize open-ended questions to encourage discussion:

- What products/services have been selling the best/worst?
- What differentiates you from your biggest competitor?
- What large sales opportunities do you have coming up in the future?

Each of these questions should be guiding the conversation to a solution you can provide.

continued on page 13



Tip 10: Recap conversations to ensure nothing was missed

Ensure your client knows you are an active listener and confirm what you have learned during your discovery by repeating what you have heard.

For example, repeat back to the client what you have heard, “I want to make sure I understand. You told me you are expanding your offering to include X widgets and it is important that it is successful or else you will have to lay off your newly hired employees.” This recap of your conversation at both the end of your discovery and start of your pitch will ensure the client remembers why you are together and put her in a receptive mode to hear your solution.



Tip 11: Be confident

If you don't believe in your product, no one else will either. Be sure you can answer the question, “What makes my product special?” If you can't answer this question, find help from your manager or co-workers and regain your confidence before going on your next sales call.



Tip 12: Offer the client options

Offer your client options to help seal the deal. The options you offer can be varied but should be personalized to the client.

- Print, print and digital combined or digital standalone options
- Spec copy options
- Package A vs. Package B options

No matter the offer, the opportunity for the client to select one over the other starts the buy-in process. As they choose, they take ownership of the campaign and develop a vested interest in it coming to fruition.



Tip 13: Be a client advocate

You and the client are in this together. Keep their best interests at heart, and you will find a lasting partnership.

- Does this special section make sense for the client? Or, am I just trying to hit my quota?
- Can we work with him on a deal when sales are down?

We want to be our client's defender and promoter.



Tip 14: Give the client time to buy

Avoid springing last-minute deadlines or rush jobs on your client. Particularly in the case of larger advertisers or advertising agencies, they have numerous steps to go through to launch a campaign, and short notice can prevent a sale.



Tip 15: Own your mistakes

Even the best salesperson makes mistakes. When a mistake happens, don't try and hide it or blame someone else. First, try to rectify the problem, and if that is not possible, make the client aware while also bringing a solution to the table.



Tip 16: Ensure you are easy to reach

The salesperson who is the easiest to get hold of is most likely to get the business.

- Always have business cards on hand.
- Always include a signature line with contact information in your email.
- Make sure your contact information is listed on your company's website.

Selling advertising can be hard; don't make it any harder by limiting the client's access to you.

Do you have additional tips for news media salespeople? Share your tip by emailing Marketing@PANewsMedia.org.

EXCERPTS FROM

Sales cred:

How buyers qualify sellers

By C. Lee Smith

CEO and Founder • SalesFuel

Why you must learn to whom your prospects are selling

Some salespeople research their top prospects just long enough to know about their core customers. That is a good start, but to be perceived as a highly credible salesperson, you don't just need to know about YOUR customers, you also need to understand THEIR customers.

At a top level, you should know whether your prospect targets consumers (B2C), businesses (B2B) or a mix of customers (hybrid). Check out who they want to have as customers. You may be able to determine that by analyzing their advertising and social media. Have they changed their advertising recently? Do they seem to be targeting a new audience with their online marketing?

Demographics

What are the ages of the customers? Do they buy directly from the prospect in a store or online? Or do they purchase through a channel partner? In some cases, your prospect may target consumers who live within 10 miles of their physical stores. Other buyers will order a product online and expect it to be shipped across the country.

Psychographics

Understand how your prospect's products impact their customers. Are their customers excited about buying eyewear because the prospect donates to a related charity after each sale? Or are customers resigned to buying those products because their vehicles won't run without them (think motor oil)? Customers' attitudes about what your prospect sells could provide an opening for you to change the business.

Additional psychographic research will tell you about the lifestyles of your prospect's customers. If your prospect is selling to young time-pressed parents, they may be able to increase revenue from quick-serve food regardless of how health oriented those customers are. It is important for your prospects to understand how customers spend their free time; from there, they will be able to devise loyalty programs that speak to consumer wants and drive sales.

Shopographics

The company's advertising can also reveal whether it is pushing one product or brand over another. If the company is running more promotional campaigns, has that activity coincided with a new product launch? Do the company's ads feature a shift in brand messaging?

Your online research, especially into public company financial statements or annual reports, may also reveal what percentage of the prospect's revenue comes from each customer type. That kind of information will help you properly

Tip

In addition to what's most important to the CEO, relevant value is also what's important to the buyer, the buyer's boss and their customers.



continued on page 15

Tip

What other companies do your prospect's target customers consider when they're preparing to make a purchase? Those companies are your prospect's competition.

ABOUT THE AUTHOR:



C. Lee Smith is the founder and CEO of SalesFuel, a Columbus, Ohio-based firm that leverages critical insights to enable the acquisition, development and retention of top employees and customers. Lee is recognized as one of the Leading Sales Consultants in the world by Selling Power magazine. His company is also recognized as one of the Top Ten Sales Enablement solutions providers by the publication. Lee has more than 30 years of experience in sales and sales management. He is a graduate of Ohio University and earned his certificate in executive leadership from Cornell University.

position your solution when you contact the prospect. Study your prospect's industry online and dig into their website to understand how customers decide to buy their products and services in general. Do most customers find out about your prospect through specific sites online?

Tip: What other companies do your prospect's target customers consider when they're preparing to make a purchase? Those companies are your prospect's competition. The sales professionals who sell to those companies are your competitors. Adding that intelligence to your knowledge base allows you to speak authoritatively about who's who in the industry.

The purchasing patterns of a buyer's customers can also be useful intelligence. Are they buying the prospect's product every week? How much do they spend on the product or service? When you have that information, your credibility increases. Why? You might be able to talk with your buyer about price elasticity. If you mention that a 10% price increase on their top product will cut their customer base by 3%, they'll be worried, but if your solution adds value to the product in the eyes of their customers, and they're willing to buy more, your prospect will want to hear more.

Another factor to be mindful of is the current state of the geographic markets where those customers live. Find out whether the local economy is booming or struggling. Is it driven by agriculture, a large university or a manufacturing plant? Is the weather adversely impacting consumers in the market and, therefore, your prospect?

Potential new customers

In addition to knowing your buyer's customers, you should have intelligence about their noncustomers. Those noncustomers may be doing business with your buyer's competitors. How much is your buyer willing to spend to increase market share?

Finally, know what your buyer's customers say about them. Reviews speak volumes about how your buyer is really doing. Do they have credibility in the marketplace? Check out sites like the Better Business Bureau, Yelp and Facebook. You may be able to turn up information that your prospect doesn't yet have. Leading edge business leaders should always be concerned about customer comments.



Named as one of the Top 10 Sales Enablement Vendors for 2021 by Selling Power magazine, SalesFuel® was founded by C. Lee Smith in Columbus, Ohio, in 1989 with a simple objective: Sales are the revenue engine of your company; we provide the fuel. Through our unique portfolio of sales tools, training and intelligence, SalesFuel® provides thousands of sales teams nationwide with the power to "Sell Smarter®." This empowers sales teams from SMBs to global enterprises to provide further value to their accounts, stand out from their competition and attract a higher level of talent and clientele. Smith was also named by Selling Power as one of just six Leading Sales Consultants for 2020 worldwide.

Every member of your company has an impact on sales – either directly or indirectly. We believe that business today must be data-driven, adaptive, caring and consultative. It's all about intelligence – the kind of vital information you can't find on Google or LinkedIn. It's also about knowing how to leverage that intelligence into productivity – and our team of sales, marketing and management strategists are here to guide you every step of the way. In addition to consulting and training services, we also provide a portfolio of tools including [AdMall](#), [SalesFuel® API](#), [SalesFuel CoachFeed](#), [SalesFuel HIRE](#) and [Sales Manager Training](#). For more information, please visit <https://salesfuel.com> and <http://www.linkedin.com/company/sales-fuel>.

10 tips you can use today to boost your advertising sales

By Bill Cotter

Regional Advertising Director • Adams Publishing Chesapeake Division

Selling digital and print advertising to businesses and agencies has never been more challenging, or more exciting! During the past 12 months, our customers, prospects and partners have all experienced business challenges like no other time. As a consultative sales professional, we can bring hope and creative ideas to help them provide for their employees and families. Here are 10 tips to help you accomplish that and also grow your business:

1 Positive daily attitude

When you love what you do, it's evident to others. Your enthusiasm is contagious. This is probably more important in 2021 than ever before as we all have been dealing with the pandemic for more than a year. There is "light at the end of this long tunnel" and you have to portray hope and confidence with your clients and prospects as well as with your media colleagues.

2 Planning and preparation

Begin with the end in mind. Know what you want to accomplish on a daily basis and strive to exceed those goals. Use your time wisely. Focus on sales activities from 11 a.m. to 4 p.m., which is prime selling time, such as upselling regular accounts with new and creative ideas as well as prospecting DAILY for new business, which will help you exceed your monthly revenue goals.

3 Time management

Most sales professionals work an eight-hour day, so manage your time effectively so that you devote 1½ hours first thing in the morning and 1½ hours at the end of each day to handle all of your nonselling administrative duties so that five hours each day can be devoted to SELLING and growing your business.



Spend non-selling time researching businesses in a special section category or prospects in your territory by utilizing LinkedIn and Facebook to get an idea of the decision makers.

4 Account control/territory or category management

Run your sales business effectively by taking control of your advertisers. Reducing callbacks during the week and setting up a geographical plan will help clients know that you will be visiting them consistently on a certain day and time. If you are inside sales, create specific hours that you concentrate only on outbound calls, and if you are outside sales, make sure you have a daily plan that maximizes your coverage each day in different parts of your territory.

5 Utilize research and Google

We have incredible research tools at our disposal and most of them do not cost any money to access information on prospects and clients. Spend nonselling time researching businesses in a special section category or prospects in your territory by utilizing LinkedIn and Facebook to get an idea of the decision-makers. Google the prospective businesses' websites to gain knowledge of products and services and to put spec ads together with a current promotion they might be featuring to help you close a campaign.

continued on page 17

10 TIPS YOU CAN USE TODAY *(cont.)*

6. Be a hunter, not a farmer

The phone stopped ringing years ago so we can't wait for business to drop in our laps, we MUST be proactive and GO OUT and get it. Find leads with digital competition, print competitors, local radio, billboards, broadcast and cable TV and more! Reach out by phone, Facebook, LinkedIn or email to find a decision-maker and to make an in-person or virtual needs-analysis appointment. Prospecting IS THE MOST IMPORTANT part of a sales career so be disciplined and do it daily!

7. Excel at needs analysis meetings

Strive to have good conversations with prospective customers and current clients to understand their changing business needs. What is their strategy to gain new customers in 2021? What marketing is working for them and what areas need to be improved? Are they introducing new products, new people or additional locations in 2021? Please refrain from selling them the next special section, but have a discussion on a longer term digital and print campaign that will meet their needs.

8. Develop simple-to-understand multimedia proposals

The days of the 60-page slide decks are gone. After your needs-analysis call, get your manager and other specialists internally together to help you develop a simple-to-understand proposal for your customer that will meet her needs and always recommend a long-term, consistent multimedia campaign to improve their investment with your media company. Single sheet, multiple page proposals work great for small, medium and large clients, and if you are putting a deck together try to not exceed 12 pages. Be timely with your recommendations, usually within five business days while the prospect is hot.

9. Increase your presentation and closing skills

Try to develop three proposals every week. If you strive to see or call 15 customers in person each day (75 in person calls per week) with half of those NEW prospects you will have interest to set up meetings, conduct a good needs analysis and proposal and deliver a professional presentation. Don't just run around every week "chasing the next special section sale," which is merely transactional selling. Be a consultative salesperson and ASK FOR THE ORDER. Have a sense of urgency with your follow-up to move the selling cycle in your favor and constantly be asking for the sale.

10. Make outbound prospecting a priority

Frequency of contact builds your name recognition and trust. Prospecting is a perpetual search for new customers by initiating contact with likely buyers through a series of relationship-building activities including: personal visits, phone calls, email, social media, mail and more! Be relentless as "Persistence prevails when all else fails!"



Bill Cotter is a multimedia sales professional with 36 years of experience in sales, sales leadership and sales training, and is currently the regional advertising director for Adams Publishing Group's Chesapeake Division based out of Easton, Maryland.

PNA RESOURCES

Sales & Marketing Hotline

Our marketing team provides insight and resources to help give you a sales advantage. Whether it's information about a particular category of business, consumer media preferences, co-op related data, newspaper readership statistics – or something else, the PNA Sales & Marketing Hotline will assist you in making your next sales call, your BEST sales call.

717-703-3041





Selling total audience

eType Services

The success of local digital platforms is a story that needs to be told by newspapers all over the country. The combination of print and digital is creating a formidable audience in every small town in America, helping to keep the information produced in local newsrooms shared and read.

Readers have moved to digital formats and newspapers need to be able to sell advertising for digital platforms. Newspaper sales representatives are accustomed to selling audience and penetration. These representatives need to translate those skills to the digital world. The value of digital is the growth of audience it provides. More people are reading local news than ever before, just not in print. Creating packages of print and digital is the best way to tell the story of one audience. Instead of approaching this as two separate products, sales representatives are best suited to put these together and sell a total audience. This document will focus on how to put together collateral for that pitch.

There are many reasons why newspaper representatives want to sell print. It often has higher commissions; representatives have struggled to understand digital impressions and explain readership. By linking print and digital, a total audience pitch brings sales reps back on to comfortable ground while adding a product that advertisers know gets results and that readers are accepting.

There are four elements to selling print and the same elements apply to selling a print and digital package.

1. Penetration
2. Total Reach
3. Frequency
4. Targeted Reach

Digital platforms allow us to reach more people and penetrate the market more fully. Digital platforms also allow for targeted reach, which print cannot offer. This allows the newspaper representative to tailor the pitch to be much more in line with what the advertiser needs. Based on the sophistication of the advertiser, the newspaper representative has multiple audiences to sell and a total audience that is large.

All packages should include print edition, website, mobile and social media. Frequency is still important in the digital world. Having your message seen at least seven times on all platforms is the best way to drive results. Combine the reach of each platform to maximize the frequency of the message and reach a greater audience.

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The value of digital is the growth of audience it provides.

<p>National Rate: \$ Charitable/Non-profit Rate: \$ Obit Rate: \$ (min. \$)</p> <p>Dollar Volume Rates*</p> <table border="1"> <tr> <th>Quarterly</th> <th>Rate</th> </tr> <tr> <td>\$1,000-\$2,500</td> <td>\$</td> </tr> <tr> <td>\$2,501+</td> <td>\$</td> </tr> <tr> <th>Annual</th> <th>Rate</th> </tr> <tr> <td>\$3,500-\$7,500</td> <td>\$</td> </tr> <tr> <td>\$7,501+</td> <td>\$</td> </tr> </table> <p>Multiple Paper Discounts Applies to all CNL newspapers. Buy any 2-5 newspapers, same ad in same week, get 30% discount on all. Buy 6 or more newspapers, same ad in same week, get 35% discount on all. Multiple paper discounts apply to consecutive work or volume agreement advertising rates. May not be combined with other discounts or applied to special rates.</p> <p>Consecutive Advertising Rates*</p> <table border="1"> <tr> <th>Inches</th> <th>4-9 wks</th> <th>10-20 wks</th> <th>21-30 wks</th> <th>40-52 wks</th> </tr> <tr> <td>2-5"</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>6-8"</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>10-14"</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>15-21"</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>31.5-42.5"</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>63"</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> </table> <p>* Advertising agreement required. (All rates are Net)</p> <p>Color Rates Full Color on up to 10" ad: \$ Full Color on 11-15" ad: \$ Full Color on 16-20" ad: \$ On Press Color (one color): \$ One Specific Color (Red, Blue, Green, Yellow): \$</p> <p>Mechanicals</p> <table border="1"> <tr> <th>Column</th> <th>Inches</th> </tr> <tr> <td>1 column</td> <td>1.667</td> </tr> <tr> <td>2 column</td> <td>3.458</td> </tr> <tr> <td>3 column</td> <td>5.250</td> </tr> <tr> <td>4 column</td> <td>7.042</td> </tr> <tr> <td>5 column</td> <td>8.833</td> </tr> <tr> <td>6 column</td> <td>10.625</td> </tr> <tr> <td>DT</td> <td>22 inches</td> </tr> </table> <p>ROP Deadlines Friday at 4 p.m. Earlier during holidays.</p> <p>Ad email: cutterback@thedahlonganugget.com Web site: www.thedahlonganugget.com</p>		Quarterly	Rate	\$1,000-\$2,500	\$	\$2,501+	\$	Annual	Rate	\$3,500-\$7,500	\$	\$7,501+	\$	Inches	4-9 wks	10-20 wks	21-30 wks	40-52 wks	2-5"	\$	\$	\$	\$	6-8"	\$	\$	\$	\$	10-14"	\$	\$	\$	\$	15-21"	\$	\$	\$	\$	31.5-42.5"	\$	\$	\$	\$	63"	\$	\$	\$	\$	Column	Inches	1 column	1.667	2 column	3.458	3 column	5.250	4 column	7.042	5 column	8.833	6 column	10.625	DT	22 inches	<p>Insert Rates price per thousand</p> <table border="1"> <tr> <th>Frequency:</th> <th><13</th> <th>13-25</th> <th>26-49</th> <th>50+</th> </tr> <tr> <td>single sheet</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>8 pg tab</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>12 pg tab</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>16 pg tab</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>20 pg tab</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>24 pg tab</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> </table> <ul style="list-style-type: none"> Insert order deadline Thursday at 4 p.m. 4000 minimum quantity. Maximum size insert is 11" x 11". All other sizes must be folded prior to delivery. 13-25, 26-49, 50+ requires advertising agreement. <p>Shipping Information Inserts should be received one week prior to insertion. Ship 1/2 fold, in boxes to: The Dahlonega Nugget c/o The Northeast Georgian 2440 Old Athens Highway Corrothers, GA 30531</p> <p>Call for digital advertising rates!</p> <p>Market Facts for Lumpkin County</p> <p>DEMOGRAPHICS</p> <table border="1"> <tr> <td>Occupied Households</td> <td>30,989</td> </tr> <tr> <td>Population</td> <td>29,998</td> </tr> <tr> <td>Median Family Income</td> <td>\$23,494</td> </tr> <tr> <td>Total Retail Sales</td> <td>\$205,767,000</td> </tr> </table> <p>Source: 2010 U.S. Census Estimates</p> <p>ADVERTISING BENEFITS</p> <ul style="list-style-type: none"> HWY 400 corridor makes it one of the fastest growing markets into Atlanta Home of North Georgia College & State University Paid circulation - delivery by USPS 	Frequency:	<13	13-25	26-49	50+	single sheet	\$	\$	\$	\$	8 pg tab	\$	\$	\$	\$	12 pg tab	\$	\$	\$	\$	16 pg tab	\$	\$	\$	\$	20 pg tab	\$	\$	\$	\$	24 pg tab	\$	\$	\$	\$	Occupied Households	30,989	Population	29,998	Median Family Income	\$23,494	Total Retail Sales	\$205,767,000
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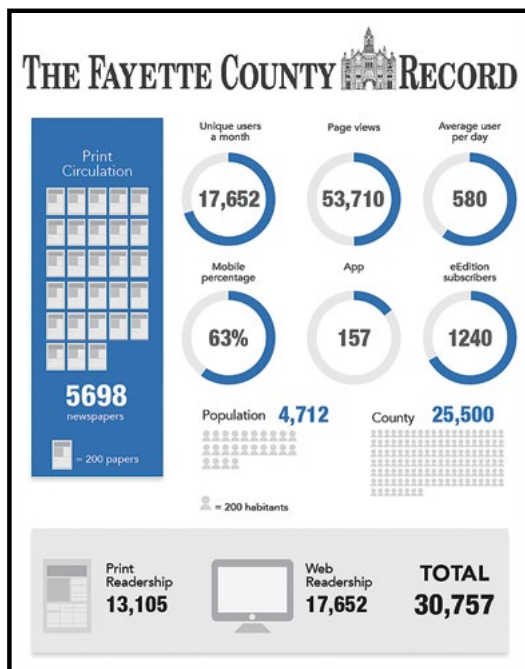
No advertisers are interested in navigating your rate card. Sales representatives should enter a business knowing what they want to “pitch” and which package will work best. Be prepared with the reach, penetration and cost for that package. Prepare several packages and never hand a prospect your rate card. This is a tool that should stay in your desk, for your own reference.

The audience card is the best way to represent your total audience. The audience card includes your print circulation and print readership, your unique users online and your social media audience. Combining all of these into one total reach number or total readership can contrast with your population and often will give you over 100% penetration in your market.

In order to prepare an audience card you will need the print circulation number and then multiply that number by 2.5 to reach your print readership number (ABC allows 2.5 per print copy). You will also need the website and app analytics. There are several items on the analytics that are important: unique users, pageviews, mobile users and social media followers.

Print circulation – 3,000
Unique users – 9,397
Page views – 23,786
Average per day – 313
Mobile percentage – 85%
E-Edition – 300

Population – 12,000
Print readership – 7,500
Web readership – 9,397
Total – 16,897



Prepare a sheet that you can update quarterly and deliver to your designer that contains this information. Create categories that show your audience in a favorable light like average per day or mobile percentage. Include the population of the town and the county so that you can contrast the numbers and demonstrate penetration.

Add the print readership number and the unique visitors number together for a total readership number. The web number from analytics is monthly and the print number is often weekly. Since the weekly print number does not change in a month, we can use it as a monthly number. There is often overlap in the print and digital numbers as well (e-edition) but this only strengthens the frequency argument that readers come to your content again and again.

Lay out the numbers in a user-friendly way.

The pitch

Hello advertiser, I'm here to tell you a success story that others may not be telling you. Your local newspaper is reaching everyone in the county on a weekly basis and there is no other organization that can touch our penetration.

Your neighbors and customers are reading the paper online and in print in increasing numbers. If you would like to talk to (your town here) the only way is through the (newspaper). I've put together some packages here that can help you reach our audiences in a variety of ways and I would like to review them with you.

eType Services
(www.etypeservices.com) is a leading provider of digital products and services for community newspapers in the United States. eType Services specializes in e-editions, websites and news apps. eType Services' easy-to-use, affordable solutions help eliminate the barriers to entry for small and medium-sized newspapers seeking to reach more readers – and increase revenue – by uniting digital and print strategies. eType Services works with more than 500 papers and acts as a digital team for papers too small to afford a digital team on site.



Strategic thinking amid COVID-19 or any other business challenge

By Dr. Renee C. Tacka

Assistant Professor, Marketing • Graham School of Business, York College of Pennsylvania



**So how do we do it?
How do we “sell”
amid such a
tumultuous
economic state?
We connect.**

The rapid spread of the coronavirus and the physical lockdown of a majority of the country has created an unprecedented economic challenge for businesses – both large and small – operating in many local communities. While consumers practice “social distancing” and remain at home, businesses are challenged to stay afloat. Many have closed. Some have furloughed employees to maintain skeleton staffs. Others, such as those deemed essential, struggle not only to keep their shelves stocked, but also to keep workers on staff while reducing their risk of exposure to this unrelenting virus.

As we navigate these rough waters, normalcy has become elusive, obscure and mostly non-existent. This “new normal” uprooted many of our routines. The job of a media sales rep is challenging on any day, but having to factor in a virus like COVID-19 can make it even more daunting. Gone (for now) are the days of handshakes, networking events and in-person meetings. Work from home, virtual learning and social distancing have become the new lexicon. Sales reps have been relegated to working at home and conducting business via Zoom, Teams or another type of virtual conferencing software. These social changes not only impact our lives personally, but also professionally. No one knows exactly when we will see the light at the end of the tunnel; however, to survive, businesses and consumers are thinking differently about this “new normal” – doing their best to prioritize among personal, financial and/or medical necessities.

So how do we do it? How do we “sell” amid such a tumultuous economic state? We connect. With all of the COVID-19 restrictions, connection seems almost impossible, but alas, success can be achieved if sales reps consider the following steps to increase the effectiveness of the sales process:

1. Understand the advertising client – the needs, objectives and strategic goals.
2. Uncover and clarify the client’s problem, need or challenge.
3. Be an expert in the products and services that you sell.
4. Work closely with the customer to plan and implement the solution.
5. Communicate the plan clearly and effectively for a smooth implementation.
6. Regularly follow up with the client to measure success and/or adjust.

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STEP 1

Understand the advertising client

For media companies, connection is twofold because different markets are served: the advertising client (B2B) and the consumer (B2C). Advertising clients (B2B) invest in the products and services provided by media companies in order to reach their customers and prospects (B2C). The difference between these two objectives might seem rather minimal on the surface; however, they are fundamentally very different, especially with regard to the sales process and the goal to be achieved. On the B2B side, sales reps should use secondary research to learn more about the advertising client, the industry and any business challenges published in credible sources such as newspapers, industry publications or government databases found online. For example, in March 2020 non-essential businesses including restaurants and small retailers were shut down and no longer allowed to serve in-person customers. As the vaccine is administered and our world opens up, what will be the (new) issues facing these clients? What issues will be faced by those businesses that have remained open throughout the pandemic? How have the shopping and consumption habits changed for the customers these businesses are serving? Secondary research regularly available through a variety of public sources is a great way to prepare before a client meeting. Even better, the information is free.

STEP 2

Uncover and clarify the client's problem, need or challenge

Next, think about your life as a consumer and a shopper. How do you shop? Which methods do you use? When you need something, what are your expectations from the retailers that you visit? For many industries, COVID-19 has changed consumer shopping habits, forcing many retailers and service providers to find new ways of reaching customers. Customer touchpoints now include reduced contact methods such as personal appointments, ordering online, curbside pickup, home delivery, direct-to-home (shipping) and additional mobile functionality using apps on smartphones to order, track and pay. When you meet with your client, conduct a thorough needs assessment to understand feedback from customers. What is working? What is not working? What improvements do customers want the business to make? Compare this to your life as a consumer. Is there something that the business is missing? Can you present another opportunity to engage the consumer differently in this new era of shopping? Understanding the advertising client's customers and their shopping habits is instrumental to creating an effective solution to satisfy their needs and create a positive shopping experience.

STEP 3

Be an expert in the products and services that you sell

The intersection of the solution and the consumer buying process is the sweet spot for a media sales rep. The solutions that are offered to advertising clients should not only engage with consumers during and throughout their shopping cycle, but also connect them with the product, service, brand or idea that solves their need. To accomplish this effectively, media sales reps need to be experts in their field, knowing inside and out the products and services sold by their company, as well as those sold by their competitors. When they are viewed as an expert, sales reps will be elevated beyond "vendor" status to "contributes to the success and longevity of my organization" (i.e., partner status). Vendors have competitors; partners are a fundamental part of the business. Vendors conduct one-way, transactional (sales-forward) business, while experts build trust and strengthen B2B relationships through transparent, two-way communication.

STEP 4

Work closely with the customer to plan and implement the solution

Though solution-based selling is not a new concept, in this post-COVID era, it should see a resurgence of interest and application. Unlike product-based selling that focuses mainly on the features and benefits of the product being sold, solution selling is more time consuming and requires a more focused sales effort to uncover the problem or pain point. In the past, solution selling might have been placed on the back burner only to be used for the most complex client needs; however, most – if not all – of the small, local businesses trying to pivot post-COVID could benefit from multidimensional solutions that support the advertiser's short- and long-term strategies. As more time is being spent on virtual conferencing systems, people are becoming fatigued with the process and consider it a "time suck" rather than the productive communication tool. Do not rely on the idea that "everyone is using virtual, so that's my only sales option." Your sales challenge: Think differently – throw away "the box." Adapt the sales process to each client and/or sales situation and then create alignment between the advertiser's (B2B) and the customer's (B2C) needs. This one-to-one interaction will not only ensure that the client's needs are met, but also build strong relationships that reduce sales churn.

STEP 5

Communicate the plan clearly and effectively for a smooth implementation

Virtual conferencing is effective for meetings because it is flexible – you can meet anytime, anywhere, on any device;

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you can meet with multiple people quickly and efficiently; and you can share and discuss marketing materials, contracts or presentations. Depending on the sales situation, the phone can accomplish these same goals.

Before virtual, the phone played a major role in connecting people who needed to solve problems. Smartphones continue to allow us the same flexibility as virtual conferencing. Calls can be pre-arranged and taken on the fly – anytime, anywhere. Adding multiple people to the conversation is easy; options include using the conference call feature on the phone or the “old” method of supplying a dial-in number.

Lastly, the introduction of Google Docs and other shared resources enable attendees to be on their phones, share materials online and edit, as needed. Like a handwritten note, phone calls seem to have fallen out of grace for communication; however, a phone call forces communication and listening, and heightens attention more than virtual conferencing. It is easy to drift off during a virtual meeting and stare at the background, look out the window or even turn off the camera to disengage completely – all of which reduces the effectiveness that the technology once provided. When you are on the phone, the visual “noise” is eliminated, forcing you to take notes, listen and focus on the verbal cues that prove you are still engaged in the discussion.

Another advantage of using the phone for a meeting is that it is personal – there is something about sharing a phone number with someone else that says, “I care.” So, when applicable, pick up the phone – bring it back into the sales process. The client might appreciate the flexibility of movement and hearing your “smile” rather than being tethered in one place at a computer.

STEP 6

Regularly follow up with the client to measure success and/or adjust

Consider this: have you ever had to call a friend to pick up your child from practice because you had to work late or called customer service at a retailer because the zipper broke on your favorite pullover and the purchase is outside the return window? Communication with the person on the other end of the phone enabled you to solve a problem that resulted in the confidence that your child would make it

home safely or the satisfaction of knowing that you could get a replacement for your pullover. In both of these scenarios, problems were presented and subsequently answered with a solution. Confidence and trust are both earned by showing concern and following through on expectations and responsibilities.

In the sales process, follow-up is just as important as planning before the first meeting. Did the solution produce the expected results? If not, what were the issues? What adjustments can be made to fix what isn’t working? Advertising in today’s marketplace is very challenging. Consumers can choose from a variety of media platforms – traditional and digital – with which to engage; therefore, it is important to know which media are most effective at solving the problem at hand. Solutions need to be measured. A coupon, for example, can be dropped in the Sunday newspaper, downloaded online via the newspaper’s website, shared via social media on Twitter or Facebook, made visible by geofencing mobile users within a radius of the store’s location and emailed to customers in the retailer’s database.

Following an advertising campaign, sales reps should ask questions ... and a lot of them. What worked? What did not work? Why did the solution miss the mark? Did we talk to the right customers? Did we make the wrong assumptions? Can we adjust the existing solution or do we need to start over? Follow-up can be the difference between a loyal customer and a churned account. Anyone who has worked in sales knows that it costs more to gain a new customer than it does to keep an existing one. Put away your fears and be the expert – measure, adjust, or simply enjoy the success of an advertising solution that performed exactly as expected.

Your media companies are at the heart of Pennsylvania’s communities and have been for more than 100 years. Now, people are feeling consumed by “American” pride and looking inward – not outward – to buy products and services for their daily needs. Reconnect your brand with your community. Be the solution. Using your inherent ability to bring communities and people together, media companies need to reignite their position in the marketplace and be the connection between what is needed (by consumers) and where to buy it (retailers/service providers). It is not selling. It is not taking advantage of a challenging situation. It is truly helping to put products and services into the hands of consumers, when and where they need them.



Dr. Renee Tacka has 25 years of experience in the media, research, consumer goods and retail industries. She is also a well-known educator throughout the industry, having trained many newspaper and media clients in sales, advertising and market research techniques.

Renee is an assistant professor of marketing in the Graham School of Business at York College of Pennsylvania where she teaches across the spectrum of marketing topics, including digital marketing, principles

of marketing, advertising, personal selling, sales management, marketing strategy, retailing and branding.

Renee holds a B.S. and an MBA in marketing from York College of Pennsylvania and a doctorate of business administration from Wilmington University in Delaware. Her dissertation, “Consumer Impulsivity and Attitude: A Quantitative Study of Instant Consumable Snack Food (ICSF) Purchases”, identified a relationship between consumer attitude and ICSF product purchases.



The Importance of Maintaining Advertising Consistency

Numerous studies demonstrate the advantages of maintaining or even increasing ad budgets during times of uncertainty. Advertisers that maintained or grew their ad spending benefited from increased sales and market share during both the challenging times and afterward.

Reasons to maintain an advertising schedule:

Your ad is **more likely to be noticed** if the competition pulls back on its advertising and there are fewer ads in the market.

You have the chance to be the **company consumers spend with** now while also gaining their future business.

When a business cuts back on its ad spending, it **loses its "share of mind"** with consumers, with the potential of losing current – and possibly future – sales.

An increase in "share of voice" typically leads to **an increase in "share of market."** An increase in market share often results in an increase in profits.

86% of consumers say businesses that advertise during challenging times are **top of mind** when it comes time to make purchase decisions.¹

Businesses that continue to advertise project to consumers **the image of stability** during challenging times.

80% of consumers agree with the statement "I will seek more information about an ad that I find interesting."²

79% of consumers agree that "advertising helps me learn about new products."²

74% of consumers surveyed said they "appreciate advertising that is relevant to me."²



Consider implementing these advertising strategies to earn more business:

Change your advertising message to **focus on items and services that consumers need now** such as curbside pick-up and delivery services or reinforce the procedures your company is taking to ensure safety or compliance.

Recognize customer loyalty by using this time to thank customers for supporting your business.

Include a reassuring message that **reinforces an emotional connection and demonstrates empathy** during these trying times.

Promote the option for **consumers to shop online** for your products or services.

Offer short-term price incentives. This promotes a sense of community and a "we're in this together" approach that shows an awareness and sensitivity that earns trust.

DIGITAL SALES

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AMY ANSARI
Sales Manager
Centre County Gazette

“ In my experience, doing the groundwork to understand a potential client’s needs, the current business environment and having a solid understanding of what you have to offer them is a key to success.”

Valuable tips to sell your digital inventory

AdCellerant

Bundling multiple platforms together ...

For many media companies, digital media has become a main contributor to owned and operated assets. Websites with banner ads and promotions, social media sponsorships, sponsored native content and many other platforms are taking the lion's share of revenue generated over the traditional media assets that generations before us have relied on so heavily. As a contributor to the local news space and an advocate and marketing resource for local SMBs, media companies are "digitizing" the way they serve their communities and support their clients' advertising efforts. Here are some helpful tips for selling your digital inventory:

Package O&O with other digital platforms

Media companies are in a unique position to provide an integrated media solution with several channels that are designed to generate marketing and sales leads for their advertising partners. Bundling multiple platforms together, for example, print, digital, email, social and niche products, enables a media company to support the advertiser's entire marketing effort throughout the sales funnel. This "platform packaging" increases the client's audience reach while supporting and achieving campaign goals and objectives.

Pittsburgh Post-Gazette's Associate Director of Advertising Jill Kirsch shares how the company's bundled-product strategies generate success:

"The main benefit our clients share with us is how streamlining their ad buy with one firm has saved them time and created more synergies. Typically, coordinating their campaigns with two or more firms was too time-consuming and didn't allow for the synergies to flow. We've also seen growth of our O&O and for our agency products by packaging them all together."

Offer local news retargeting as an add-on to website banner ads

Retargeting strategies work. An early study found that retargeting ads led to a 1,046% increase in branded search and a 726% lift in site visits. This advertising process is successful since it gently reminds consumers of the local brands that are supported by trusted news sources. In many cases, this gentle nudge or re-introduction to that brand encourages the potential customer to return to the local news website or to engage with that brand website to learn more about their products and services. When retargeting is done effectively, those gentle nudges give the local brand a new customer.

Using the retargeting strategy on local news websites can offer many benefits: A targeted geographical audience, brand association with a trusted

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enables a media company to support the advertiser's entire marketing effort throughout the sales funnel.

media source and higher brand recall because readers stay longer and those initial ads resonate and stay top of mind. Adding local news retargeting to advertiser campaigns makes this a much stickier product.



Drive traffic to your O&O website

Your website is the first digital “touchpoint” the majority of advertisers and consumers have with your brand and content. Consumers look to local media websites, trusted resources in the community, for news, events, products and services. One of the best and, quite possibly, easiest ways to drive digital revenue is to drive website traffic. The more eyeballs and page visits on your site, the more ad inventory you have available to sell to advertisers who want to be aligned with your brand and connect with your site visitors. Below are two turnkey solutions to help drive website traffic by leveraging your own brand and content in the digital space.

Promote content on social media: Share what you create! When it comes to pushing out content, there are so many options and channels to get your name, brand, message and story out to a larger audience who may or may not be frequenting your website. The easy go-to for brands and businesses, no surprise, is social media. Promoting your content on social media channels will not only support branding and awareness for your media company to a wider audience, it will also spark consumer engagement and drive website traffic. You can also diversify HOW you present the content, from images to interviews, videos, audio clips and more.

Create more specialized content. Content continues to be king, and since the onset of COVID-19, people are consuming more content now than ever before, creating record high website traffic for publishers, increased opportunities for advertisers, more ad inventory to sell and more revenue to make! Adding new vertical content to your website is a great way to expand your audience reach and provide additional value to your core audience. It also can support increased organic traffic to the website.

Elizabeth Bernberg, previous director of digital media at Entercom, says, “Get creative, get out of your comfort

zone, have fun, find new conversations to spark within the community and SHARE IT!”

The pandemic has changed how SMBs market their business

As the pandemic has created some serious obstacles for consumers and businesses alike, we, as marketing professionals, need to help our customers and advertisers understand how they can pivot marketing for their businesses. For those businesses that typically stick to traditional advertising channels like print, broadcast or OOH, we know that the time is NOW to help educate and support their transition into the digital world. Pivoting your O&O to give your advertisers the capability and accessibility to connect with your audience and their customers is an absolute necessity for any media company, especially as we move forward in 2021.

“Americans spend over half of their days on their internet-connected devices and there are ways to connect with them that complement and support those traditional avenues as well,” says Ben Bouslog, senior director of business development at AdCellerant. “If there was a time for any media company to take digital seriously, the time is now.”



Digitize your audience

For publishers, it can be difficult for legacy sellers to grasp the technical nuances and details that come with selling complex digital marketing tactics, making it frustrating for them to overcome. To make it easier for publishers to generate digital revenue and overcome this obstacle, they are digitizing their audience by identifying the mobile devices of subscribers through a reverse append database match. This allows publishers to create targeted audiences on the programmatic exchange that can receive targeted display or video ads.

Jonathan Muzio, chief business development officer for AdCellerant, explains how to make it easier for those sellers to sell digital: “So instead of sellers having to go through a digital sales boot camp to understand all the complexities

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of digital and how to apply them, they can instead just focus on selling their own digitized audience as if it were an owned and operated platform like print or their website.”

Create yield management for unsold O&O inventory

As sophisticated and evolved as the digital ad industry has become over the past decade, it is still rife with inefficiencies and complications between balancing a publisher's direct-sold campaigns and their unsold/remnant inventory. No matter the vertical or subject matter, most publishers want the same thing:

- Compelling content.
- Strong brand loyalty.
- Great user experience.
- Consistent revenue.

The obvious goal is to convert all opportunities to impressions at the highest rate. Yield management is the process that aims to make this possible. As the inventory and demand (especially direct-sold campaigns) can fluctuate on a website, the process and strategy of yield management are to figure out which buyers have access to what inventory, at what time, through which buying channels and at what CPM rates. Publishers must ensure their strategy of optimizing their unsold inventory is centered around strong programmatic partners and a streamlined setup so that they keep the value and integrity of their inventory outside of their direct-sold campaigns.

A host of great ad ops companies specialize in this kind of management and ongoing analysis to help ease the burden on teams that are stretched thin with the daily tasks of running a successful digital publication.

Devin Yeager, CEO of Blue Orchid, states that “yield management is one of the most important behind-the-scenes activities that can benefit a publisher's bottom line. When this is done correctly, a lift in daily revenue is all but guaranteed.”



Diversify digital inventory with video, banners, high impact ad units

While an effective yield management strategy is paramount to success, the importance of diversifying advertising inventory by way of various ad units and formats cannot be understated. Pre-roll video, display banners, high impact ads, sponsorships, custom pages, native, mobile-ready websites, etc., are all catalysts for attracting new demand partnerships and sources of revenue. It's also a way to potentially improve user experience by ensuring consumers connect with new, relevant content after they are exposed to the ad. For example, brands might target a certain audience with a homepage takeover, followed by a pre-roll video ad accompanied by a companion banner. As a publisher, it's important to be set up to support these types of requests to keep a constant flow of diversified revenue coming into the website. The flow of dollars in online advertising is only increasing and one surefire way to tap into that stream is to have multiple vehicles for brands to reach the audience.

AdCellerant is a technology and digital advertising company focused on making quality digital marketing accessible to every business. AdCellerant achieves this goal by partnering with local marketers, media companies, agencies and channel sales organizations, helping them leverage AdCellerant's proprietary advertising software platform, UI.Marketing. For more information or to request a demo, please email info@adcellerant.com.



Digital agencies: Why they need to be part of your current and future advertising departments

By Arlea Hoffman

Owner, Chief Business Advocate • True Fit Marketing

You already have the audience of the local community and are able to help local businesses prosper with hyperlocal advertising. So, what is the next big opportunity for your organization that can also continue to benefit the local businesses you already work with? Targeted digital advertising and additional marketing agency services! So, where do you start?

You have offered traditional advertising for so long and have been able to create lifelong relationships with the local businesses and organizations in your area, so why change now into a completely new field of technology? Those technologies only continue to benefit the current advertising products you are already offering. Merging your current plan with a digital plan can create powerful campaigns with much better reporting capabilities to prove their worth. Together, this tandem powerhouse can create an incoming revenue stream on an ongoing monthly basis instead of always chasing deadlines. It can also make you an all-encompassing advertising expert, giving the community the opportunity to turn to your organization for all of their advertising needs. They are going to spend their money on these services with you or someone else, eventually!

What makes you the best candidate? Truth be told, it is your longevity and relationship with the community. There are so many national digital agencies that enter a community, do a massive sales sweep and then leave the area, never to be heard from again. The business owners who try these programs with these companies are left confused, frustrated and, frankly, no longer know whom to trust because they have been left with empty promises and contracts they are fighting to get out of. There is opportunity to be had with the local businesses you already work with, and you have the reputation new businesses need to try advertising again after being burnt. The business community talks. They know who you are and the great work that you already do. Now is the time to grow your business and theirs.

When you are ready to develop a new agency model, you need to take a look at staff. What people do you already have on your team who can start developing and managing these new functions? Your current sales staff has already gained the trust of so many of the local businesses. Your sales representatives have long-term relationships with community and business members and are held accountable because, well, their kids go to school together. Everyone eats at the same restaurants and does their shopping at the same local businesses. You wave to each other when you pass on the street. The community members who are always supporting local establishments make a big difference to small businesses. Your sales team is the face of your business. Now your sales team has an even bigger



**Merging your
current plan with
a digital plan can
create powerful
campaigns with
much better
reporting
capabilities to
prove their
worth.**



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opportunity to make a longer lasting impression and impact.

There will be staffing gaps. That is where finding the right partners to fill in comes to play. You can start out with a few new services that match closest to services you are already offering, or you can go all in and create an all-inclusive digital agency with a host of new services. Which way you go will determine the new staff and partners you will need to find and develop. You will ultimately want a mix of current employees and new partners to develop the most efficient launch plan. If you were to only launch with new partners, there would be less buy-in from your current sales team. It is imperative to choose someone who is trusted among your current staff to be the liaison and champion for these new services and programs.

The current staff you choose to head and be part of this program should have a good rapport with their fellow employees, but should also be excited and ready to learn. The most important quality of this staff is that they need to be eager about changes to enhance the programs. There is nothing in this technology world that stays the same for long, so they should be ready to grow, adjust and continue to learn about new and upcoming technology trends. The new head of the department needs to become the champion of this program and its biggest cheerleader. The department head will likely be getting to know all of the reps very closely, while also helping them sell these services to their clients.

When looking for new partners, a big mistake that we often see with other media companies is trying to obtain the largest partners out there that offer everything you could ever imagine. You need to think of this in terms of small, local business. Your local advertisers like working with you because they don't feel like a number. They know where you work and when they can get in touch with you. We are not saying there are not good large companies out there that you can partner with, but communication, education and actual compassionate business partnerships are very important. The new partners should be willing to come onsite (when possible) and train your staff. They have to get the same buy-in from your sales employees about the new programs they are going to be asked to sell. There has to be excitement and buzz about the new opportunities for "their" businesses in the community they work so hard to help. Also, when possible, there should be ride-alongs and client meetings where your staff can experience how excited the businesses are to hear about your new programs.

With any new department or business decision, there will be some obstacles you need to overcome. One of the biggest will likely be a new compensation and incentive program that changes to include an entire set of new services. Try to keep it as simple as possible for your managers and reps to understand. The compensation plan should flow from top directors all the way down to the reps themselves to actually take hold. It should also be a very inclusive sales model where possible. Digital reps and other media reps should not be selling against one another, but instead selling together. This creates a team atmosphere not only for the advertising team, but also with the agency clients. We have found that there is more buy-in and, more importantly, retention from businesses sold into this program when the staff works together for these sales.

Another obstacle is understanding your price points. Because digital advertising can be sold anywhere, it can be difficult to understand what you should be charging. You should be performing market research to understand what the competition is selling the services for, but also understand that there is value in selling it locally. This is a balance you will need to find to truly understand your price points and ultimately your ROI.

The last obstacle that we feel is important to mention is knowing what programs to sell. There are so many different digital options from which to choose. The best place to start program research is to look at ones that match the closest, or partner with your current media products. Then check out the most popular and effective digital solutions offered with the best reporting capabilities. Those that prove ROI to your businesses will give you the retention you need to continue growing your new agency.

Whether you are 10 years into an agency or just figuring out how to start implementing one, there is no doubt the advantages of developing a digital service solution outweighs the obstacles you need to overcome. You already have the audience, the business relationships and the sales team; you just need the direction and patience to adjust your services and processes as you move forward to be successful. Continual education and training is also key. Your team needs to feel comfortable with what they are selling and understand why it is so important to the survival of the businesses they work with. Ultimately, doing what is right for their businesses is also right for your organization.



Arlea Hoffman is owner and chief business advocate of True Fit Marketing. True Fit Marketing® is a full-service marketing advocacy firm powered by technology and grounded with foundational marketing. Our mission is twofold. As a full-service marketing agency, we support SMBs all across the country, where we gain insights into business challenges, trending technologies, and upcoming opportunities for ourselves and our sister agencies. As a training organization, we pull upon those real-time experiences to support you, your business and your team and help you feel more confident in your advertising and sales efforts. Through a combination of educational presentations, small group roundtable sessions and one-on-one ride-along trainings, we help give your team the knowledge and motivation to understand marketing and digital opportunities with more confidence. Is your media team ready to take your clients to the next level? Do you want to be able to offer businesses a 360-degree marketing solution that drives longer retention? We offer coaching services for you, your management team and your sales team tailored to your organization's goals, current product lines and the team's education level.

Five tips to improve your website for advertising

By Michael Shapiro

Founder and CEO • TAPinto.net

Although many local news websites generate much of their income through display advertising, other strategies including content marketing, email marketing, social media marketing, DIY publishing and video advertising are also being used to increase revenues. In order to survive and thrive in the 21st century, digital media publishers need to think differently. Display ads are waning while uses of targeted, hyperlocal initiatives are producing better ROI for brand marketers and increased revenue for local news websites. Here are some basic rules that can help increase revenue on your website:

Offer content marketing

Every news website should offer content marketing as an option for advertisers. With some minor technological tweaks, this is something that all publishers can take advantage of, though many are not doing so. Content marketing enables marketing partners to have their meaningful content published on your news website. Done right, it can drive consumer action. It also enables the advertiser to speak directly to the news website's reader. If the website has good search engine optimization, the content published for an advertiser will also rank highly on search engines like Google.

For transparency purposes, it is important that any content marketing be labeled as sponsored content so that there is a clear delineation for readers between news and paid content.

It is also important for news websites to recognize that they do not operate as free bulletin boards. You have worked hard to build audience and should not be afraid to monetize your efforts.

I'm not suggesting that an outlet should not cover stories relevant to the local community, including news regarding the business community. However, I believe there is no reason to give away publicity to a company that instead has hired a public relations firm to promote its offerings. Nor should we feel compelled to provide free content to a business that is engaging in paid marketing elsewhere. In fact, TAPinto recently had a six-figure advertising proposal in front of a government agency that had been posting its announcements onto news websites in our network for free. The agency, which had expressed initial interest, ultimately declined the proposal in large part because a number of sites in our network agreed to run the public relations without payment.



As the old saying goes: "Why buy the cow when you can get the milk for free?"

By publishing promotional content for free, some of the websites in our network caused us to lose a rather large sale.

The separation between editorial and advertising has to be rethought in the digital age. We cannot be shy about putting a price tag on being able to put promotional information about a company in front of our audience.

Expand offerings to include email marketing

All news websites should be asking readers to provide their email addresses. Online publishers over the years must build their subscriber lists. Having these emails in a hyperlocal area is incredibly valuable. If marketers want to reach those audiences directly, they can do so at a cost. For instance, in order to get a TAPinto local franchise's daily electronic newsletter, readers must provide their email addresses. Typically, subscribers are hyperlocal to the area.

With a growing consumer interest in shopping local and supporting small businesses, offering local companies the ability to reach target audiences through exclusive email blasts is a way for them to reach a valuable audience at a cost-effective price. My suggestion is to offer just one

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FIVE TIPS TO IMPROVE WEBSITE ADVERTISING *(cont.)*

dedicated email blast per week and make it exclusive so that there is only one advertiser being promoted. Limiting the inventory makes the eblast that much more special. Email marketing can and should become a valuable revenue generator for online news websites. Typically, the open rate is quite high, which I believe is a reflection of trust that has been built over the years.

Offer social media marketing for advertisers

Just as media companies have built email lists over the years, they have also established followings on social media. For instance, Facebook helps generate about 30% of the page views for TAPinto news websites. Enabling advertisers to be promoted on news media organizations' Facebook pages expands their reach and also provides advertisers with third-party credibility for their posted content. This is an effective tool for restaurants. Posting a link to a story that has great visuals of the food can make the phones ring with new orders. Social media posts can indeed drive revenues. Your advertisers should pay for this privilege.

Develop a DIY portal

People should pay for press releases and content that is really advertising. If a marketer wants to reach a large, engaged, relatively affluent, educated audience, they should pay for it. To reduce staff time spent dealing with publishing such content, enable advertisers to upload press releases onto your news site for consideration for publication and pay for it via credit card. Developing a DIY portal saves time for news media staff and generates money.

If you haven't done so, invest in the technology to do this. Rethink content as a revenue opportunity. People should be able to submit and easily pay for:

- Press releases.
- Event listings.
- Obituaries.
- Milestones (birthdays, weddings, anniversaries, bar mitzvahs, etc.).
- Other content.

Utilize video

Video drives an estimated two-thirds of all the traffic on the internet. People would rather watch a video news story than read a long, detailed news story (although they might not admit this). As a medium, television is declining among younger populations who prefer watching video content online via mobile devices. Online news outlets that incorporate video are better able to compete with commercials on broadcast TV and cable. News websites can offer video advertising opportunities, whether it be dedicated video ad spots that play directly on the news website or display ads that click through to videos. Video can also be included in content marketing posted by advertisers. We can make watching video ads a sort of payment in exchange for news information in a way similar to YouTube, which is now incredibly successful.

The biggest takeaway is that for media to survive in the 21st century, it must evolve. A decade ago, banner ads were the way to market online. There have been significant changes in digital marketing since that time. Just like print had to evolve in order to survive, online news sites have had to evolve, too.

While there is value in it, an online display ad is similar to a billboard or ad on a supermarket cart, except that it's trackable and transparent. We need to move beyond the billboard.

Display ads will continue to be with us for some time but those days are waning; today, it's all about content marketing, email marketing, social media presence and video. Outlets such as TAPinto have proven that they can evolve while staying true to their journalistic integrity. The two are not mutually exclusive.

Michael Shapiro, CEO of TAPinto.net, is a pioneer in digital media and a leader in the industry since 2008. He started an all-online local news website in his old hometown of New Providence, N.J., and shortly afterward began receiving requests to expand to other local areas. After launching several more local news websites, Shapiro left his job as an attorney to focus on local news full time. In 2013, he began franchising TAPinto, offering franchisees the technology, training and continuing education they needed to run successful independent local news websites.

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Since its inception in 2008, TAPinto has grown into a network of more than 85 franchised online local news websites in New Jersey, New York, Florida and Texas, 100% supported by advertising. TAPinto can franchise in Pennsylvania and most other states in the country. The TAPinto network produces award-winning journalism while achieving record traffic and financial success, generating a 17% increase in advertising revenues in 2020. Today, it is one of the only sustainable, scalable local journalism models in the country with more than 15 million readers during 2020 and nearly 5 million visits per month, on average.



TAPinto
Your Neighborhood News Online
www.TAPinto.net

Selling against social

Pennsylvania NewsMedia Association

For salespeople operating in the local space, a common rejection heard from advertisers is the lure of the low cost of social media advertising. Be it directly through Facebook's highly targeted ad engine or organic posts on Facebook or other platforms, social media has become a frequent roadblock on the road to sales success.

Whether it is, "I already advertise through Facebook," or "You are too expensive," these words may be painful to hear, but like any objection, are not insurmountable. To begin, consider the strengths of print and digital news media properties.

Authentic local content

Journalists work tirelessly to fill the pages of both print and digital with quality content. This content is not available through social media platforms like Facebook and placement on those pages is not guaranteed by digital advertising networks. Only you, a local news media company representative, can guarantee placement onto your publication's digital property and offer the opportunity to pair an advertiser's message with quality, local content.

Does authentic, local content matter? Yes, it does. A study from comScore, *The Halo Effect: How Advertising on Premium Publishers Drives Higher Ad Effectiveness*, confirmed that advertising on premium content sites drives a 3x boost in brand favorability compared with advertising on general digital properties (blogs, social media, gaming, etc.).

Quality platforms

While local content is a powerful tool, it is not the only aspect that drives higher brand favorability and engagement. Looking to the same comScore study, research shows that ads on news media properties are more likely to be seen by an actual human being.

- Ads on news media properties are more likely to be "viewable" (not below the fold or hidden in some other fashion) than other properties.
- Ads on news media properties are less likely to be consumed by automated programming (bots equal invalid traffic).

No advertiser wants to buy ads that are not being seen or ads consumed by computer programs. They want to buy ads that will help drive sales, push foot traffic to an event or build awareness of a brand. These activities are ones where news media properties, through both digital and print, excel.

Local sales team

You have probably never heard a small or medium-sized business say, "I was on the phone with Facebook yesterday..." and it's unlikely that this will occur anytime soon. These mammoth companies, and others in the digital space, push consumers to use automation and dashboards, in stark contrast to the white-glove service offered by local sales representatives.

Local news media sales teams have boots on the ground in their market, which provides distinct advantages to the advertiser, including:

- Intimate and historical knowledge of the local market.
- The ability to build a one-to-one relationship with clients and to fully understand their needs.
- The willingness to call them back when something isn't going as planned.

Beyond the strengths of digital through local news media properties, a sales representative should also consider social media advertising's weaknesses.

Disinformation, misinformation and hate speech

Social media platforms offer users the ability to promote, bring their opinions to the forefront and share them worldwide. These services are freely available and encourage millions of users to engage daily, but most of them struggle with misinformation or hate speech on their platform.

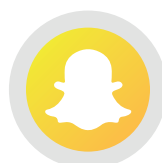
In recent history, Facebook, and other social media platforms, have made mistakes:

- Allowed the platforms to be used in widespread voter suppression efforts, often targeting disinformation toward people of color.*
- Failed to both recognize and remove Holocaust denial as a form of hate speech.*
- Did not stop the incitement of violence against protesters fighting for racial justice in America.*
- Facebook was forced to make changes to its advertising platform due to a lawsuit that alleged it allowed for widespread housing discrimination against communities of color.*

In 2020, Stop Hate For Profit was joined by more than 1,200 businesses, including The Hershey Co., Coca-Cola and Ford Motor Co., which are boycotting Facebook until it rectifies the issues surrounding disinformation, misinformation and hate speech on its platform.

By deploying longstanding journalistic principles, the local news media community has not encountered these problems and remains a dependable, safe location for advertisers to promote their message. Representatives of the news media industry would be well-served monitoring social media companies' issues and sharing the ongoing concerns with their advertising clients.

Social media has become a frequent competitor for local advertising dollars. Still, by focusing on the news media medium's strengths, sales representatives can protect current ad dollars and secure new ones from local and regional advertisers.



*ADL, NAACP, Sleeping Giants, Common Sense, Free Press and Color of Change Call for Global Corporations to Pause Advertising on Facebook to Stop Hate Online, Anti-Defamation League, ADL.org

CATEGORY SALES

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“Focus on what we have control over!”

DAWN M. FISHER
Director of Advertising
The Republican-Herald



How to identify co-op opportunities

Co>Op Connect

As a sales rep you may wonder how to identify co-op opportunities and the short answer is, they are all around you. Let's look at a couple examples of where co-op exists:

1. A hardware store/garden center/auto parts store: This is the scenario where a business carries hundreds, if not thousands of brands. In this case, ask the store owner/manager the six brands that sell the most. Whatever sells the most is replenished more often, thereby earning more co-op funds. Let's say the store sells more Dutch Boy paint, Minwax stain, Toro lawn mowers, Vise-Grip tools and Bonide pesticides than anything else. You will want to ask if these products are purchased directly from the manufacturer or through a local distributor.

Why is this important? If you call on Dutch Boy to find the accrual balance of a particular hardware store and this store buys from a distributor, then Dutch Boy will not have any record of this business. If the store buys from a distributor, then the distributor is obtaining the co-op funds from Dutch Boy and it is the distributor that would pass the money on to the store. This hardware store may know the co-op accrual balances on the purchased products, but I would not count on it. Again, these stores sell hundreds if not thousands of products and employees are busy running the day-to-day operations so it may not be high on their list. This is where the sales rep can help immensely. Once you find out where your customer buys their product, you can help them obtain their accrual balance. Once you agree on which brands you want to promote, the next step would be ad creation.

2. A beauty salon/tanning salon: There are a lot of chain salons (BoRics, Super Cuts, Lady Janes), but let's talk about a mom-and-pop, independent business. This is a great example of a business that is most likely buying products from a local distributor. Hair salons often display rows and rows of hair products from brands like Redken, Matrix, Biolage, Paul Mitchell, etc. Although you see a variety of products, the owner is not going to each brand to buy the product as they are not buying enough volume. They are buying from a distributor who sells a large volume of different brands. This is when you would want to ask the salon owner for the name of his local distributor as the co-op funding would come from that distributor.

3. A car wash: Yes, co-op may even be available for an independently owned car wash but in this case, products might be purchased right from the manufacturer/brand. What is the difference between a mom-and-pop hair salon and a mom-and-

pop car wash? The answer is volume purchased. If this car wash is doing a brisk business, it may be using a ton of Rain-X for the car windows and Armor All for the car tires. The car wash is continually filling its machines with these products (hence the high-volume usage), whereas a hair salon is not offering the same shampoo and conditioner products over and over; the shelves are filled with variety. So, in this case the sales rep would go directly to the brand (Rain-X, Armor All) to obtain accrual balances.

Options for obtaining co-op funding are endless. Many folks know that the largest co-op category for automotive is new cars. If a sales rep goes into the front door of a dealership you can bet the dealership's marketing team knows the accrual balances and is very active in using the funds with both traditional and digital advertising options. However, the parts and service department of that very same dealership may not be utilizing co-op at all. Just think of the co-op possibilities in that arena; the list really can get quite large. Think of all the tires, filters, windshield wipers and oil sold.

Even your local deli may be eligible for co-op. Have you ever walked by a restaurant window and seen a sign stating, "We proudly serve Hormel luncheon meats" or some other brand name? Well, if that is on the window then it also can be in a print ad or online display banner utilizing co-op funding for all those sandwiches!

Getting started: Co-op checklist

1. When calling on advertisers, ask if they know about or have used co-op. This may offer you the chance to become their trusted adviser as you can explain to them what co-op is and what it can do for them.
2. If you walk into a business and you can't tell what they sell (as they may sell too much, or conversely it may not be displayed), ask the advertiser. Ask for the top six items they sell as this is where they will have earned the most co-op money.
3. Help them obtain their accrual balance with either the manufacturer/brand or their local distributor.
4. You can then work with your advertiser to decide which brand or brands to start including in their local advertising.
5. Once the ad campaign is created, get it approved to ensure it is compliant to the manufacturer's guidelines.

To accomplish No. 5 on the checklist, you need access to the co-op program guidelines.

To obtain guidelines for thousands of brands, you can subscribe to the Co>Op Connect database. As a fellow PNA member, you are eligible for 20% off the normal monthly rate. To see a demo of the database, please contact us at info@coopconnect.com.

co>opconnect

Increase Revenue Through Co-op Advertising



Cooperative advertising, or co-op advertising, is a partnership between a retailer and a manufacturer to share the cost of advertising, at the local level, to increase product sales.



RUSH CITY TIRE & AUTO
COOPER TIRES
GET SOME MILEAGE OUT OF THE SEASON
GO THE DISTANCE WITH A GREAT DEAL AND ALL-WEATHER DURABILITY.
GET UP TO A \$70 3/16-4/12
GET MORE DETAILS. SCAN THE CODE.
GO WITH THE COOPERS.

MANAGER'S SPECIALS
\$25 OFF WITH A PURCHASE OF \$100 OR MORE
OIL CHANGE \$5 OFF BASIC OR SYNTHETIC
\$10 OFF ALIGNMENT

Dealer group ads* include contact information for multiple retailers in the same geographic area appearing in the same ad, co-funded by one manufacturer. Retailers benefit from pooling funds together for a larger, more frequent ad campaign. This type of ad is popular with outdoor power equipment dealers and recreational vehicle retailers.



BUY 7 ITEMS & GET \$7 OFF
mix or match
Buy 7 of the products shown in the ad for \$7 off. Limit 1 per customer. Look for \$7 off products.

1. RITZ 2.50	1. RITZ 2.50	1. RITZ 2.50	1. RITZ 2.50
2. RITZ 2.50	2. RITZ 2.50	2. RITZ 2.50	2. RITZ 2.50
3. RITZ 2.50	3. RITZ 2.50	3. RITZ 2.50	3. RITZ 2.50
4. RITZ 2.50	4. RITZ 2.50	4. RITZ 2.50	4. RITZ 2.50
5. RITZ 2.50	5. RITZ 2.50	5. RITZ 2.50	5. RITZ 2.50
6. RITZ 2.50	6. RITZ 2.50	6. RITZ 2.50	6. RITZ 2.50
7. RITZ 2.50	7. RITZ 2.50	7. RITZ 2.50	7. RITZ 2.50

Multiproduct ads include products from various manufacturers, usually noncompeting, in the same layout. The retailer pools available co-op funds from each manufacturer to cover the cost of the ad. This type of ad is common with grocery stores, department stores and discount stores.



WORKING AS HARD AS YOU DO!
2021 Polaris Ranger 1000 XP
FINANCING AVAILABLE
See Dealer For Details
JIM'S SNOWMOBILE & MARINE
polaris.com
www.jimssnowmobileandmarine.com
Just 20 Min. From Little Falls Or St. Cloud On Cty Rd. 17
320-746-2165

Single signature ads* include a single retailer's contact information along with a single manufacturer's product. This type of ad is prevalent with jewelry stores and specialty stores.

types of co-op advertising

*Ad image provided by Co>op Connect.

how co-op works

Retailers accrue co-op credits, or dollars, by making qualified purchases from a distributor or manufacturer. Typically, a retailer earns 2% to 3% of purchases, by product or manufacturer, for future co-op spending.

key co-op advertising terms

Accrual: retailer-earned funds, resulting from qualifying purchases, that can be used toward future co-op advertising expenses.

Accrual percentage: rate used to accrue co-op funds based on retailer purchases from the manufacturer – typically 2% to 3%.

Accrual period: time period established by a manufacturer for current accruals – typically the calendar year or the manufacturer's fiscal year.

Ad specs: manufacturer's criteria that qualifies co-op advertising for reimbursement – includes eligible media types, ad sizes, manufacturer logo and content requirements.

Claim form: manufacturer-supplied form used to submit retailer claims for reimbursement of advertising costs.

Claim period: manufacturer requires submission of the claim within a specific time period after the ad schedule runs.

Prior approval: required process of contacting the manufacturer to verify co-op allowances and confirm that ad content meets co-op program requirements.

Proof of performance: a print or digital image of the newspaper ad as it appeared in publication. This must be submitted as confirmation that the ad ran in order to receive reimbursement.



types of co-op programs

Accrual based co-op programs are the most common. Based on product or manufacturer purchases, the retailer earns a percentage of purchases for future co-op spending. The retailer commits to an advertising program, and then the manufacturer covers the cost of the ad or advertising schedule, in part or in full, up to the amount of the accrual.

Non-accrual based co-op programs involve a manufacturer offering co-op funds for a specific product, season or time period, or an established amount per dealer. If the retailer meets the minimum purchase requirement, it is eligible for a certain amount toward future co-op ads.

Negotiable co-op programs provide manufacturer funds to retailers on an individual basis, or only when the retailer asks for them. The retailer must demonstrate that the investment will be a win-win for both parties in order to receive consideration.



timing of co-op programs

Formal co-op programs are generally based on the calendar year or the manufacturer's fiscal year. Other manufacturers limit the availability of co-op funds to a fixed time period such as a seasonal promotion. If the available co-op funds aren't spent by the end of the year, or within the designated period of time, they revert back to the manufacturer – often a key selling point for ad sales reps encouraging retailers to use the funds before they lose them.

why co-op advertising is important to you...

Co-op advertising can help you bring in new advertisers.

Only 15.5% of local advertisers participate in a co-op program. Eighty-two percent of manufacturers include newspapers as a media option in their co-op programs – the highest percentage of any medium offered.

Co-op advertising can help improve your client relationships.

There are many reasons why local advertisers do not participate in co-op advertising, including: too much paperwork, being unaware of when funds are available, and too little time to evaluate the program. Help your clients cut through the red tape, and drive more business to their locations, by helping them to understand and utilize the valuable co-op dollars available to them. Offer to do the research and legwork for them.

Co-op advertising can help you increase the size of your current ad contracts.

Sixty-four percent of retailers who use co-op have a marketing budget of \$25,000 or more each year, whereas only 31% of non-co-op users have a similar budget.



...and your clients

Co-op advertising increases brand recognition and association.

Co-op advertising associates a retailer with a manufacturer's national advertising campaigns, and identifies that retailer as the local source for the national brand – providing an easy and effective way for retailers to maintain a high profile without spending a lot of money.

Co-op advertising increases reach and frequency.

Co-op advertising increases the reach and frequency, not only of the advertised brands, but also of the store's name, and helps to sell other products once the consumer enters the store.

Co-op advertising helps to grow sales.

Unused co-op accruals cost retailers money in terms of lost potential sales to consumers. Don't let these valuable co-op dollars go to waste.



tips for successful co-op advertising sales

Educate retailers on the benefits of advertising and, more importantly, on the benefits of newspaper advertising. Retailers have the option of spending their co-op accrual on things other than advertising, such as signage and floor mats, so it's critical that they understand the value of spending their co-op dollars on reaching their desired audience through newspaper advertising.

An advertising plan should be developed before there is any discussion about co-op. Once the plan is presented, co-op funding, as part of a payment plan for the ad schedule, should be discussed.

Ask the retailer to identify his Top 10 bestselling products.

Determine the type of co-op program available from each of their top vendors, and familiarize yourself with the details of their programs.

Encourage retailers to locate and share manufacturer vendor numbers with you, so that you can verify their co-op accrual.

Identify ad requirements for co-op reimbursement, and verify that your newspaper is an eligible media outlet.

Incorporate manufacturer brand names into your retailers' spec ads so they can visualize what the ad will look like.

Increasing revenue through paid content efficiency



By April Knutson

Content Producer • Modulist

In addition to public notices, during the last fiscal year, many media businesses reported increases in obituary revenue.

Newspaper professionals from journalists to publishers are learning how to do more with fewer resources after cutbacks due to the coronavirus pandemic.

In fact, according to the [Pew Research Center](#), since 2018, weekday print circulation decreased 12% while Sunday print circulation decreased 13%.

Because of the reduced opportunity for print ad revenue, publishers are looking for ways to maximize other streams of income, including death notices, obituaries and traditional public notice placements like classifieds, milestone announcements or legal notices.

According to an article on Poynter.org, newspapers have managed to retain nearly all public notice business, which became indispensable to survival during 2020.

In addition to public notices, during the last fiscal year, many media businesses reported increases in obituary revenue. Adpay, a consumer marketing company, says it increased incremental obituary revenue by \$19 million last year just by up-selling to more local markets within single orders.

Before organizations can consider if they should focus resources on paid content, they should define what paid content they offer, who orders it, and how the buying process works.

What is paid content?

Paid content in newspapers includes whatever a reader or business pays to have printed within a newspaper. Traditional examples include the following:

- Classified ads.
- Celebration announcements like anniversaries, graduations or weddings.
- Public notices including deaths.
- Legal notices ([SLA liquor licenses](#) and sidewalk cafe, name-change and divorce notices).
- Obituaries.

Although these sources of revenue have a long legacy within newspapers, many

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industry professionals say they continue to be a source of sustainable income and improve customer satisfaction.

Co-founder of Report for America Steven Waldman said in [a recent article](#) published on Poynter.org, "...obits and other life milestones, from graduations to births to weddings, offer a way for local newsrooms to connect with their communities in ways national news and social media can't."

And after a year of 16,160 job cuts across broadcast, digital and print news – a figure that is also 13% higher than the previous record high reported in 2008 – paid content revenue may be the solution for many newspaper organizations to supplement advertising and subscription profits.

While this type of revenue has a long legacy, the sales process can be time-consuming and organizations need to look for ways to improve efficiency to do more with fewer resources.

To increase revenue opportunities for paid content, consider completing the following steps:

1. Improve organizational systems.
2. Approach businesses for partnerships.
3. Look for technology solutions to empower customers.

Investigate paid content systems

Before figuring out how to improve a customer's or business' experience in placing a paid content ad, teams should document the buying process for paid content, focusing on the biggest revenue opportunity first.

"Prior to 2012, all paid content placement was transacted manually and touched by several employees and departments," said Forum Communications Company Vice President of Newspaper Operations Aaron Becher.

During the next few years, a dedicated team called FCC Content Services worked on a variety of in-house projects to test revenue opportunities including launching paid business briefs in 2013, which allows businesses to place and publish their own news, guaranteeing them control over content in the specific Saturday business section.

Since Forum Communications Company invested in developing this process and its paid content experts, company leaders have said the the paid content process has improved for customers while reducing the time and effort it takes for people and departments to create these valuable but sensitive pieces of content.

"Before 2011, our process placing paid content like obits required multiple steps," said Forum Communications Company Integrated Media Operations Production Manager Alicia Strnad Hoalcraft, who has worked in the industry for more than 15 years. "Grabbing the design files for an obit page and laying it out could take a designer at least an hour to complete. Now it takes just minutes."

Create collaborative relationships

Besides understanding any organization's current paid content system, media professionals should develop collaborative relationships across departments and with business owners who will frequently use the paid content system.

The paid content process will involve the organization's newsroom, client representatives and designers, so it is vital that many people contribute to the standardization process.

Developing pathways for business owners to provide feedback along with providing educational tools to inform business owners about how paid content placements work can improve order frequency and satisfaction.

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...paid content revenue may be the solution for many newspaper organizations to supplement advertising and subscription profits.



Graphic submitted by Modulist

INCREASING PAID CONTENT *(cont.)*

Focus on efficiency

Once the paid content process is understood, leaders can define where productivity lags due to lack of resources or unclear workflow.

Forum Communications Company leaders said the paid content process can include many different people because this type of sale includes a variety of customers, such as businesses, funeral directors and the general public.

After the paid content process is documented, the next task would be for leaders to create standards in sizes and prices among the different paid content types. One suggestion is to decide between a price per column inch versus price per word for classified ads. The answer will be different depending on the ad intake volume and frequency.

Next, consider technology solutions including onboarding an order management system.

In 2018, Forum Communications signed an agreement with Modulist, a paid content processing platform, to onboard each of its 26 newspapers located throughout North Dakota, Minnesota and Wisconsin to process all of its classifieds, obituaries and milestones paid content.

Modulist allows all the following steps to easily occur for paid content:

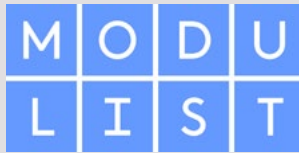
- Collects the payment up front from the consumer.
- Allows customers to build their ad in an intuitive and user-friendly portal.
- Ensures quality on each order.
- Provides a PDF for printed publications and a digital file into publisher's content management systems.

According to Forum Communications leaders, this system allowed departments to focus on vital business functions.

"Modulist modernized the user-generated paid content experience and decreased the number of FTEs needed," Becher said.

The solution may look different depending on the organization's size and needs, but finding ways to streamline the paid content process through organizational development, price standardization, and customer-focused ordering platforms will be key to building a paid content revenue stream.

The Modulist platform and team processes on the newspaper's behalf, provides white glove client service seven days per week and produces a quality-looking order for all of your platforms, allowing newspapers to generate and keep much of their paid content revenue.



If you'd like to learn more about how to improve the paid content process and increase revenue, contact us to schedule a demo today.

Devlyn Brooks

President

devlyn@modulist.news

(701) 412-8733 (m)

Modulist.News

PNA RESOURCES

PNA Big Book Series

News media companies across Pennsylvania are always identifying new opportunities to generate revenue, grow audience and increase reader engagement. The PNA offers a deep dive into these initiatives, along with other complementary information, through the Big Book series.

Big Books with advertising content:

Alternative Revenue • Events • Generational Engagement
Industry Promotion • Knowledge • Monetizing Digital • Special Sections

learn more at
panewsmedia.org



PROMOTIONAL SPOTLIGHT
The Tribune-Democrat (Johnstown)

Johnstown Bridal Showcase is a virtual success for brides-to-be and vendors

The restrictions put in place during the COVID-19 pandemic hampered the programs and plans of many newspapers, businesses and citizens across Pennsylvania. While some have found special projects and events nearly impossible to execute, others have found creative alternatives and methods to deliver events to the community. In fall 2020, Mary Anne Rizzo, director of advertising at The Tribune-Democrat (Johnstown), decided that she and her team were going to do whatever they could to make the annual Johnstown Bridal Showcase possible. The showcase is sponsored by The Tribune-Democrat and Johnstown Magazine. Rizzo said she made the decision in early November and began planning for an alternative, virtual show immediately thereafter. "We usually start to work on it mid-to-late October, so we were a little behind, but not by much," Rizzo said. She began by reaching out to the Frank J. Pasquerilla Conference Center in downtown Johnstown, where the show is usually held, to explain the change for the 2021 show. The conference center signed on as one of the first sponsors for the virtual event.

Rizzo said she had been watching the handling of regional high school sports, graduations and other events, and with that in mind, she reached out to a local production company that had covered some of those events. "He asked what I was looking for, so I drew it up on a whiteboard," Rizzo said. "He had never done something of that nature, but he was willing to work on it." She said she had no doubt that the production company would come through, as it is an intrinsic part of the audiovisual community in the region, for businesses as well as wedding and bridal production needs. Additionally, the company was willing to reduce the production package cost for the project in exchange for advertising.

The livestream event was hosted on the bridal showcase website. Rizzo said her creative team assisted with website updates and social media promotion leading up to the show. As Rizzo researched what was possible for live events and worked with the production company, she said her goal was to make the event a live experience as much as possible. This was accomplished by multiple studio locations, including Rizzo's home office, the production company studio and vendors' homes and home offices, with the hub of the background management taking place at the production manager's home office. The majority of the two-hour show was live with pre-recorded messages used where needed. Rizzo said the group had scripts and schedules and went through two full practice rehearsals. "We needed to check things like internet connections, lighting and other subtle things you might not think of without a test run," Rizzo said. "What was funny was when dogs and cats would walk through during the tests. I think it sort of put everyone at ease." She said that even with the test runs there were some minor hiccups like brief screen freezes, but she felt that everyone involved was able to roll with those because of the planning and preparation they had already put into the show.



Rizzo said The Tribune-Democrat still had a bridal showcase special section in the paper and included an insert in the Johnstown Magazine as well. She said she tried to keep all vendor and sponsor opportunities reasonable in price and payment options. "I was relieved of many expenses related to the venue and set up, and I understood the financial struggles of many of the vendors," Rizzo said. In addition to lowered prices for vendors and advertisers, The Tribune-Democrat offered payment over time options to make involvement in the event possible for some of the companies. The result was around 25 vendors, nearly as many as the usual 35 at previous in-person shows. Rizzo said there were many new vendors, and some of the previous vendors would have liked to participate but simply were not ready or prepared to financially. Vendors seemed to take a new look at what they could offer brides-to-be, from wedding masks and virtual attendance for friends and family, to alternative seating and arrangements. "Everyone had to think about it and reposition themselves," Rizzo said. "They adapted so that their business could survive and grow."

Rizzo said she and her team knew engagement in the live feed of the showcase was crucial to its success. Brides-to-be were offered complimentary passes for the show and 212 individuals registered. Rizzo and her team strategically timed door prizes that the brides could claim via the live chat, verifying that they were still watching the program. The local Boscov's and a local grocery store provided some gift cards. The team was also able to use prizes held from the 2020 women's showcase, which was canceled at the beginning of the pandemic. "We called the vendors who had donated to the women's showcase last year, and we asked if we could use the gift for the bridal showcase. All but one said 'yes,'" Rizzo said.

The Virtual Bridal Showcase 2021 was a success for the newspaper, vendors and brides alike. Rizzo said each of the vendors involved thanked her personally for the opportunity to participate in the show, and brides were deeply appreciative for the information the vendors provided both during their specific segments as well as during the question-and-answer sessions. "It showed us that we really could do this – the virtual event," Rizzo said. "No matter what, the world keeps turning."

For additional information, please contact
Mary Anne Rizzo at (814) 532-5162 or marizzo@trib-dem.com.

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“

Sales people have a tendency to want to do all the talking. It's in our nature. Even our emails can end up looking like a book.

- Don't get too wordy in your presentations.
- Use bullet points in emails.
- Only offer what makes sense for the client.
- Listen.

Always make it about the client and how you are going to bring customers through their door. Anytime you can create a spec ad, do it.

The easier you can make it for the client, the better.

Keep It Simple!

”



TRACY BROOKS

Advertising Sales Manager
Altoona Mirror

Newspaper media offer quality content, safe environment for advertisers

By Rebecca Frank

Vice President Research and Insights • News Media Alliance

Local journalists are the reason many of us have the information we need to make decisions about our lives and our leaders. Without journalists' dedication to newsgathering and storytelling, we would understand so little that impacts us directly. During the last year of fighting a global pandemic, Americans have relied on journalists more than ever to bring them critical reporting about the news and events in their communities. People trust and appreciate their local news publishers.

However, despite increased traffic to news sites, the pandemic also intensified a decline in advertising revenue as all business sectors were hit hard by the economic downturn. In addition, most news publishers continue to lose ground to the dominant tech platforms, which take the vast majority of digital advertising revenue, despite providing no original content of their own. Combined, these challenges have left many publishers across the country in danger of closing, with even more likely to disappear before the next crisis arrives.

Without newspaper media, many of the biggest stories of the past decade – at the global, national and local levels – would have gone untold. Whether it's breaking news, everyday reporting in the local community or groundbreaking investigative journalism, news media provides high-quality, trusted content to readers. In early 2020, the News Media Alliance introduced the News Impact Project to highlight the unique value local journalists provide, underscoring the need to support local news media through subscriptions and donations. Still, while many news publishers have seen increases in subscriptions since the events of 2020, newspaper advertising has continued to dwindle.

More and more people get their news from social media and yet, these platforms are just as likely to promote misinformation and disinformation and hate speech as they are to promote a reliable news story.

While it is easy – and inexpensive – to advertise on social media platforms, doing so comes at a cost. Advertisers must rely on the platforms' algorithms and therefore don't have control over the content that appears alongside their ads. Some major brands, unbeknownst to them, have been found to be advertising next to hate speech, misinformation and disinformation.

A January 2020 op-ed from The New York Times estimated that the programmatic advertising system earned Russian disinformation sites RT.com and Sputnik news at least \$5 million in more than six months.



Without newspaper media, many of the biggest stories of the past decade – at the global, national and local levels – would have gone untold.

—continued on page 44—

The advertisements were promoted by major global brands, including Geico, Amazon, BestBuy and Walmart. In addition, a recent study by NewsGuard found that major brands, including health providers and insurance companies trying to raise awareness about the safety of the coronavirus vaccine, were, through the use of programmatic advertising, unwittingly helping fund such sites perpetuating conspiracy theories and other dangerous falsehoods about the vaccine. Programmatic advertising serves ads based on audience demographics and does not discern between trusted sites, such as news media, and sites making baseless and false claims. Sometimes when scrolling on social media platforms, it is hard to tell the difference.

In recent months, some websites have even begun using names that sound like real newspaper names to push political propaganda, when in fact they are not credible news sources, but exist to promote an agenda. This phenomenon is called pink slime.

Advertisers are taking uncalculated risks when advertising on social media instead of advertising on known and trusted entities. It cannot be ignored that the tech platforms possess significant power over what content is shared on the platforms and who sees that content. Those platforms can also decide when to wield that power to the detriment of others, the hallmark of market dominance. For example, Facebook recently banned news from its platform in Australia in response to new legislation there requiring the tech platforms to pay news publishers for their content. While news was reinstated days later, Facebook's action demonstrated that in the absence of quality news, harmful misinformation and "fake news" fill this void. If Facebook wanted to, it could do it again.

With news media, marketers can be confident they are advertising next to trusted content. Stories in news media are fact-checked and reviewed before being published. In addition, journalists are held to a high ethical standard for reporting, which means they are taking steps to ensure that reporting is accurate, truthful and balanced. If they are wrong, they acknowledge it and correct the error. They take responsibility for what they do. This commitment to ethics

and truth creates a brand-safe environment for marketers.

Research shows that readers trust ads more when they are placed alongside quality journalism. A 2019 study from Verizon Media found that 29% of U.S. adults feel more favorable to brands they see advertising with publishers they already trust. In addition, the News Media Alliance reported in its News Advertising Panorama that 82% of news media consumers trust print ads versus 43% who trust ads on social media.



**Research shows that
readers trust ads
more when they are
placed alongside
quality journalism.**

When more than 1,000 advertisers boycotted Facebook in the summer of 2020 following revelations that the platform was not taking meaningful action to minimize hate speech on its platform, some of those brands looked to channel those advertising dollars elsewhere. The News Media Alliance encouraged advertisers to redirect their ad budget to news media as a brand-safe alternative that offered a trusted, longtime partner.

Yet, a common practice by advertisers, keyword blocking, often precludes advertising in news media entirely. Keyword blocking is often seen as the best way to ensure brand-safe content near ads, as it specifies keywords or phrases, often related to negative news events, that the company wants to avoid when advertising. According to a

study by CHEQ, "Some 93% of publishers say brand safety solutions are hurting their revenues through over-blocking." Indeed, advertisers might be trying to solve a nonexistent problem as research has found that consumers trust and engage with ads more when they appear next to news. A 2017 UK study found engagement with ad content was actually higher when ads appeared near news. In addition, a 4A's report found that 90% of people respond favorably or neutrally when ad adjacencies appear next to serious content like COVID-19.

To news publishers, this is a matter of life and death. In April 2020, as the pandemic had begun to spread in the U.S., some advertisers started keyword blocking ads from appearing next to COVID-19 related content. David Chavern, president and CEO of the News Media Alliance, and Jason Kint, CEO of Digital Content Next, called on digital

—continued on page 45—

advertisers and digital advertising companies to stop this practice that jeopardizes the sustainability of high-quality journalism: “Fact-based, reliable journalism supports the online ecosystem by providing readers with invaluable information and advertisers with high-quality content and access to these readers. Keyword blocking threatens this symbiotic relationship at the worst possible time.”

As ad spending has gradually resumed, the future of local news depends on support in the form of advertising from businesses. Advertising in newspaper media, in print and online, benefits publishers and advertisers alike. If newspapers are gone, advertisers will have fewer brand-safe options and social media platforms – which are already the Wild West of online advertising – will become even more overrun with conspiracy theories, racism, sexism and propaganda that will repel any reasonable consumer an advertiser could want to reach. This would leave us all

longing for the quality, reliability and familiarity we once enjoyed from real journalism.

Through supporting newspapers, advertisers can help sustain local journalism. In addition, we encourage you to contact your members of Congress and ask them to support the Journalism Competition and Preservation Act, which would allow news publishers to collectively negotiate with tech platforms, such as Google and Facebook, for fair compensation for use of journalists’ content. This safe harbor bill would help news publishers, especially local news publishers, recoup some of the advertising revenue usurped by the platforms and continue to reinvest in providing the high-quality journalism we all rely on. Keeping the population informed in the future requires a strong news media ecosystem that includes publishers, advertisers and platforms working together.



Rebecca Frank is vice president of research and insights at the News Media Alliance. She is focused on understanding the needs and behaviors of news audiences, publishers and advertisers to inform the work the Alliance does on behalf of its members. She has a background in market research, digital analytics, data analysis, social media and marketing strategy.

The News Media Alliance is a nonprofit organization representing more than 2,000 news organizations and their multiplatform businesses in the United States and globally. Headquartered near Washington, D.C., the association focuses on ensuring the future of news media through communication, research, advocacy and innovation. Information about the News Media Alliance can be found at www.newsmediaalliance.org.

PNA RESOURCES

Tools for Sales Success

At the Pennsylvania NewsMedia Association, it’s our job to offer revenue-generating services and practical solutions, supporting the news media industry in hundreds of ways.

The centralized hub of marketing and advertising tools, which are provided at no charge, include:

- Big Book Education Series
- Newspaper Handbook
- Marketing Research
- Relevance Project Revenue Resources
- Spotlight Archive
- Marketing Sheets
- Promotional Materials
- Recorded Training
- Sales & Marketing Hotline

Some content is housed in the members-only section of the PNA website. Log-in is required.

learn more at
panewsmedia.org





NEWSPAPERS

Outperform Radio in Pennsylvania

More adults in Pennsylvania read a **newspaper** than listen to morning drive time radio (M-F 6 a.m. - 10 a.m.).¹



Newspapers are the **most trusted** media source.²

Adults, across all generations, identify newspapers as their most trusted source of news and information – well ahead of radio.

Newspapers are the **preferred source** of shopping information over radio.³

47% of adults in Pennsylvania choose newspapers for shopping information.



1% of adults in Pennsylvania choose radio for shopping information.

Newspaper ads **result in more purchases** than radio ads.⁵

42% of Pennsylvania adults in the past 30 days **made a purchase or sought out more information** on a local product or service **as the result of a newspaper ad.**

9% of Pennsylvania adults in the past 30 days **made a purchase or sought out more information** on a local product or service **as the result of a radio ad.**

Pennsylvanians **ignore** radio commercials.³

Just **20%** of Pennsylvania adults listen to radio commercials – **8 in 10** do something else when they come on.

How do newspapers **compare** to radio?

NEWSPAPERS

- Reach a large local market of engaged readers
- Provide fast turnaround for ad to appear
- Offer a variety of ad sizes for any budget
- Are shared and average 2.1 readers per copy

RADIO

- Requires the purchase of many stations to reach the market
- Has lots of commercial clutter resulting in ad avoidance
- Often plays in the background without active listening
- Competes with satellite and streaming services





This flyer is available for download from www.panewsmedia.org/downloads.

NEWSPAPERS

Outperform Television in Pennsylvania

More adults in Pennsylvania read a newspaper than watch local morning, evening, or late news on television.¹

 Nearly **7 in 10**

 Less than **3 in 10**

Newspapers are the **most trusted** media source.²

Adults, across all generations, identify newspapers as their most trusted source of news and information – ahead of television.

Newspapers are the **preferred source** of shopping information over television.³

47% of adults in Pennsylvania choose newspapers for shopping information.



3% of adults in Pennsylvania choose television for shopping information.

Newspaper ads **result in more purchases** than radio ads.⁵

42% of Pennsylvania adults in the past 30 days **made a purchase or sought out more information** on a local product or service **as the result of a newspaper ad.**

18% of Pennsylvania adults in the past 30 days **made a purchase or sought out more information** on a local product or service **as the result of a television ad.**

Pennsylvanians **skip** television commercials.³

Just **17%** of Pennsylvania adults watch television commercials – more than **8 in 10** do something else when they come on.

How do newspapers **compare** to television?

NEWSPAPERS

- Reach a large local market of engaged readers
- Provide fast turnaround for ad to appear
- Offer a variety of ad sizes for any budget
- Are shared and average 2.1 readers per copy

TELEVISION

- Reaches fewer and fewer viewers each year
- Viewers often skip the advertisements
- Costs for producing a commercial are high
- Competes with cable channels and streaming services



Sources: ¹2020 Release 2 Nielsen Scarborough Report. Copyright 2021 Scarborough Research. All rights reserved; ²Triad/Coda Ventures The Newspaper Generation Study; ³American Opinion Research; ⁴AMG/Parade Local Knowledge Survey; ⁵Pulse Research



This flyer is available for download from www.panewsmedia.org/downloads.

NEWSPAPERS

Outperform Cable Television in Pennsylvania

More adults in Pennsylvania read a newspaper than watch news networks* on cable television.¹



Newspapers are the **most trusted** media source.²

Adults, across all generations, identify newspapers as their most trusted source of news and information – ahead of television.

Newspapers are the **preferred source** of shopping information over television.³

47% of adults in Pennsylvania choose newspapers for shopping information.



3% of adults in Pennsylvania choose television for shopping information.

Pennsylvania adults **make more purchases** as the result of newspaper ads than television ads.³

42% of Pennsylvania adults in the past 30 days made a purchase or sought out more information on a local product or service as the result of a newspaper ad.⁵

18% of Pennsylvania adults in the past 30 days made a purchase or sought out more information on a local product or service as the result of a local television ad.⁵

Pennsylvanians **skip** television commercials.³

Just **17%** of Pennsylvania adults watch television commercials – more than **8 in 10** do something else when they come on.

Cord Cutting is Increasing.

27% of all U.S. households have eliminated cable or satellite television services.⁴

The share of adults receiving TV via cable or satellite **has plunged dramatically** since 2015.⁴

	2021	2015	change
all adults	56%	76%	-36%
adults 18-29	34%	65%	-48%
adults 30-49	46%	73%	-37%
adults 50-64	66%	80%	-17%
adults 65+	81%	86%	-6%



Top 5 Frustrations
Driving Cord Cutting⁶

1. Not getting competitive, reasonable rates/pricing
2. Having to pay for channels/content not watched
3. Being nickel and dimed with multiple fees and charges
4. Can no longer afford paid television/it was too expensive
5. New customers get better deals than existing ones

*CNBC, CNN, FOX Business Network, FOX News, HLN, or MSNBC

Sources: ¹2020 Release 2 Nielsen Scarborough Report. Copyright 2021 Scarborough Research. All rights reserved;

²Triad/Coda Ventures The Newspaper Generation Study; ³American Opinion Research; ⁴Pew Research Center, ⁵Pulse Research October 2020, ⁶cg42 Cord Cutter & Cord Never Study

Pennsylvania NewsMedia Association
Sales-support supplement



This flyer is available for download from www.panewsmedia.org/downloads.

NEWSPAPERS

Outperform Direct Mail in Pennsylvania

More adults in Pennsylvania read a newspaper than direct mail.



Newspapers are a preferred source of coupons.¹

61% of adults use paper coupons found in a newspaper.⁴

Direct mail lacks the effective reach of newspaper advertising.²

47% of Pennsylvania adults identify newspapers as their **No. 1** source of advertising information.



Pennsylvanians depend on newspapers for advertising inserts²

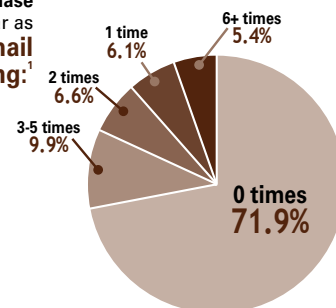


Pennsylvania consumers prefer to receive advertising inserts in a printed newspaper – **19%** higher than those who prefer to receive them through direct mail.

Pennsylvania adults **make more purchases** as the result of newspaper ads than direct mail.³

42% of Pennsylvania adults in the past 30 days made a purchase or sought out more information on a local product or service as the result of a newspaper ad.³

Number of times a purchase was made in the past year as the result of **direct mail advertising**:¹



50.7% of Pennsylvania adults **throw away** direct mail advertising.³

36% of Pennsylvania adults **skim or glance** at direct mail advertising.

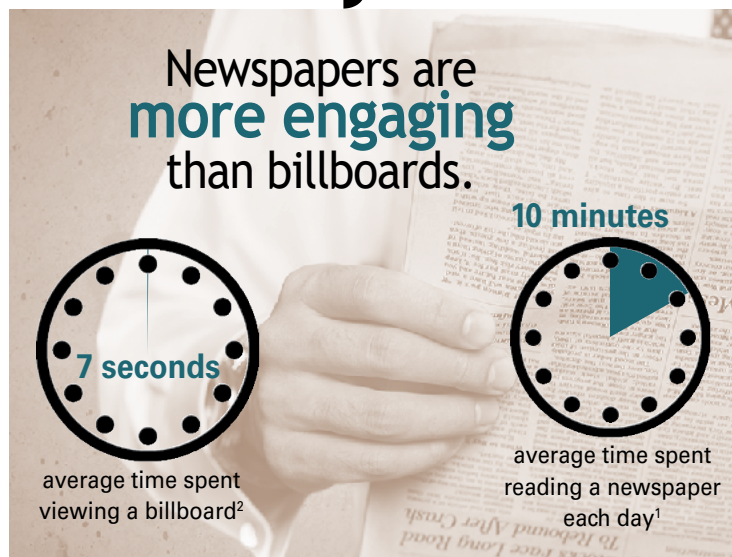
Sources: ¹2020 Release 2 Nielsen Scarborough Report. Copyright 2021 Scarborough Research. All rights reserved; ²American Opinion Research; ³Pulse Research October 2020; ⁴2020 Valassis Consumer Intel Report

Pennsylvania NewsMedia Association
Sales-support supplement



NEWSPAPERS

Outperform Billboards in Pennsylvania



Newspaper ads result in **more purchases** than billboards.⁵

42% of Pennsylvania adults in the past 30 days made a purchase or sought out more information on a local product or service as the result of a newspaper ad.

2% of Pennsylvania adults in the past 30 days made a purchase or sought out more information on a local product or service as the result of a billboard ad.

Newspaper ads have more staying power

Saving the ad for future reference is one of the **top-rated** newspaper reader actions.³

The newspaper is often **passed along to someone else** who sees the ad. Daily/Sunday newspapers in Pennsylvania average **2.1 readers per copy**.⁴

People simply **scan billboards** as they drive by.



Newspapers ads provide more flexibility

Based on the length and complexity of the advertising message, retailers can choose from a **variety of newspaper ad sizes** – from smaller units up to full-page and two-page spreads.

Billboard ads should contain only **three basic elements** – an image, a copy line, and a company name or logo. Copy should be kept to nine words.²

Newspaper ads can be **placed, and changed when necessary**, within a day or two. Billboard creative is often posted for 30 days.



NEWSPAPERS

Outperform Magazines in Pennsylvania

More adults in Pennsylvania read a newspaper than local magazines.¹



Newspapers are the most trusted media source.²

Adults, across all generations, identify newspapers as their most trusted source of news and information – ahead of magazines.

Newspapers are the preferred source of shopping information over magazines.³

47% of adults in Pennsylvania choose newspapers for shopping information.



1% of adults in Pennsylvania choose magazines for shopping information.

Newspaper ads result in more purchases than magazine ads.

61% of Pennsylvania adults make a purchase at least monthly as the result of a newspaper ad.³

22% of adults often purchase products and services as the result of a magazine ad.⁴

How do newspapers compare to magazines?

NEWSPAPERS

- Reach a large local market
- Provide fast turnaround for ad to appear
- Offer a variety of ad sizes for any budget
- Are shared and average 2.1 readers per copy

MAGAZINES

- Reach a limited audience
- Require long lead time until ad appears
- Are expensive and cost prohibitive to advertise
- Have limited exposure – many only read them once





why newspapers?



82%

of news media consumers **trust print ads.**⁴

Because in print or online, newspapers are
the most trusted source
of news and information among all age groups.¹

83% of **Generation Z**
turns to newspapers for trusted
information and content.²

65% of **millennials**
trust paid news and information
more than free media.³

Recent studies indicate that **nearly 7 in 10** Pennsylvania adults
have read a newspaper in the past week, **making newspapers,**
in any format, an important vehicle to reach a desirable audience.⁶

84% of **baby boomers**
have taken action as a result of
seeing an ad in a print newspaper
in the past 30 days.⁴

75% of **Generation X**
reads newspapers to learn
about products with which
they are not familiar.¹

Newspapers are rated as **the source** that
operates in an ethical manner
and has the **public's best interest in mind.**⁵

29% of consumers say they feel
more favorable toward brands they see
advertising on news sites they trust.⁷

Sources: ¹Coda Ventures; ²MNI Targeted Media; ³Pew Research; ⁴NMA; ⁵Nielsen National Cross-Media Engagement Study; ⁶2020 Release 1 Nielsen Scarborough Report. Copyright 2021 Scarborough Research. All rights reserved. ⁷Verizon Media

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NewsMedia
Association**
Sales-support supplement



THE BENEFITS OF Print Advertising

A substantial portion of the population, **nearly 7 in 10 Pennsylvania adults**, reads a newspaper each week¹ making it the perfect media for advertisers to promote their products and services.



PRINT ADS ARE BENEFICIAL TO THE ADVERTISER.

Greater flexibility

Print ads can be placed on various days of the week in different sections of the newspaper, and ad copy can be easily changed.

Stronger connection

Newspapers enable advertisers to use a variety of visual attributes including font, colors, images and texture to make the ad more memorable.

Added credibility

Advertising in print continues to be the most trusted among consumers with more than 4 out of 5 Americans (82%) trusting newspaper ads.²

Better engagement

Newspaper readers are less distracted and tend to consume the publication in a more leisurely manner. Therefore, they are more likely to spend time absorbing an ad that catches their eye.

Drives response

Eighty percent of consumers say they seek more information about an ad that they find interesting.³

Increases sales

Eight in 10 (79%) of newspaper readers took action as a result of reading a newspaper ad in the past 30 days.⁴

Fast turnaround

Newspaper ads can be designed quickly, allowing advertisers to be in the market within days as opposed to months.

Brick and mortar appeal

Newspapers provide a physical presence as a trackable and tangible product that can be utilized by consumers and audited by advertisers.

Sources: ¹2020 Release 2 Nielsen Scarborough Report. Copyright 2021. Scarborough Research. All rights reserved.; ²MarketingSherpa; ³MNI; ⁴NAA.



THE BENEFITS OF Digital Advertising

Consumers' online spending increased by 44% in 2020¹ and it is no wonder why.

A recent study found that the average U.S. adult **spends approximately five hours per day on his laptop** and another five hours per day on his smartphone.² Given the sheer amount of time that consumers expend on their digital devices, advertisers can effectively reach motivated shoppers during nearly half of any given day.



DIGITAL ADS ON NEWSPAPER WEBSITES ARE BENEFICIAL TO THE ADVERTISER.

Brand safe environment

Due to the credibility of newspaper websites, you never have to worry that your ads are positioned next to questionable content that can be devastating to your brand.

Audience targeting

Reach your desired consumers by geography, demographics and psychographics, or by those who have recently searched for your product or service online, so you waste less money on people who are not interested.

Personalized messaging

Deliver ad messaging that is highly relevant and engaging to your recipient and choose from the best options to deliver your message. The news media's digital properties can deliver standard banner ads, rich media, video, native sponsored content, eNewsletters and many other interactive options.

Measurable results

Directly connect your marketing spend to actual results such as increased traffic to your website, requests for information or product sales.

Fast turnaround

Newspapers already provide one of the quickest to-market advertising channels, but by combining digital ads with print, you can reach a desirable local market in less than 24 hours.

Massive reach

A large portion of the population, nearly 7 in 10 Pennsylvania adults, reads a print or digital newspaper each week, making it the perfect media for you to promote your products and services.

Interactive content

Encourage online sign-ups to start compiling a database of interested consumers or build entries to your online contest through digital advertising.

Flexible messaging

Experiment with different ad combinations and messaging options to determine the most successful approach.

Budget friendly

Local ad reps can design a digital package to meet the needs of advertisers with budgets of all sizes.

Sources: ¹Digital Commerce 360; ²Vision Direct; ³2020 Release 2 Nielsen Scarborough Report. Copyright 2021. Scarborough Research. All rights reserved.



THE BENEFITS OF COMBINING **Print & Digital Advertising**



Consumers are exposed to a **wide variety of media each day**. The most effective marketing campaigns use a combination of print and digital advertising to increase audience engagement.

THE ADVANTAGES OF RUNNING A PRINT AND DIGITAL ADVERTISING CAMPAIGN

Broader audience reach

A large portion of the population, nearly 7 in 10 adults in Pennsylvania, reads a print or digital newspaper each week.¹ In general, the printed newspaper appeals to an older demographic and the digital option captures a younger audience. If your target audience varies by age, combining print and digital advertising is the answer.

Increased brand awareness

By including both print and digital ads in your marketing campaign, you are broadening the ways you reach specific audiences with your key messages, which leads to increased brand awareness.

Alignment with trusted media

Print is the most trusted and impactful media. By including a complementary digital program, your messaging will resonate even more with consumers who are familiar and comfortable with the print product.

Amplified calls to action

Print ads can drive digital marketing efforts by including calls to action such as a website address, social media URL, QR codes and hashtags.

Cost efficiency

Integrated campaigns blend print and digital advertising methods to affordably reach the most people and convert prospects into customers.

Local affiliation

Only the news media industry can pair advertisers' messages with local content, in both print and digital, to reach real people in targeted communities.

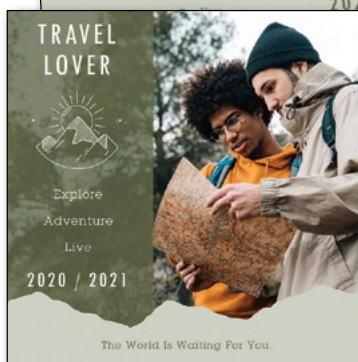
Speed and flexibility

Newspapers provide one of the fastest to-market advertising channels and when combining digital ads with print ads, advertisers can reach a desirable local market in less than 24 hours.



How Often Should I Advertise? The Importance of Effective Frequency

One of the many decisions successful marketers must make is how often to advertise. With the proliferation of media fragmentation, retailers must cut through the clutter with message repetition. It takes time for consumers to recognize and react to brand messaging, and higher advertising frequencies are required to impact behaviors such as purchase intent.



frequency by the numbers

3 A minimum of **three exposures** is required before a consumer will even consider a product or service.

4-12 An ad frequency **between 4 and 12** is optimal.

13 When running **13 or more ad insertions**, be sure to change the copy so consumers don't develop ad exhaustion.

affordable frequency

- **Keep the message recognizable** by running it in one media, and focus on repetition.
- **Run a smaller-sized ad** unit more frequently instead of a one-time larger ad.
- **Add frequency around the first and 15th** of the month (paydays) to increase effectiveness of advertising in terms of sales. People usually have spending money when they receive their paychecks.

what is frequency?

- Frequency is the **number of times a consumer or household is exposed** to an advertising message.
- The objective of higher advertising frequency is to **increase interest** in a product or service.
- Higher frequency **helps to drive ad recall**, and influence purchase decisions.

increase frequency when:

- **Introducing** a new product, brand, or company.
- **Launching** a new campaign message.
- The ad message includes **complex copy**.
- **Competitors** are actively advertising.
- The offer is **time sensitive** or seasonal.



advertising category sell sheets

what's available

7 DMAs

Erie • Harrisburg/Lancaster/Lebanon/York • Johnstown/Altoona
Philadelphia • Pittsburgh • Wilkes-Barre/Scranton • Statewide*

categories include^:

bold categories are new for 2021

- Appliances
- Assisted Living
- Athletic Wear
- Attorneys
- Automotive
- Banking
- Bars & Nightclubs
- **Bathroom Remodel**
- **Boats**
- Bookstores
- Bridal
- Card & Gift Shops
- **Cardiologist**
- Casinos
- Cellphones
- Children's Clothing
- Chiropractors
- **Continuing Education**
- **Cosmetic Surgery**
- **Day Care**
- Day Spas
- Dental
- **Dermatologist**
- Drugstores
- Dry Cleaning
- Financial Planning
- Fitness Centers
- Flooring
- Florists
- Footwear
- **Funeral Services**
- Furniture
- Games & Toys
- Grocery Stores
- Heating & Cooling
- Home Accessories
- Home Improvement
- Home Supplies
- Hospitals
- Hotels
- Jewelry
- **Kitchen Remodel**
- **Landscaping**
- Malls & Shopping Centers
- Men's Clothing
- **Motorcycles**
- Movies
- Music & Video Stores
- Office Supplies
- **Orthopedists**
- **Painting Supplies**
- **Pest Control**
- Pets
- **Plumbing**
- Political Voting Habits
- **Pool Supplies**
- Real Estate
- Restaurants
- **Roofing**
- **RV/Motor Homes**
- **Siding**
- Sporting Goods
- **Tax Preparation**
- **Travel Agents**
- Vision Centers
- Women's Clothing
- **Women's Health**

For more information, contact the
sales & marketing hotline
717-703-3041

*Statewide versions include information from all Nielsen Scarborough measured counties.

^Not all categories are available for all DMAs.



who is reading newspapers?¹

Research demonstrates the following categories of business have strong sales performance during the spring season.

- Automotive dealers
- Banks and Credit Unions
- Bathroom remodelers
- Boat dealers
- Dermatologists
- Dry cleaners
- Florists
- Funeral Homes
- Furniture stores
- Landscapers
- Paint and Wallpaper stores
- Roofers

Find category-specific sales sheets on the PNA website at www.panewsmedia.org.

Member log-in is required.

81%

of Pennsylvanians who used funeral preplanning services in the past year.

80%

of Pennsylvanians who used a dry cleaning service in the past year.

79%

of Pennsylvanians who used a florist in the past year.

78%

of Pennsylvanians who plan to purchase a new vehicle in the next year.

78%

of Pennsylvanians who plan to purchase a boat in the next year.

77%

of Pennsylvanians who plan to repair or replace a roof in the next year.

76%

of Pennsylvanians who purchased furniture or a mattress in the past year.

75%

of Pennsylvanians who plan to remodel a bathroom in the next year.

75%

of Pennsylvanians who visited a dermatologist in the past year.

74%

of Pennsylvanians who plan to do landscaping in the next year.

71%

of Pennsylvanians who use a bank or credit union.

More than 70%

of Pennsylvanians who plan to paint or wallpaper in the next year.

spring

More than **6 in 10** PA consumers **make a purchase at least monthly** as a result of newspaper advertising.²

Newspapers are the **#1 source** of local shopping information.²

Advertising in newspapers is rated as **most useful** to PA consumers.²

Sources: ¹2020 Release 1 Nielsen Scarborough Report. Copyright 2021. Scarborough Research. All rights reserved. ²American Opinion Research. Prepared by the Pennsylvania NewsMedia Association for planning purposes.



summer



More than **6 in 10** PA consumers **make a purchase at least monthly** as a result of newspaper advertising.²

Newspapers are the **#1 source** of local shopping information.²

Advertising in newspapers is rated as **most useful** to PA consumers.²

who is reading newspapers?¹

Research demonstrates the following categories of business have strong sales performance during the summer season.

- Bars and Nightclubs
- Chiropractors
- Continuing education providers
- Grocery stores
- Heating and cooling contractors
- Home supply stores
- Pest control services
- Pool supply services
- Real estate offices
- Restaurants
- Sporting goods stores
- Travel agents

Find category-specific sales sheets on the PNA website at www.panewsmedia.org.

Member log-in is required.

90%

of Pennsylvanians who plan to purchase a pool, hot tub or spa in the next year.

83%

of Pennsylvanians who plan to attend adult continuing education classes this year.

82%

of Pennsylvanians who plan to repair or replace an HVAC system in the next year.

78%

of Pennsylvanians who plan to purchase pest control services in the next year.

75%

of Pennsylvanians who used a travel agent in the past year.

73%

of Pennsylvanians who purchased paint, lawn or garden items in the past year.

73%

of Pennsylvanians who shopped at a sporting goods store in the past three months.

71%

of Pennsylvanians who ate at a restaurant in the past month.

70%

of Pennsylvanians who used a chiropractor in the past year.

70%

of Pennsylvanians who shopped at a grocery store in the past week.

More than **70%**

of Pennsylvanians who visited a bar or nightclub in the past year.

More than **70%**

of Pennsylvanians who plan to buy or sell a home in the next year.

Sources: ¹2020 Release 1 Nielsen Scarborough Report. Copyright 2021. Scarborough Research. All rights reserved. ²American Opinion Research. Prepared by the Pennsylvania NewsMedia Association for planning purposes.



fall

Advertising in newspapers
is rated as
most useful
to PA consumers.²

More than **6 in 10** PA consumers
make a purchase at least monthly
as a result of newspaper advertising.²

Newspapers are the
#1 source
of local shopping information.²

who is reading newspapers?¹

Research demonstrates the following categories of business have strong sales performance during the fall season.

- Appliance dealers
- Assisted living/Retirement facilities
- Attorneys
- Cellphone/Wireless providers
- Day care services
- Day spas
- Drugstores/Pharmacies
- Floor covering stores
- Home accessories stores
- Home repair and maintenance providers
- Vision specialists
- Women's health providers

Find category-specific sales sheets on the PNA website at www.panewsmedia.org.

Member log-in is required.

80%

of Pennsylvanians who plan to buy an appliance in the next year.

80%

of Pennsylvanians who used an attorney in the past year.

79%

of Pennsylvanians who plan to shop for nursing care, assisted living or a retirement facility.

79%

of Pennsylvanians who plan to purchase floor covering in the next year.

78%

of Pennsylvanians who plan to use day care services in the next year.

78%

of Pennsylvanians who used a day spa in the past year.

75%

of Pennsylvanians who used an ophthalmologist or an optometrist in the past year.

75%

of Pennsylvanians who plan to do a home improvement project in the next year.

73%

of Pennsylvanians who shopped at a home accessories store in the past year.

70%

of Pennsylvanians who plan to switch their wireless plan in the next year.

70%

of Pennsylvanians who made a purchase at a drugstore/pharmacy in the past month.

Nearly **70%**

of Pennsylvanians who used women's health services in the past year.



who is reading newspapers?

Research demonstrates the following categories of business have strong sales performance during the winter season.

- Bookstores
- Bridal stores
- Casinos
- Children's clothing stores
- Dentists
- Financial planners
- Fitness centers
- Footwear stores
- Game and toy retailers
- Jewelry stores
- Office supply stores
- Tax preparation services

Find category-specific sales sheets on the PNA website at www.panewsmedia.org.

Member log-in is required.

77%

of Pennsylvanians who used an accountant or financial planner in the past year.

76%

of Pennsylvanians who shopped at an office supply store in the past year.

74%

of Pennsylvanians who shopped at a bookstore in the past year.

74%

of Pennsylvanians who used a dentist in the past year.

74%

of Pennsylvanians who belong to a health club or gym.

73%

of Pennsylvanians who shopped at a bridal store in the past year.

73%

of Pennsylvanians who visited a casino in the past year.

73%

of Pennsylvanians who shopped for jewelry in the past year.

73%

of Pennsylvanians who used a tax preparation service in the past year.

72%

of Pennsylvanians who purchased men's or women's shoes in the past year.

Nearly **70%**

of Pennsylvanians who purchased children's clothing in the past year.

Nearly **70%**

of Pennsylvanians who shopped at a game or toy store in the past three months.

winter

More than **6 in 10** PA consumers **make a purchase at least monthly** as a result of newspaper advertising.²

Newspapers are the **#1 source** of local shopping information.²

Advertising in newspapers is rated as **most useful** to PA consumers.²

Sources: ¹2020 Release 1 Nielsen Scarborough Report. Copyright 2021, Scarborough Research. All rights reserved. ²American Opinion Research. Prepared by the Pennsylvania NewsMedia Association for planning purposes.

Who are we helping to achieve their goals?

By **Robert M. Williams, Jr.**

Director of Creative Resources • National Newspaper Association



One of the biggest ways ad professionals can help small businesses is understanding their advertising needs for them.

The world has been turned topsy-turvy in the past year and, in the confusion, too many of us may have forgotten the key element to success in sales: helping others.

I've always believed few small business decisions are made on a daily basis with less planning and forethought than those involving advertising. Think about it: (1) Should I advertise? (2) Where do I advertise? (3) What do I advertise? (4) How do I advertise? Now we're not talking about multimillion-dollar media campaigns that take months to create. I'm talking about what any typical small-town business is going to advertise in the newspaper next week. Or whenever. How many small-town business people have time to give that much thought?

Not many.

Also, if you're the owner of the local hardware store or drugstore or restaurant, chances are not much of your background or training was devoted to advertising or marketing or such. You know how medicines react, how many board feet of lumber it

takes to build a house or how to cook good food, but you might not know your advertising needs. You have a business to run and lots of decisions to make every day.

One of the biggest ways ad professionals can help small businesses is understanding their advertising needs for them. We can't expect our customers to know about, much less understand, advertising; it's our job to help them.

So, who wants to buy an ad? The answer, of course, is nobody. Nobody wants to buy an ad.

Let's turn that around. Who wants to sell something? Everybody. Now we're onto something.

We all want to sell a product, whether it's lumber, clothes or food. Nothing happens until somebody sells something. In the world of community newspapers, chances are that somebody is you.

Advertising salespeople have to be the ultimate multitaskers these days. Or do we? Yes, we have to learn about what it is like to run the drugstore, the hardware store, the restaurant and many more professions, but the key is simple: Selling is selling. The products can be interchangeable!

Once we understand that everybody wants to sell, then we can adapt our advertising to help educate buyers to the benefit of our products and services. How? Creative ideas. Everybody who wants to sell something is

—continued on page 63—

looking for the next great idea that will generate that desire to buy.

Someone once said people will only spend their money on two things in this whole world: (a) to find pleasure or (b) to solve a problem. That is not just every ad salesperson's problem. It is every salesperson's problem! Innovative thinking and creative ideas are what you must have in your inventory if you want to be successful in advertising.

If you have been in advertising long, you have heard people say "word of mouth" is the best advertising. "My customers go away satisfied, and they send other customers back to me."

That is true, but it's not enough. If merchants could give their happily satisfied customers a megaphone to tell others ... but wait, they can! It is called testimonial advertising.

When a merchant's satisfied customers speak on her behalf in an ad, that is the ultimate compliment. Those customers provide a credibility the merchant can never demonstrate alone.

When I was walking the streets of my small south Georgia town, I always made sure I was equipped with a couple of things: a camera and an idea. If I could get my customer to agree to a photo of some sort, that was the key "yes" I always looked for to open the door. I would wrap that photo in the middle of an innovative idea centering on her store and/or products; later, I would lay the finished ad design in front of her. All it would take would be a simple "yes" or "no" to initiate the dialogue that led to a sale. All those annoying questions about what and when and how had been answered. All the merchant needed to say was "yes" or "no." The merchant trusted me to handle the rest.

You all know this, but it is important to have personal contact with your customer. In today's world, it might be more important than ever. We must do our homework and establish the kind of relationship where you can, through instant messages and email, put innovative, creative ideas in front of your customer, something they cannot say "no"

to. Truth is, many customers appreciate you being considerate of their time and utilizing tech tools to reach them. Time is money for all of us.

The key selling point is the unique idea. I had a banker who asked me why he needed advertising when every other bank in town was selling money, just like he was. "That's the problem," I answered. "You need to change the way you sell your money so they see how your bank is different." With our help, the banker started advertising about how his money meant nothing until it was turned into the dream someone else had:

- A new home.
- An expanded home with that extra bedroom or bathroom.
- The dream trip the family long wanted.

You name it. Everyone has dreams and the successful banker is the one who helps someone else fulfill those dreams. A successful ad is the point that connects the people who have a desire with the person who can fulfill that desire. Whether it be money or food, advertising links the world.

An old ad salesman told me once, "You gotta sell the sizzle, not the steak!" What he meant, of course, is that no one wants to buy a piece of meat. What the

customer wants is to smell the scent and hear the sizzle of that steak on the grill. That is what makes the taste buds react. That is when a desire is created.

What are you doing to create desire or pleasure? What are you doing to solve the merchant's problem? Think more about fulfilling these goals and less about numbers and sales, and then watch how your customers latch onto the direction you are taking them.

The late Robert Woodruff was chairman of the Coca-Cola company in the early 1900s. He said, "You can have everything in life you want if you help enough other people get what they want." Who are you helping achieve their goals?

**If merchants
could give their
happily satisfied
customers a
megaphone to tell
others ... but wait,
they can! It is
called testimonial
advertising.**



Robert M. Williams, Jr. is retired after a 50-year career, owning nine community newspapers in Georgia and Florida. He was named in 2020 as one of Editor & Publisher Magazine's "15 over 50" leaders still driving the news industry forward. He is now director of creative resources with the National Newspaper Association, highlighting community newspaper leaders offering innovative advertising ideas. His twice-monthly column featuring great ideas is distributed to more than 2,600 newspapers nationwide. Email him at robert@nna.org.

A relevant refresher: 10 points

Tom Silvestri

Executive Director • The Relevance Project

A priority of the Relevance Project is to offer free resources to boost revenue-generating efforts by newspapers sales teams.

There is an emerging fortune of benefits parked on www.relevanceproject.net.

The Relevance Project is brought to you by newspaper trade associations throughout North America: the members of NAM, the Newspaper Association Managers, which includes the Pennsylvania NewsMedia Association.

So much has happened in the Relevance Project's first year that a 10-point benefits primer is in order. Here goes:

1. Relevant Points

Updated each week, the blog offers insight, advice, best practices, trends and other items of interest to press associations and their community newspapers. A nine-part series to start 2021, for example, captured words of wisdom from more than 50 presentations, many of them focused on advertising and marketing. You can get Relevant Points delivered to your inbox by typing your email address in the sign-up box at the bottom of the web page.

The remaining nine points are packaged in the Relevance Project Revenue Resource, the focus of which is to promote the power of newspapers and to document how newspaper ads work. A special note of appreciation goes to Metro Creative Graphics for its outstanding design work on behalf of the Relevance Project.

2. The All Together Now campaign

This series of three messages is intended to win over businesses dealing with pandemic restrictions, including shutdowns. It reminds local clients that newspapers are their best choice. Besides, we're going through the challenges as well; we can all recover if we work together.

3. The 15 Calls to Action

Newspaper ads work. Our additional proof is 15 categories where newspaper ads motivated at least 6 out of 10 readers to take action, according to insightful research by Coda Ventures. These flyers and promotions should open doors for sellers. The 15 ad categories are: apparel, auto, circulars/preprints, coupons, educational services, eyewear, financial services, grocery, home services, office supplies, retail advertising, jewelry, insurance, home furnishings and dental services. They're a winning formula.

4. Postcard formats

You can convert the 15 Calls to Action into a postcard and send to potential clients. This is yet another conversation starter.

5. Election season

It is never too early to develop presentations to capture political campaign ad dollars. This section starts off with a series of three messages on why newspapers are key routes to reliable voters. Look for more to come.

6. Helpful advice

We are excited by this section's potential. No doubt, it will grow and grow as we select interesting best practices and great tips from smart people. These handouts are meant to be shared.

7. Special offer: The local market advertising solution

This benefit is the result of a partnership with Metro Creative and Pulse Research. It features five categories – heating and air conditioning services; banks; jewelry stores; optician or eyeglass stores; and continuing education services – where a newspaper can obtain data from its specific market on projected household spending. Accompanying teaser ads help explain the market data and can be used to contact the businesses to set up appointments. The market research was collected during the pandemic and it is intelligence that gives newspapers a distinct edge.

8. Related spec ads

As part of the special offer, Metro Creative has 10 versions of already designed ads for each of the five categories to show potential advertisers. With ads ready to go, the chances increase for a sale during a call and presentation. Sell, sell, sell. Tap into Metro's rich archives as part of this special offer.

9. A bonus.

You will find one more section containing additional spec ads for the other 10 Calls to Action categories. Just download them. Again, walking in with a ready-made ad is bound to impress.

10. Promote local news campaigns

One is headlined: "Support Local Journalism." It is a series of three messages about the importance of supporting local newspapers.

The second is titled: "When Local News Fails." It is a different angle to stress how vital trusted local news is to the health of communities and democracy.

Both campaigns are based on Margaret Sullivan's 2020 book, "Ghosting the News."

There you have it: 10 benefits to take to the bank.

Tom Silvestri is the executive director for The Relevance Project.

What's ahead?

The Relevance Project will focus on providing support to press associations' ad services. We will tout the effectiveness of print and digital advertising, email marketing, sponsored or branded content and other services that deliver solutions for clients looking to reach more customers.

Also, we'll keep adding Relevant Points and promotions, especially those that advance local newspapers as THE Community Forum.

SALES MANAGERS

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“

As managers, one of the most rewarding and crucial aspects of our job is to meet the advertisers face-to-face. First, thank them for their business then listen to their story. Developing a good relationship, on all levels of the media business, is crucial to success.

”



LAURIE DOYLE

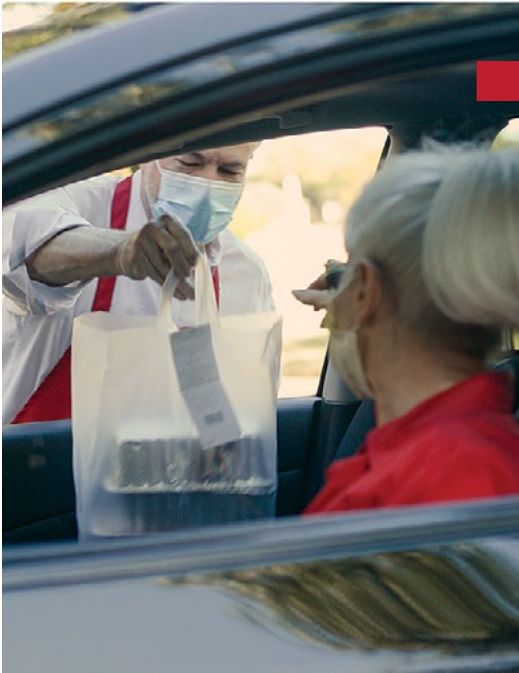
Director of Advertising Sales
New Castle News

RESILIENCE: The key to success during unprecedented times

By Gary Owen

Muller Martini

Curiously, the
restrictive nature of
the pandemic has
provided many
industries



an opportunity to
re-engineer their
businesses through
common-sense
strategies.

It's clearly an understatement to say that the past year has been a challenging one. COVID-19 has impacted all our lives, changing the way we interact with family and friends, educate our youth, food shop and run errands, spend leisure time, and, of course, perform our jobs. The suddenness of these changes has compelled every salesperson to reconsider the importance of resilience: the ability to "recover from or adjust easily to misfortune or change."

It's fair to say that we may never revert back entirely to the way life was prior to the pandemic, but what will endure are the lessons we've learned and continue to learn about the nature of change and the necessity for resiliency, particularly in sales. What follows are doable strategies you can implore to foster resiliency at work despite unforeseen or overwhelming obstacles.

INNOVATE

Curiously, the restrictive nature of the pandemic has provided many industries an opportunity to re-engineer their businesses through common-sense strategies. Local restaurants, for example, facing limited or no sit-down revenue, quickly understood that this constraint did not lessen their customers' hunger. The solution? Outdoor dining bubbles and convenient curbside pickup/delivery models, or a combination of all.

One example on a national scale, Chili's restaurant, in partnership with online delivery service DoorDash, elevated one of its bestselling selections into an entirely separate brand, "It's Just Wings." The food is prepared within Chili's and Maggiano's 1,050 kitchens. According to Wyman Roberts, CEO of parent company Brinker International, Inc., "It's Just Wings" has generated more than \$3 million in sales per week since last June.

Likewise, the entertainment industry has modified its distribution channels during the pandemic. Motion pictures now premier on streaming services as do live performances including concerts and theater. People are willing to pay, despite the venue. Consider Netflix, which reached a total of 203 million subscribers – with a price increase – in 2020. That's a 31% increase compared to 2019. In a letter to shareholders, Netflix stated, "... we've been able to provide our members around the world with a source of escape, connection and joy while continuing to build our business."

What about the print landscape? As we all know, financial models have been changing for some time, but the good news is print isn't going away. As a matter of fact, its footprint is growing in many markets. Recently, Publisher's Weekly reported that all major printed book categories posted huge gains, with unit sales jumping 22.7% for the week ending January 16, 2021, over the comparable week in 2020. With more discretionary time, people of all ages are returning to printed books.

They are also consuming other forms of print. In April 2020, The New York Times expanded its daily puzzle section to half a page, adding a rotation of new games in addition to its renowned crosswords. According to Shannon

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Robertson, the features design director, “We heard from a lot of readers that there is something really comforting about the print paper arriving in times like these. A huge part of that is about this vital information you’re getting, but it’s also about the beauty of diversion.”

ASSESS

Whatever new strategies you employ, you need a clear understanding of their progress so you can do even better. Evaluate your processes when things go wrong and make adjustments. Where is the market moving? What will it look like post pandemic? Likewise, simply reaching out to your customers – be it a phone call, video conference, text, social media message and/or service visit – to gather knowledge and insight can be just as helpful.

When it comes to actual metrics, savor the small victories. LinkedIn’s Vice President of Global Sales Penry Price suggests that measuring success during a pandemic requires a different perspective since so many people are working from their homes. Rather than evaluating results quarterly or yearly, salespeople should look toward daily, incremental achievements that will pay off over time. A great source of feedback? Engagement. How many emails did you receive this week? How many customers returned your call? Did you get “likes” on social media posts? “All told,” wrote Mr. Price, “did my content create more engagement with my customers and prospects today than it did the day before?”

Be sure to involve all stakeholders, not just readers, particularly if you’re initiating a new process that will affect others inside and outside of your organization, e.g., distributors, shipping channels (including last mile providers) and advertisers. These are partners who need to be involved in order to measure - and achieve - ultimate success.

SHARE

Perhaps the most unifying attribute of COVID-19 is that everyone is experiencing its impact. Utilize noncompetitive situations to discuss how you’re making it through, and encourage others to mutually share their intelligence and wisdom with you. Provide recommendations to your clients that are based on experience and insight, particularly when it comes to market obsolescence, and what they can do to keep ahead of the curve. Also, as reflected in this article, use the successes of other industries to spark ideas, conversation and solutions.

FOCUS

Keep your eye on the prize. Remember that every step back presents an opportunity to move forward. Learn from every experience. Be goal-oriented and avoid naysayers whose negativity and pessimism can become contagious. Keep learning. Use this time to become more technologically proficient and efficient. Above all, employ patience. Whether you go to a restaurant, hotel or supermarket or just take a leisurely walk, patience is more than a virtue today. It’s absolutely essential.

When all is said and done, the key to resilience in sales is providing customers with what they want and need, however unprecedented the circumstances. That means positioning your media offering as THE community gatekeeper, uniquely attuned to its audience and their collective interests. Using variable data and on-demand printing strategies, create customized print products for highly targeted, concentrated readerships and interest groups. Charge a fee that’s deserving of your services and turns a profit for you and your company. Then merge that strategy with highly targeted advertising and other promotional efforts.

All change is transitional. Through a resilient sales approach, you can make it transactional as well.

Rather than evaluating results quarterly or yearly, salespeople should look toward daily, incremental achievements that will pay off over time.



Gary Owen is director of strategic accounts for Muller Martini North America where he assists clients with digital

on-demand solutions in the “make-on-demand/finishing-on-demand” market space. Additionally, Gary provides ongoing consultative dialogue with key clients across all product ranges, including mailroom, hardcover, softcover and digital workflow. He can be reached at:

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<https://blogmmus.com/author/gowen/>

<http://www.linkedin.com/in/owengary>

MÜLLER MARTINI

On message

Media kits emphasize data, design and commitment to community

Pennsylvania NewsMedia Association



Newspapers must know their communities to create media kits that help to generate sustained and, ideally, enthusiastic advertising support.

The newspaper's rate card was akin to a menu with too many choices.

Its pricing list grew over the years to accommodate varied advertiser needs. It became clear, said Bloomsburg Press Enterprise Ad Director Sarah Kile, "We really need to simplify this."

The paper focused on ad frequency and affordability, understanding its reliable advertisers of mom-and-pop businesses. The Press Enterprise studied its packages, revising them into a less complicated offering. After months of an "extremely challenging" review, Bloomsburg produced a revamped card that took the paper through pandemic-stressed 2020 with rates that held steady.

Newspapers must know their communities to create media kits that help to generate sustained and, ideally, enthusiastic advertising support. But what else? They need a nimble approach. A clear, compelling story. An attractive presentation with relevant data that gets results.

The Lycoming County seat of Williamsport is best known as home to the Little League World Series. The college town also offers picturesque views, rich history and a brewpub-restaurant-arts scene.

Such attributes are reflected in the Sun-Gazette's new golden-edged digital/print media guides. Ad Director John Leeser teamed up with freelance artist and former Sun-Gazette employee Amber K. Fisher to redesign the kits, a project that began at the behest of publisher Ogden Newspapers.

Leeser wanted a fresh look; Fisher's eclectic background of corporate design and creative work with bands fit the bill. Her knowledge of Williamsport was a plus.

The kit that debuted in early 2021 relies upon type fonts and colors compatible with Sun-Gazette products. There are map, demographic and "digital dominance" pages. There is also market information – provided by PNA's Jane Hungarter – germane to the paper's multicounty readership area.

It's a kit that "pops" but, Fisher noted, one that is clean and "easily digestible."

"It was as simple as trusting the artist," Leeser said of the process.

The material looks more professional, Leeser added. "It is presented in a way that it tells a better story. We are at the point we have a finished project that is going to grow over time."

At TheBurg, unique and eye-catching design along with "great writing" and "responsible reporting" creates what is described as an "integrative journalism" approach. The media kit for the free monthly print magazine and

—continued on page 69—

daily online news site reflects the same “Burg” spirit that tells greater Harrisburg’s community-centered stories of people, culture and events.

Media kits are updated annually, the newest version fronted with 12 covers from the previous year, noted Sales Director Lauren Maurer.

“We are all about art, very beautiful art,” she said, emphasizing the talent of Creative Director Megan Caruso and the local artists regularly tapped for TheBurg covers.

Kits are visual with minimal verbiage. Icons and infographics serve as guides to publisher introductions and podcasts, demographics and print/online ad rates, email marketing and digital advertising. Transparency is a must, providing clear and easily accessible data about ad costs, print circulation and digital audience, Maurer said.

The 12-page media kit shares its own good news. Not only does it highlight the PNA Foundation advertising honors and Keystone Media Awards for journalism earned by staff, but it also features advertiser testimonials. TheBurg encourages businesses to become part of its Community Publisher Program by, again, spotlighting other business backers who explain their commitment to the magazine.

It all comes back to TheBurg’s mission: “We serve the community,” Maurer said.

As Harry Hartman knows, community looks different depending on the vantage point. The Gettysburg Times publisher wanted annual rate card updates to be comprehensive.

“I thought it made sense to make every customer feel

extremely special,” Hartman said, of a card that is meticulously detailed.

During the past year, the Gettysburg Times was among the papers offering special rates to restaurants hard hit by in-person dining restrictions and shutdowns caused by the coronavirus. The Times’ pandemic-era flexibility was essential in an area where businesses suffered from a loss of tourists to the Civil War battlefields and apple industry-related events in wider Adams County.

“Very guarded” about revenue, Hartman is hopeful this year that school groups and other tourists will venture to Gettysburg for repeat trips and longer stays as vaccines get into more people’s arms.

Randall Lieberman is owner and president of Ad Pro Inc. Its publications include the flagship Chester County Press, a paid weekly dating to 1866, and eight regional direct mail lifestyle publications in Pennsylvania, Delaware and Maryland.

His challenge is always to create a kit that showcases each publication’s individuality while using design to connect them as a group.

“In my experience, the advertisers want it to be easy,” said Lieberman, whose media kits avoid wordiness and complicated designs. “I’m a believer in keeping it simple.”

As our members refine and improve their rate cards and media kits, PNA is available to assist with relevant industry data, market examples and connections to other newspapers for advice. Email the sales and marketing hotline at marketing@panewsmedia.org for assistance.

Rate your rate card

In early 2021, the Pennsylvania NewsMedia Association asked members to evaluate their rate cards, rank their effectiveness, determine which information should be included, and identify their best features.

Average rate card grade

When Pennsylvania news media organizations were asked to evaluate their current rate card on a scale of 1 to 100, the average response was a failing grade of 61%.

The PNA collected the features appearing on member rates cards and consolidated them into a list, categorizing them by general, print, digital and mechanical information. With more than 40 items highlighted, we asked the street sales team members to rank the list’s most crucial information.

—continued on page 70—

RATE CARD

A document that communicates the advertising costs, issue dates, program names, closing dates, requirements and cancellation dates for a given publication.

MANSI Media
Media Buyers' Glossary

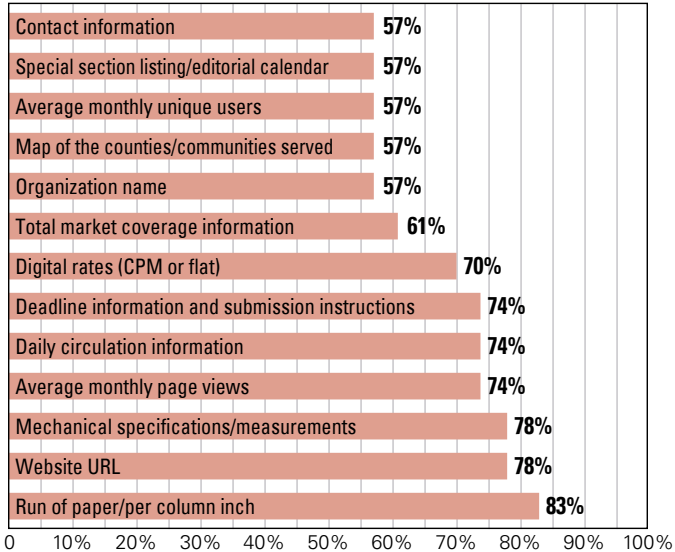
RATE YOUR RATE CARD (cont.)

Top Ranked Rate Card Features

When sales teams were asked to rank the vital information to be included in a rate card, they identified 13 essential features:

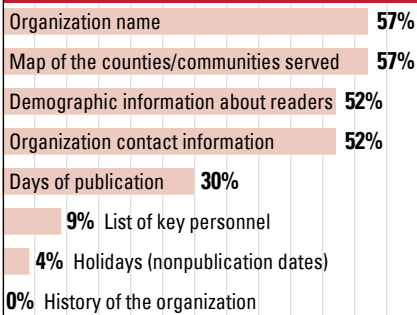
A rate card is an important tool for sales teams in Pennsylvania. As your organization continuously improves its sales efforts, the PNA hopes these rankings from your fellow sales teams will enhance your sales tools.

Essential Rate Card Items

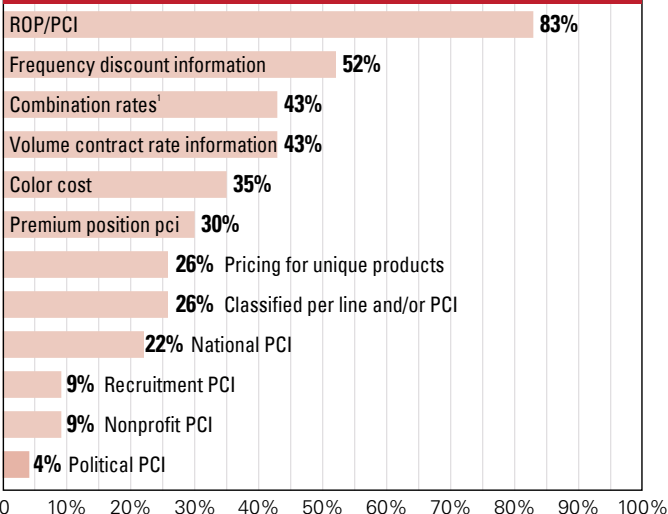


For individual categories of information, we asked sales teams to choose their top four items. Below, we have broken out the comprehensive list into categories.

General Information Ranking



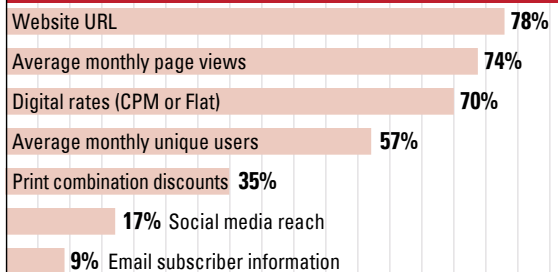
Print Rate Information



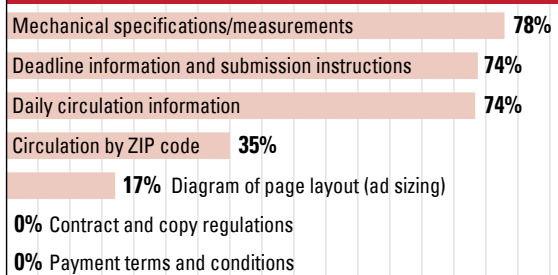
1- Combination rates with other products or publications.

2- Pricing for Unique Products (Special Sections, Post-It Notes, etc.)

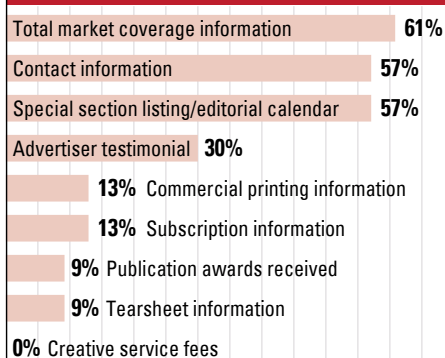
Digital Information



Mechanical Information



Additional Information



When does an order become a **SALE?**

Tucker Albin & Associates

An order is just an order until it's paid for. Payment is how you transform orders into SALES!

So how do you and your team build SALES?

It begins as all things do: from the beginning. Start with the basics. Who is this potential customer? Are its ad expectations reasonable? Is it a good credit risk? Who are its references, and are those references reliable? These questions must be asked and answered and most of the answers can be ascertained simply by examining a new customer's credit application.

Credit application and trade references are mandatory for any new customer that will not be paying upfront. This information must be verified and evaluated by qualified people. Credit applications should also include a personal guarantee. It is understood that some new customers will refuse to sign a personal guarantee. A refusal should not automatically disqualify a new customer, but it should initiate a more detailed examination of this new customer's credit and terms.

When a new customer is approved, coordination between sales and the credit team is mandatory. Ensuring that the credit team has the correct contact, billing information and address is a salesperson's responsibility. This coordination will continue through the billing cycle.

A time-sensitive accounts receivable process should be standard operating procedure for every publisher. When an invoice is not paid on time, credit or billing must notify the sales person immediately. Sales have the most direct

relationship with the customer and should be empowered and motivated to resolve the delinquent account. Sales should be responsible for rectifying the account for a defined period of time, typically 30-45 days.

If payment is not made in that time period, then the account should be internally escalated. Supervisors or managers should become involved in determining what the customer's reasons are for failing to pay within terms.

Resolution and recovery are now the operating instructions. This escalation of efforts and personnel should also be time-sensitive. Thirty days is enough time to resolve any issues and recover the outstanding invoice.

If payment is not remitted in the resolution and recovery phase, a final 10-day demand must be sent to all of the customer contacts that could approve or facilitate payment. Taking these proactive steps and utilizing these time-sensitive processes will greatly increase your internal collections for current and slow-paying customers.

If the 10-day demand fails to motivate the customer into

remittance and a fair resolution is not possible, then a decision has to be made. At this point the delinquent account will be no older than 105 days; at this age a third party still has an 80% chance of recovery and turning the order into a SALE! Keep in mind: Payment is how you turn an order into a SALE!

Finally, if you have orders and are having difficulty turning them into SALES, Tucker Albin & Associates can assist you.

**A time-sensitive
accounts receivable
process should be
standard operating
procedure for every
publisher.**

All members of the Pennsylvania NewsMedia Association received our most preferred contingency rate structure. Our Customized Collection Solutions are designed not just to recover delinquent accounts, but to do so while maintaining a relationship between our clients and their customers, leaving the door open to future orders that can become SALES!



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Transforming your sales approach increases revenue and readership

By Vicki Whiting

CEO • Kid Scoop

Selling space for advertising actually limits revenue. This is what my sales team and I have found from working with newspapers and their business customers in communities all over the country. Simply selling a half-page, quarter-page or banner space is just a transaction.

In contrast, the transformational approach is the opportunity for unlimited revenue and greater support for community journalism.

"Transformational giving is a social investment and endorsement benefitting our communities. It's a win-win for all involved," said Michael Mulcahy, senior business and philanthropic adviser for Kid Scoop.

"Donors, sponsors and beneficiaries become part of the larger engagement in the services ecosystem. The results are improvement in the social fabric and the economic growth of the community."

How can your newspaper apply the transformational approach to the relationship with your current advertisers? How do you change from transactional selling to the transformational power of longterm partnerships that build revenue for your newspaper?

First, consider your client relationship as a partnership for a cause. The purpose is to transform your community. There are many causes that every newspaper represents: literacy, freedom of speech and press, transparency of government, problem-solving through information. These are causes people care about.

It starts with a vision of community improvement. The bigger this vision, the bigger the impact and the bigger the dollars.

The sales process involves identifying the cause, showcasing the cause in the newspaper, and then garnering partnership support as a sales outreach strategy. You're not just making money, you are making a difference. Your current advertisers and those who rarely or never advertise are potential partners. Beyond your space advertisers, there are individuals, foundations and agencies that have funds to promote these causes.

In Casper, Wyoming, the high school graduation rate of 70% in 2010 wasn't good enough for school and community leaders including the Casper Star-Tribune. They got serious and created "We Read," a countywide intensive program promoting literacy as a core value in the whole community. Local foundations and a bank stepped up as sponsors, connecting with the school district, the countywide library and the newspaper.

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CELEBRATING 10 YEARS OF AWAKENING THE MAGIC OF READING!

Thank you our sponsors who make it possible to provide children with something fun to read each month, even during this time of school closures. This year we provide a digital edition of Kid Scoop News. Check it out at kidscoopnews.org. Print copies are getting to children through food distribution programs, school learning packets and more.

Contact us today to find out how your business can join these sponsors in awakening the magic of reading in Bay Area schools.

707-996-6277
KidScoopNews.org [Facebook](https://www.facebook.com/kidscoopnews) [Instagram](https://www.instagram.com/kidscoopnews) [YouTube](https://www.youtube.com/kidscoopnews) **Kid Scoop News**
THE MORE KIDS READ, THE MORE THEY SUCCEED!

SCHOLARLY SUPERSTARS

- Exchange Bank
- Altamont Education
- QUEST FOUNDATION
- IMPACTICO SONOMA
- Vadasz Family Foundation

READING ROCK STARS

- OSIsoft
- STOPWASTE
- SPEDWAY HOLIDAY CHARITIES
- Niles Rotary Club of Fremont
- The Grippi Family & Nancy John

COMMUNITY HEROES

- Creskide Associates
- Rotary Club of Sonoma Valley
- the red grape
- Julie Atwood
- EAST BAY COMMUNITY ENERGY
- Kenneth A. Berg Living Trust

DIFFERENCE MAKERS

- East Bay Mud
- Kiwanis Club of San Leandro
- Rotary Club of Santa Rosa East
- Snoopy's Home Ice
- Union Bank

The sales process involves identifying the cause, showcasing the cause in the newspaper, and then garnering partnership support as a sales outreach strategy.

TRANSFORMING YOUR SALES APPROACH (cont.)

Three years later, the Star-Tribune reported that the “We Read” literacy campaign had resulted in an on-time graduation rate of 81.8%.

Bruce Branum, publisher of the Greenville Standard, was frustrated seeing Alabama schools drop to the literacy level of 50th in the nation. “I knew our newspaper had to be part of the solution,” he said.

To launch his campaign to increase literacy, Branum sent a letter to all of the paper’s advertisers. He addressed the advertisers as Partners in Education, seeking sponsorships, writing: “It is a way to connect your company message of the importance of literacy, and a way to contribute to economic development, a future workforce and a civically engaged citizenry.” Right away, three sponsors stepped up.

Steve Fountain, publisher of Fort Stockton (Texas) Pioneer, attracted advertisers who typically didn’t buy ad space. “The big oil and communications companies wanted to support education,” he reported.

Literacy as a “cause” has also been a continuing source of additional revenue for the Daily Astorian in Astoria, Oregon, according to Jeremy Feldman, circulation and marketing director. His community serves many immigrants working in the fish-canning industry, which is fundamental to Astoria’s economy. Feldman said his newspaper’s literacy campaign, focused on English-language learning, has developed a strong association with the community.

“We’ve had 18 to 20 repeat literacy donors for years,” he said.

All of these newspapers use Kid Scoop as part of their literacy campaigns, becoming partners for a cause with the community instead of simply publishing a youth feature.

The key result: Newspapers transform their advertisers into community sponsors for the long term.



Since changing to a transformative sales approach, we’ve been able to grow our newspaper partnerships to more than 300 newspapers and their family readership to 7.5 million.

Of course, Kid Scoop is a natural for a literacy partnership. The weekly Kid Scoop feature presents content that is educationally sound and fun for children. It is designed to increase reading skills and math skills plus grow children’s knowledge of science, geography, history, current events and literature.

Dan “Patio” Dalton, our Kid Scoop marketing executive, explains, “We are not selling a product simply for newspapers to use to capture ad space sales. We and our newspaper partners are selling ‘altruism.’”

Our newspaper partners have reported their results in changing from a transactional approach to “advertisers” into a transformational sales approach.

Focused on a cause their communities care about, they report gaining revenue sponsorships from places in their communities that typically didn’t advertise or were limited to space buys, for example:

- Utility companies.
- Communications companies.
- Credit unions.
- Foundations in big corporations such as oil companies.
- Family store-front businesses that wanted a deeper connection to the community.
- Individuals, like the school district attorney who was known as the town soccer coach.

Our client newspapers that have used the partnership for a cause approach have transformed their advertiser relationships into increased revenue and committed readership.

Vicki Whiting is the creator of Kid Scoop, a weekly youth page that appears in more than 300 print and online newspapers. Kid Scoop provides teacher guides and marketing collateral to clients.



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PNA LEGAL HOTLINE

Frequent issues in advertising

By Melissa Melewsky

Media Law Counsel • Pennsylvania NewsMedia Association

Various state and federal laws impact advertising and potential liability for publishers, including laws that govern consumer protection, political advertising, fair housing and fair employment and intellectual property among others. Laws regulating advertising can be complex and specialized. There are general laws that apply to all types of advertisements and specific laws that deal with particular products or services, including consumer credit, employment, housing and other topics. A good starting point for the analysis of any advertisement is to review the laws that are generally applicable to all types of advertising such as the Pennsylvania Unfair Trade Practices and Consumer Protection Law and the False Advertising Law. After checking for compliance with these laws, look to specific laws that regulate the particular type of good or service being advertised.

Each year, the PNA Legal Hotline answers several hundred advertising-related questions and conducts hundreds of prepublication reviews for PNA members. Below you will find some of the most common issues we hear on the PNA Legal Hotline, with an overview of the relevant law and advice to address potential liability.



Consumer protection laws

The most important law dealing with advertising is the Unfair Trade Practices and Consumer Protection Law. This law should be the starting point in any analysis of the legality of an advertisement. Under the UTPCPL, unfair or deceptive acts and practices are unlawful. Any advertising practice or advertisement that causes confusion, misunderstanding or misrepresentation of a good or service violates the UTPCPL. The Pennsylvania Attorney General's Bureau of Consumer Protection is empowered to enforce the UTPCPL, but private lawsuits can also be brought to enforce its provisions.

There is generally no duty to investigate claims made in ads, but if a newspaper has any knowledge of the false or deceptive character of an advertisement and proceeds to publish the advertisement, then it may be held liable under the UTPCPL.



Intellectual property (Trademark and copyright)

Many advertisers submit ads that contain content protected by intellectual property laws like copyright and trademark, and news organizations should be familiar with the rules that govern use of intellectual property for commercial purposes.

COPYRIGHT

Copyright law governs the rights of authors to control the use of their work. Copyright generally lasts for the life of the author, plus 70 years. To qualify for copyright protection, the author's work must be original and fixed in a tangible medium, such as on paper or a computer disk. Originality does not require that the work be a novelty. It does, however, require that the author's contribution be something more than minimal. Literary and pictorial works are the two main types of works that newspapers copyright. Other works include things like poetry, song lyrics, music or jingles.

A copyright owner has the exclusive right to:

- Reproduce the work in copies.
- Prepare derivative works based on the copyrighted work.
- Distribute the work to the public.
- Display the work publicly.

These rights can be individually sold, transferred or licensed to another. If an advertiser does not have a license or other written permission to use a copyright in an ad, the advertiser cannot use the copyright without significant risk of copyright infringement.

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TRADEMARK

Trademark law concerns marks such as product logo, symbols or product brand identification that shows commercial origin. Trademarks establish the exclusive right to use such marks in commerce. Trademark is governed by both federal and state laws of unfair competition. The law protects the public from confusion and deception as to the actual source of the product or item bearing the mark. At the same time, trademark protection provides the owner of the mark a unique way of marketing itself.

Federal Trademark Registration is good for 10 years and can be renewed every 10 years for as long as the mark is in use. Pennsylvania also has a trademark law that allows for a 10-year registration of marks with 10-year renewal periods to protect trademarks in the commonwealth.

If content in an ad is the same or confusingly similar to a trademark owned by someone who is not involved in placing the ad, the owner of the mark can sue for an injunction against future printing. The news organization is not liable for damages unless it ran the advertisement knowing that it would cause confusion or would deceive purchasers. If the news organization runs the ad with knowledge of a conflicting claim of trademark ownership, the paper is not only subject to an injunction against future printing, but may face liability for damages. If a news organization is informed of a possible infringement from a trademark owner or an attorney, the news organization should not run the advertisement until it consults with an attorney.

Advertising staff should carefully review a proposed ad for potential copyright and trademark infringement prior to publication. The PNA Legal Hotline can assist with pre-publication review.



CBD and medical marijuana ads

CBD AND HEMP PRODUCTS

The Food and Drug Administration has stated that hemp and its derivative products, like cannabidiol or CBD, will be regulated the same as any other FDA-regulated product. The type of product and its purpose determines which FDA regulations apply.

DIETARY SUPPLEMENTS AND FOOD ADDITIVES (ADS CREATE RISK)

The FDA has stated that CBD products cannot be sold or marketed as dietary supplements because they do not meet the definition of “dietary supplement” under federal law.

The FDA also takes the position that CBD products cannot be sold or marketed as a food additive for human or pet consumption unless the products are approved under the FDA’s regulatory process. At this point in time, the FDA has not approved any regulations permitting CBD products to be used as a food additive although this may change as the regulatory process moves forward.

MEDICAL TREATMENTS (ADS CREATE RISK)

CBD products marketed for use in the diagnosis, cure, mitigation, treatment or prevention of diseases are considered new drugs and must go through the FDA drug approval process before they are marketed as such. The FDA has approved only one CBD-related drug: Epidiolex, for treatment of epilepsy. Selling unapproved CBD products with unsubstantiated therapeutic claims may violate the federal Foods, Drug and Cosmetic Act. Advertising these products with associated therapeutic claims could also violate state and federal consumer protection laws that prohibit false, misleading and deceptive advertising. The FDA has sent letters to manufacturers warning of federal prosecution. Generally, the more aggressive the claim, the higher the risk associated with the ad as the FDA is prioritizing those that pose the greatest risk of harm to the public. For example, the FDA has sent warning letters to manufacturers claiming their CBD products treat or cure cancer; treat, prevent or cure COVID-19; and treat, prevent or cure Alzheimer’s disease.

COSMETICS (ADS GENERALLY OK)

With regard to CBD cosmetic products, the FDA takes the position that cosmetic products and ingredients are not generally subject to premarket approval by FDA, and as such, cosmetic products containing CBD can be sold and marketed as long as they are not adulterated or misbranded in any way. A “cosmetic product” is defined as “(1) articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance, and (2) articles intended for use as a component of any such articles; except that such term shall not include soap.”

HEMP (ADS GENERALLY OK)

The FDA has approved several hemp products as “generally recognized as safe” and thus these products may be sold and marketed. These products are: hulled hemp seed, hemp seed protein powder and hemp seed oil.

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Publishers can be held liable under state and federal consumer protection laws for publishing false, deceptive or misleading advertising. With that in mind, the PNA warns members that publishing ads for hemp and CBD products that make health-related claims or as food additives carry risk, with the highest risk associated with ads that market the products as a cure or treatment for serious illnesses and diseases. Advertising the general availability and pricing of hemp and CBD products is low risk. Advertising hemp and CBD products as a “cosmetic product” is generally permissible, and ads for hulled hemp seed, hemp seed protein powder and hemp seed oil are also legal.

MEDICAL MARIJUANA

The Medical Marijuana Act was signed into law in April 2016, authorizing medical marijuana to treat a number of medical conditions. The law creates and governs a network of practitioners, growers, processors, laboratories and dispensaries that qualify under the law. The law and corresponding regulations impose advertising requirements and limitations on several classes of medical marijuana licensees.

Generally, 28 Pa Code 1141.50 governs advertising by medical marijuana organizations and imposes the following requirements:

- Advertising and marketing of medical marijuana must be consistent with Federal regulations governing prescription drug advertising and marketing in 21 CFR 202.1 (relating to prescription drug advertisements).
- Promotional, advertising and marketing materials shall be approved by the department prior to their use.

Practitioners (physicians)

Section 402(A)(3) of the act and corresponding regulations expressly prohibit practitioners (physicians) from advertising their ability to certify a patient to receive medical marijuana.

The regulations define “advertising” as:

“[T]he publication, dissemination, solicitation or circulation, for a fee, that is visual, oral, written or electronic to induce directly or indirectly an individual to patronize a particular dispensary or to purchase particular medical marijuana.”

This definition includes newspaper advertising, both print and online. Thus, physicians who can certify patients to receive medical marijuana under the Act may not advertise this fact to the general public. For example, an ad placed by a practitioner that says “I’m Dr. Smith and I can certify you for medical marijuana” would be prohibited by law.

Dispensaries

The 28 Pa Code 1161.27 prohibits dispensaries from advertising medical marijuana:

- As a promotional item.
- As part of a giveaway.
- As part of a coupon program.

Laboratories

The 28 Pa Code 1171.36 prohibits laboratories from advertising, marketing or promoting medical marijuana testing services to the general public. Laboratories that violate this prohibition risk losing certification under the act.

Medical marijuana advertising is legal, provided it is consistent with state and federal law. Proposed medical marijuana ads must be approved by the Department of Health prior to publication, but news organizations are not required to verify pre-approval. News organizations working with clients seeking to place medical marijuana ads should advise advertisers to work closely with the Department of Health and private counsel to ensure compliance with state and federal law.

One of PNA’s most popular services to our members is the free Legal Hotline. PNA members may call the hotline with any legal questions.

PNA attorneys routinely provide members with prepublication review and advice on the Right-to-Know Law, the Sunshine Act, independent contractors, libel, court access issues, First Amendment, copyright and trademark, the Pennsylvania Shield Law and advertising issues. Many reporters from PNA member news media organizations also rely on PNA’s attorneys for quotes on stories involving legal issues.

(717) 703-3080



What the heck is branded content?

By Julia Campbell

General Manager • The Branded Content Project

Defining and determining when and if to pitch branded content are two of the biggest challenges that publishers face when creating and selling branded content. One of the focuses for The Branded Content Project is combatting confusion and properly defining this type of advertising.

The biggest question we get asked about branded content: “What the heck is it?”

We define branded content as:

“Any sales initiative that uses content to engage the user and is paid for by a client who participates as part of the content, helps supply the content or sponsors the content that is distributed across any platform. Native advertising articles, social videos with a sponsor tag or element, product placement, sponsored live events, sponsored collections of stories, or paid video segments are examples and included inside our definition of branded content.”

Before starting on your branded content initiative, it is important to ask yourself what types of branded content you would like to provide. Here are three types to consider: sponsored content, custom content and advertiser content. Let’s take a closer look at all three.

Sponsored content: Editorially produced content that is already created and available for sponsorship purposes.

Custom content: Content that is created in conjunction with the advertiser. The content lightly features an advertiser or its products.

Advertiser content: Content showcasing an advertiser’s brand, product or services that are of interest to the publisher’s audience.

It is helpful for your organization to define the types of branded content you will offer your advertisers, and for all involved to have a clear understanding of each category’s parameters.

Armed with your new definition and understanding of the different types of branded content, we need to determine if there is a growing opportunity in the space.

That answer is a resounding yes and we have numbers to prove it.

According to research from Borrell Associates and The Branded Content Project, despite the effect COVID-19 had on businesses, content marketing



3 TYPES OF BRANDED CONTENT



■ Sponsored Content

Editorially-produced content that is already created and available for sponsorship purposes.

■ Custom Content

Content that is created in conjunction with an advertiser. The content lightly features an advertiser or its products.

■ Advertiser Content

Content showcasing an advertiser's brand, product or services that are of interest to the publisher's audience.

Branded content is
“any sales initiative
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client who participates
as part of the content,
helps supply the
content or
sponsors the
content that is
distributed across any
platform...”

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remained relatively steady in 2020, bringing in a projected \$63.3 billion. The numbers are growing from there. In fact, 2021 is projected to be a breakout year for branded content expenditures.

Branded content is a powerful way to combine what publishers and local newsrooms do best: storytelling and helping businesses grow. While traditional advertising still serves its purpose, we must look for ways to ensure consumers will take pause and make a connection with a brand. Advertisers benefit because they put out great content that educates and informs their audience, building trust and loyalty among customers. Publishers benefit from the additional revenue and relationship that has been built.

Our final advice to you is this: Don't overlook branded content as a vital source of revenue with huge growth potential. When done well, it's effective and draws high brand awareness.

5 SALES STRATEGIES FOR SELLERS

The Branded Content Project has five strategies to help your sales teams succeed when prospecting, pitching and presenting branded content as a solution for clients.

1. When is branded content the right solution for an advertiser? When you have a client who has a business with a large amount of information to explain or a good story to tell, branded content is an excellent solution. If your client's product involves a complex decision-making process, package up a branded content piece to explain the process. Think of large purchases like homes, cars or medical procedures.

2. What words should we listen for when meeting with an advertiser? In order to make sure you sell the right product at the right time to the right advertiser, you need to listen for the following keywords from that potential client. If you hear them use the words "education," "consideration," "persuasion," "research" or "brand affinity," then branded content should be part of the solution you present to that advertiser.

3. What are the top categories of businesses we see using branded content? Through recent research with Borrell Associates, we discovered the most common categories of advertisers fall into

health and wellness, financial and insurance, and home services. These are the most frequent advertising areas during the COVID-19 period, but certainly branded content is a solution for many other categories of business.

4. Why will branded content work for your advertiser? We've learned from working with local media teams big and small from across the country that branded content is most effective when we answer "why" advertisers might need a content marketing solution. If your client is looking for increased likability or wants to be seen as an opinion or thought leader, then branded content should be in your pitch.

5. What's the biggest piece of advice we have for your advertisers and their clients? Don't sell your customers, engage them!



Julia Campbell is general manager of The Branded Content Project. Designed through a strategic partnership of the Local Media Association, the Local Media Consortium and the Facebook

Journalism Project, Branded Content helps to facilitate additional growth, engagement and revenue success for more publishers of all shapes and sizes. Get access to our training, products and resources by emailing julia@brandedcontentproject.com.

THE BRANDED
Content Project

REVENUE GENERATING IDEAS

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“ Successful salespeople listen to understand. Once you understand your client’s business and their objectives and expectations, you can interact intelligently with them to craft a game plan for their success. They will purchase based on your recommendations because they develop confidence in your consultative approach. ”

ROSEMARIE ZDROJEWSKI

Account Executive,
The Sun (Hummelstown)

Easy ways to refresh revenue

By Metro Creative Graphics

Looking for fresh, new ways to attract advertisers and grow your publication's profits? Here are some valuable ideas you can implement right away to generate sustained revenue all year:

Target niche audiences in print and digital formats

While sections and themed pages traditionally return the largest influx of revenue per month for most publications, zeroing in your focus on reader preferences can exponentially increase the appeal among both audience and advertisers. Offering themed sections and pages on popular topics in print, digital and mobile-responsive formats can expand readership by engaging audiences on their terms. When you have the ability to catch and keep the attention of niche audiences this way, local businesses will have added incentive to advertise!

Sell-a-brate holidays and events

There are countless events, from the obvious to the obscure, which can sustain revenue throughout the year. From powerhouse retail revenue generators like Halloween to niche events like National Kitchen and Bath Month, Orthodontic Health Month, International Coffee Day and National Cat Day, October alone offers dozens of holiday- and event-related advertising opportunities. Use these events to entice even the most reluctant advertisers with fresh and fun promotional ideas they need to stand out from the crowd, and watch incremental revenue result.

Make a date to engage advertisers

Calendars of all types are valuable revenue generators, and many can run every month. From sponsored community calendars to business district calendars of events and retail sales, school sports calendars to reader-submitted photos for home wall calendars, explore the possibilities this vehicle offers for your area.

Build community support promotions

Tout your publication's local focus to deepen connections with community readers and advertisers. Whether the promotions are annual, ongoing or a one-time splash, create ads and sections that put the spotlight on local people, places and things: The opening of a new hospital wing, a celebration of area athletes or artists, profiles of new or longstanding businesses, neighborhood profiles or programs for school events.

Contests: Winners, no losers

Publication contests are as old as the industry. Why are they still around? They are a win-win-win for readers, advertisers and publishers. Anything to do with kids or pets typically gets a great response, but consider something completely different

this year. A bathroom makeover contest? A holiday interior or exterior decorating contest? A football contest with a local focus? The possibilities are endless. You can aim contests at kids as well as adults. Think about "Best Grandparents" contest essays for National Grandparents Day in September or a Fire Prevention Week poster contest in October. Use contests as teaching moments in conjunction with area educators or as pure fun for kids. When kids get excited about a project, their parents will pay attention.

Up your upselling efforts

You already know that it's easier to sell to an existing customer than it is to cultivate a new one, but that becomes especially true when you can approach your customers with fresh ideas in both print and digital formats. Bringing web, mobile and social components into your ad packages, for one price, can gain exposure for your clients while increasing your bottom line. Perhaps a client can add color where previously they ran in black and white. If you've built a trusted relationship you'll know which times of the year an advertiser's business might benefit from a larger ad space or multiple-run campaign. Campaigns can also be presented to any advertiser with a fresh, seasonal focus throughout the year. Remain visible between sales calls by visiting with or emailing ads and other promotional options.

Get started

The key to turning any idea into revenue is great execution, and that is where Metro has been assisting publishers for more than a century. Many of you who are Metro subscribers know that Metro provides all of the creative and sales resources to immediately put the ideas outlined here into revenue-generating motion: A year-round planning calendar, monthly calendar layouts, contest ideas, fully templated print and digital sections, copyright-free editorial features, print and digital spec ads so you can have specs for every sales call (with print or digital ad customized with advertiser address info in MiAD), multi-advertiser pages and more.

If you are not already a Metro client, we'd love to help you start navigating new roads to print and digital revenue with our spectrum of services. We work with publishers of all sizes to produce advertising solutions that are easy to implement, ready to sell and designed to drive profits. Visit metrocreativeconnection.com, then call (800) 223-1600 or send email to service@metro-email.com.

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Pizza card serves up delicious deals for readers, advertising for shops

Employees at most Pennsylvania newspapers know that finding and retaining advertising business from local pizza and sub shops can be difficult. Often, these small local businesses do not have a budget that supports regular advertising options available from their regional newspaper. The advertising team for the Altoona Mirror, led by Tracy Brooks, advertising sales manager, refuses to consider the pizza and sub shop category impossible. Several years ago, the team developed a pizza and sub shop deal card campaign to provide much needed advertising for local pizza and sub shops while also offering a valuable product for readers and the community. It remains a popular and profitable program for the Mirror.

Brooks explained that the Pizza Deal Card features up to 12 pizza and sub shops in the region on a grid with one per square. Readers and other community members can purchase the deal card and take the card to each of the pizza and sub shops on the card to receive a free, large, two-topping pizza or a free, foot-long sub. The cards are sold for \$99.95, which presents a tremendous value to the consumer. Brooks said the community gets excited every year in early spring when it knows the deal card will be coming out soon. "I get emails, I get phone calls," Brooks said. The cards are promoted in the newspaper, in email blasts and on the Mirror's website. Customers can call in with a credit card to order the cards or can pay by check via mail. The deal cards can then be picked up or sent to the customers via mail. Brooks recommends numbering the cards. "You want to put the customer's name with the number of the card," said Brooks. "It helps with the tracking and promotion the following year." She said in addition to the advertisement provided by the newspaper, participating pizza shops also promote the cards.

When Brooks and her team share the unique format of the deal card program, they receive a mostly favorable response from local shops. She said there is no cash exchanged; the entry fee, so to speak, for the deal card program is to provide up to 250 free subs or two-topping, large pizzas. Brooks explained that only 250 cards are produced each year to keep the deal card reasonable for the



local shops' investments. She says that in addition to the often potentially new business the deal card brings for the pizza and sub shops, the Mirror also provides \$2,500 in complimentary advertising to the shops for their participation in the program. "We specify how many ads they get for the advertising, but they can run it when they want," said Brooks. "Between the comp'd advertising and promotion of the deal card, they are seeing an advertising value of close to \$10,000." She said that she and her team also try to serve as business advisers to the shops, educating them on how to approach the new customers that they get from the deal card and how to upsell those customers and make their first-time experiences at the shops enjoyable and memorable. Brooks said the majority of shop owners think it is a great program; in fact, in 2019 one shop closed and another shop on the card offered to take part of the pizza offerings on for the deal card owners.

While the 2020 deal card was canceled due to the lockdowns related to the COVID-19 pandemic, Brooks said the Mirror is moving forward with the 2021 card and as of late January had four of the 12 shops on board. With program revenue over \$24,000 most years, Brooks said it is no-brainer for them to continue with it. She said the pizza and sub deal card are just further proof of something she firmly believes: there should be no category not worth considering. "It's worth it," said Brooks. "It's a new revenue stream if publications haven't tried it before."

For additional information, please contact
Tracy Brooks at (814) 949-7021 or tbrooks@altoonamirror.com.

Women in Business special section champions equality, elevates revenue

Growden said the Women in Business section has become an interesting project for the sales team because its advertisers are not what most people might typically think of for a women-focused section. "These aren't bosses saying, 'Oh, she's a great gal,' these are women-owned businesses, or businesses managed by women," said Growden. The variety of businesses that advertise in the special section runs the gamut and Growden said that is one of the most intriguing aspects of the project for her. Companies that take space in the section range from home care, to trucking and hauling, investment agents and Realtors. "We even have a woman-owned bison farm; Bison Corral," said Growden. "Many of their bison were featured in the movie 'Dances with Wolves.'" Growden explained that the bison farm has tours and other attractions and sells bison burgers and jerky. She said that the section reinforces something she often says to herself and her team, "Don't prejudge. Don't rule out anybody."

[illegible]

eager to see what they can develop by the celebrated third week in October. When she looks at Women in Business, Growden is reminded of the section's importance. "We get advertisers we wouldn't normally get," said Growden. "For many businesses it's the only, or one of only a couple promotions, that they do throughout the year, so we might have missed that business."

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PROMOTIONAL SPOTLIGHT

Butler Eagle

Photo contest and calendar prove to be tried-and-true revenue solutions

Community calendars featuring local photographs from residents are not something new to most communities. They can be considered somewhat timeless, having existed before social media or a global pandemic. What is interesting about a regional photo contest and calendar program, perhaps, is that it has withstood the test of time and remains a strong, sturdy revenue generator for a news company. "I am not sure how unique it is, and we've been doing it for 10 years now," said Keith Graham, director of advertising for The Butler Eagle. "One thing we learned is - it's COVID proof." Graham explained that while the key sponsor of the long-standing photo contest and calendar campaign – Butler County Tourism and Convention Bureau – stepped down this year, there were other local businesses ready to step in with advertising; the project still produced a profit for the publication.

Graham said the Butler community is incredibly engaged in the photo contest aspect of the project. He estimated that the publication receives between 500 and 750 photo entries each year, with entries accepted as soon as the initial 4x15 advertisement appears in early October. Graham said that although there are always some entries that won't work for the calendar based on subject or quality, many are great examples of the creativity and talent from The Eagle readers. He said they do not limit the number of submissions per person, which yields even more great photographs and continued engagement in the project. Graham said that when he and his team are selecting the winning photographs, they try to stick to a theme that remains true to The Eagle's readership. "We try to pick things that would be representative of Butler County," said Graham. "You're not going to see any palm trees in there – we try to make it look like home."



From an advertising perspective, Graham said the calendar provides ample opportunity for a variety of different advertising options. "Not only do we sell the banners along the bottom for each month and the minibanners in the upper grid, we can create minisponsors because when you're working with a grid like a calendar, you always have open spaces you can sell." Graham also said that he and his team highlight the consistent presence for a full month for the advertisers. Year over year the calendar has seen a 60% to 70% retention rate of the advertising businesses and Graham said often the business renews its placement immediately after the previous calendar is released. The Eagle offers first right of refusal to the previous advertiser for each space. After the renewal deadline has passed, Graham and his team will include the calendar in their discussions with current and potential clients throughout the year, with a stronger push for any remaining open space beginning in late October.

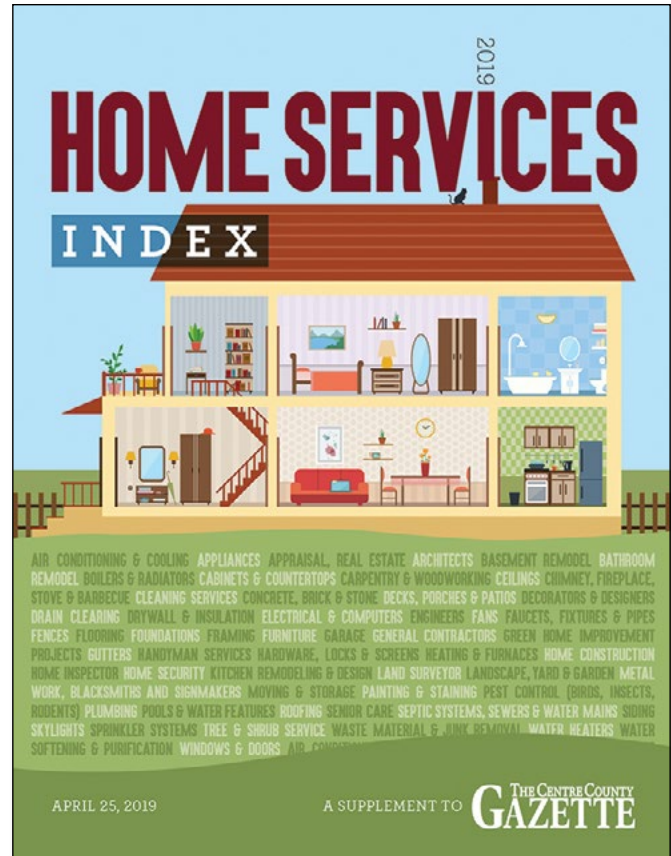
With total revenue between \$20,000 and \$25,000 each year, the project has continued to be a success for The Eagle. Contest entrants and readers of the publication appreciate it, as well. The winners of the monthly photographs selected receive \$50 and the winner of the cover photograph selected receives \$100. The winners' names are featured in the calendar with their respective photos, and also in the publication that accompanies the calendar Dec. 24. Readers look forward to the special holiday gift from The Eagle each year. "We look forward to going through the photographs and seeing it come together," said Graham. "The businesses get the exposure they're looking for, and the reader gets a calendar full of some really outstanding photographs."

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‘Home Services Index’ attracts first-time advertisers

As in many counties across the commonwealth, Centre County has a strong local builders association that hosts an annual home show drawing hundreds, if not thousands, of residents. Likewise, many local newspapers look to partner with these associations to provide advertising and print pieces for the events. So what happens when the association is not interested in a direct partnership, or instead partners with a competing paper in the region? Amy Ansari, advertising director for Centre County Gazette, was faced with this conundrum and decided to make what appeared to be a stumbling block serve as an opportunity. “Rather than create something that was in direct competition with the home show or the other paper, we decided to create something that was going to reach a similar, yet different and unique category,” said Ansari. “Better still, it would complement the home show and serve a great group of small businesses.” Ansari and her team went to work to create the Gazette’s Home Services Index, a full-color special insert featuring more than 50 local home-service businesses.

In its fourth year, and issued every April in tandem with home improvement season, the “Home Services Index” was developed with consideration of the use of the final product as well as the bottom line of the companies that would be served by it. There is no editorial content in the Home Services Index, and Ansari said that was appreciated by both the editorial and advertising departments. “Editorial gets a break and advertising gets an easier sell and new prospects,” said Ansari. “We were able to offer a lower price point because it was all advertising on the page.” Ansari said the building of the prospect list was an interesting and enjoyable process for her team as well. They would take pictures of local service vans and other vehicles or write down the information and add it to the outreach list. Ansari encouraged her ad reps to think outside the box as it pertained to the type of services, including businesses like cleaning services, lawn care, tax services, insurance brokers and Realtors. “It wasn’t just home improvement type services,” said Ansari. “If a business provides some kind of service to homeowners then they are a target for the Home Services Index.”



With more than \$12,000 in total revenue for the 2019 edition and more advertisers every year, Ansari said there is no denying the publication’s success. However, she stresses the success is not simply in dollars but also in the ability the index offers the Gazette to serve an often overlooked group of local businesses. “I feel like it’s a category that a lot of newspapers aren’t utilizing and getting business from,” said Ansari. “Many of these folks have never advertised before.” Ansari said that some of the Home Service Index advertisers have become regular customers, but a few of the businesses only advertise in the index and the Gazette would not have otherwise had their business.

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PROMOTIONAL SPOTLIGHT

LNP (Lancaster)

Fire company section supports heroes and warms the community

In recent months, newspaper editions and special sections have often showcased essential workers and individuals on the front lines during the COVID-19 pandemic. One type of everyday hero and civil servant that is sometimes missed is the local and regional firefighter. This is not the case for LNP, which has featured a fire company special section annually since 2017. "The idea came from a brainstorming session we had," said Chris Stahl, director of client solutions with LNP Media Group. "We saw how many missed opportunities we had with the fire companies – mud sales, soup and barbeque sales – because most don't have the budget to advertise. So, we thought, 'What can we do for them?'" Stahl said that in fall 2017, she and her team started to create a special section for the fire companies in the local area, using other vendor support special sections as a base structure for the project.

Using the internal database, the team gathered basic information as well as a picture and listing of upcoming fundraisers and donation requests from as many fire companies as possible in the readership area. Stahl said the use of a template form to request the information kept the spacing and information shared in the fire company section streamlined. "We have a basic form and each [fire] company gets a block that is similar in size in the section," she said. There are only slight modifications necessary for the fire company blocks based on advertising. The work collecting the information for the section usually begins in early October. Stahl said that while the first year took a little longer given the new and comprehensive manner of the project, subsequent years have had an easier and quicker flow. "We can share what they had previously used and see if they want to update the information, or they might want to send a new picture," she said.

The advertising within the Fire Company section pulls from



both regular LNP advertisers and unique, niche companies. Stahl said there are no specific categories that she can point to for the section because advertisers range from insurance agencies to restoration businesses, appliance companies and restaurants. "It's any business who would be involved with the prevention of or aftermath from a fire, but it's also some of the local businesses who just want to support the fire companies," said Stahl. While most businesses that advertise in the special section also advertise in LNP, there are a few companies that only participate in the section, such as a local emergency vehicle service company and a tire center.

Stahl said there are several different advertising options, which helps her and the ad sales team find the right fit for each supporter. "They can buy banners for a specific fire company. Those are featured at the bottom of the company's block, or they can just run ads throughout to support all of the companies," she said. Ads are

available on a first-come, first-served basis with many companies vying for position and specific company support. Additionally, Stahl and her team sell private party space within the special section that fire companies or readers can pay for to honor a single individual from a fire company. Stahl said that LNP is fortunate to have a telephone sales rep who handles a large amount of the outreach for the fire company section. The team also includes the section in options for regular advertisers' quarterly and annual ad plans and packages.

The eight-page, full color special section usually runs on a Wednesday in early December. Stahl said it is greatly appreciated by the fire companies and readers alike. With an annual revenue of around \$5,000 each year, LNP counts the unique section as a success and plans to continue it well into the future. "We get calls from the general public thanking us for doing it," said Stahl. "The readers really do enjoy it."

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PROMOTIONAL SPOTLIGHT

The Morning Call (Allentown)

Newly debuted digital option opens the door to preprint advertisers

Digital advertising has historically been an in-depth and unique aspect of the advertising offerings for many newspapers. With generally high-level trackability and what can be seen as tricky jargon, it often makes sales conversations with advertisers cumbersome. The preprint advertiser has been one of the most difficult to engage with digital advertising. Chad Peters, premium account director at The Morning Call, is no stranger to this challenge. “We have been focusing on how to do digital with preprint clients for years,” said Peters. “We’re constantly trying to engage with our preprint advertisers regarding something that makes sense to them in the digital space - something that highlights digital capabilities and utilization potentials.” Peters says he was looking for a way to leverage first-party data and the ability to take the same information they would discuss with preprint advertisers from a print perspective and put it into a similar format from a digital perspective. In fall 2020, Peters decided to begin to mine The Call’s data and organize it in a way that would be an apples-to-apples conversation with preprint advertisers.

“The preprint advertisers understand the idea of saturation by ZIP code, so, if we can relate that concept behind a digital platform, it makes sense to them, because they’ve been doing it that way for so long,” said Peters. Using a platform provided by Tribune, the parent company of The Morning Call, Peters and his team worked to organize the existing data in a manner that would match the language preprint advertisers were familiar with. He was able to identify the ZIP codes the advertisers were currently buying in as well as the people within those ZIP codes who were not current subscribers but could be targeted by

digital campaigns. The platform was able to match around 90% of the total households in each ZIP code that had a digital footprint and could therefore be targeted with a digital campaign. Another aspect was the ability to set up conversion zones around the brick-and-mortar locations of the businesses and track the conversion rate. “We can note how many of those who engaged with the digital ads from those addresses were driven to that store using the digital platform,” said Peters.

With the debut of the new digital program at the beginning of 2021, the response from preprint advertisers was strong and The Call team is beginning to roll into what Peters calls “phase two” of the new digital campaign. Using the same information, he and his team are working to develop and grow their existing print advertisers. “We can tell them that they’re running [ads] with us in certain ZIP codes and there are people there that are not subscribers, but we can target those people with digital,” said Peters. So far, the second phase is going well and Peters said it is just the tip of the iceberg for the future. He said the new capabilities with data tracking and analysis are opening up the ability to show the full sales funnel that digital advertising can provide. “In the past, digital was focused on high level datapoints – there was limited trackability,” said Peters. “Now we can show it from start to finish.” In the future, The Morning Call’s team plans to build out a more robust first-party database that will require deeper investigation into subscribers and nonsubscribers alike, so the team can uncover more information about them and how to target them with digital ads.

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PROMOTIONAL SPOTLIGHT

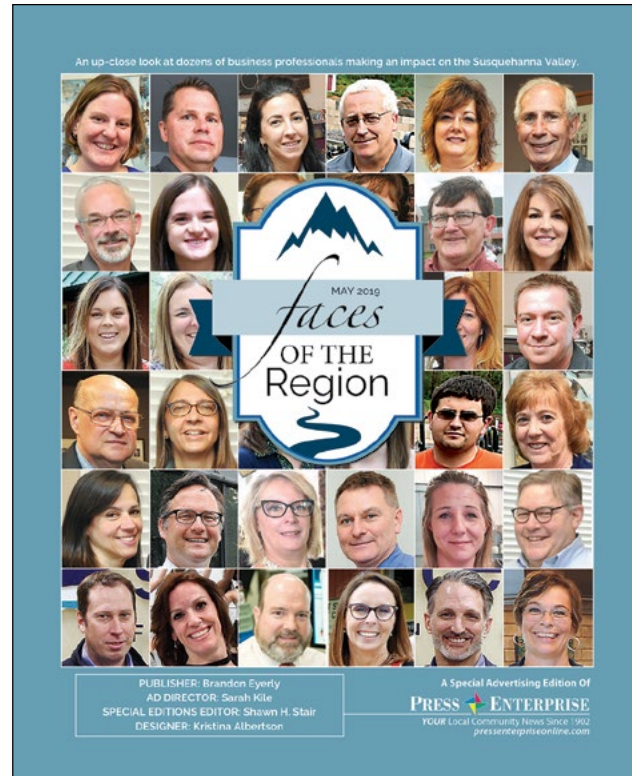
Press Enterprise (Bloomsburg)

“Faces of” campaign showcases the people behind local businesses

Pennsylvania newspaper advertising departments are led by highly creative individuals who possess a great deal of determination and place distinct value in thinking outside of the box. Sarah Kile, advertising director at Press Enterprise, is one such individual and she charges her ad team to be the same: to continually bring interesting ideas to the table. One idea came from a team member upon a return from a personal trip to Maryland. The sales rep found a magazine there that showcased local businesses in a unique way, by writing editorial content about the business and key members of its staff. “She came to me and said, ‘I think we really need to do this,’” said Kile. “I had been looking for something new and affordable that we could do for our small businesses, since we have so many in our area.” So, in the fall 2017, Kile and her team began work on what would become the “Faces of” project: a quarter-fold special edition featuring local businesses through editorial content about the owner, staff or other key individuals in the company.

Kile said the first year’s process was more involved since she and the Press Enterprise team were starting from square one. She employed the assistance of a graphic artist on staff to design the format and overall look and feel of the project. The special editions staff editor developed a series of questions that the sales reps could take to the local businesses to provide the necessary information for the articles. Kile said the questions were great tools to get the conversation going for the showcase articles, and the editor’s work on creating the content afterward was invaluable. She also said that staff photographers scheduled shoots with the participating business, and were able to get dynamic photographs that echoed the focus of the showcase. After the information and materials had been amassed there was still a lot to be done in the assembly of the section. “It probably took us about a month to really get through the assembly and review process,” said Kile. “It was really a whole-staff-working-together type of project.” The first edition of the “Faces of” campaign was released in May 2018, with another every year since. Kile said the project wasn’t as long or laborious for the subsequent editions as she and her team already had the general layout and article interview questions and a better idea of the timeline.

The campaign was successful with many local small businesses that Kile said have not otherwise advertised with Press Enterprise. “We didn’t approach it with a predetermined list or only certain categories – we wanted it to be pretty much open to anybody,” said Kile. “We kept the cost down – much lower than what small businesses could have received on regular advertising or other special sections.” Kile said that the broad approach greatly aided the team as the showcase stories in the section included the local YMCA, a custom framing business, a hearing aid shop, a sewer and drain business, a chiropractor and restaurants. Kile said the advertisers’



response to the final project was incredibly positive. “They definitely liked it and felt it was worth their advertising dollars,” said Kile. “They loved seeing their profiles and stories in there.” Kile did mention that she and her team were met with some resistance from some companies that had participated in the campaign the first year when approached to participate again in the second edition. Kile said it is very important to think creatively and put a different spin on their involvement; to help them craft a new story, feature a new employee or take a new angle on the business. She said it also helps to know some will not want to participate consecutively so she and her team have learned to bolster the prospect list with that in mind.

Kile said the community’s response to the “Faces of” section has been strong, with great reader feedback so far. In 2020, influenced by the COVID-19 pandemic, Kile and her team took the project in a different direction and created the “Faces of the Front-Line” section featuring local front-line workers. They turned the project into a giveaway for the nominated front-line workers, with a prize of custom-made orthotic shoes donated by a local chiropractic clinic. Kile said the team is planning for another edition of the section in the spring and look forward to many more in the future

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PROMOTIONAL SPOTLIGHT
The Republican-Herald (Pottsville)

‘From the Heart’ section showcases youth art, salutes essential workers

The Republican-Herald has a strong, vibrant Newspapers In Education program that has historically connected the youth in the community with the publication and with a better understanding in the value of a free press, while also providing fun and interesting activities for the participants. In fall 2020, with schools switching to remote or partially remote classes due to the COVID-19 pandemic, the NIE program was unable to function in its normal capacity. “The NIE department brought an idea to us,” said Dawn Fisher, director of advertising at The Republican-Herald. “We thought it was a really strong campaign idea. We were going to make it happen no matter what.” The idea was for a special section, called “From the Heart,” that comprises artwork submitted by kids of any age and is supported by local advertising businesses. Beginning with a request for submissions in early October, young artists were asked to create artwork that would salute the essential workers in the community.

Since the From the Heart section was a completely new section for The Republican-Herald, Fisher and her team were unsure of the response it would receive. With many local sports, fairs and other events that would normally keep families and kids occupied canceled, however, the team thought it might prove successful and well serve the youth in the community. The first advertisement for submissions was met with an incredible response. “We had submissions coming quickly, and in so many different ways,” said Fisher. “Some schools that were open were scanning and emailing them in, other people were sending them by mail. We even had grandparents walking their grandkids up to the office drop box to put in their submissions.” Fisher said the young artists ranged in age from 5 to 15 and that every piece of artwork in the special section included the name and age of the child who submitted it.

Fisher and her team used a lead list for the special section that was previously used for a “design an ad” campaign run in tandem with NIE week. The team’s secret weapon, so to speak, was that they took samples of the actual artwork that had been submitted along with them on sales calls or scanned and shared them remotely in sales pitches. Even in



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a trying economic time, The Republican-Herald’s advertising team was able to secure 10 advertisers with ads ranging from strip ads to a full back page. The back-page advertising business had run its own “design an ad” contest and featured the winner of the contest in the ad. All told, The Republican-Herald was able to break even on the full-color, 24-page “From the Heart” section, which ran on Oct. 29. “We covered our costs,” said Fisher. “It wasn’t a huge moneymaker, but that wasn’t the purpose. It was mainly to give the kids something to do, by saluting essential workers, and a way to express themselves.”

The community’s response to the special section was one of appreciation and gratitude. Fisher shared a surprising moment as she got out of her car in the office parking lot one morning shortly after the section had run. A passing jogger paused and said, “I loved that publication! You’re an essential worker, too.”

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PROMOTIONAL SPOTLIGHT

Ridgway Record/Kane Republican/The Daily Press



Yard signs unify readers, strengthen sales relationships

When the COVID pandemic and subsequent lockdowns began, many newspaper readers were looking for ways to feel united while sheltering at home. Christie Gardner, publisher of Ridgway Record, Kane Republican and The Daily Press, knew the community needed a symbolic way to express their unity, and she also knew that local businesses were looking for a way to let the community know they were still open and supporting them. "I had this idea in April 2020. As a community we need to pull together, to stick together, metaphorically," said Gardner. "So we created a yard sign campaign, and the signs read, 'We are all in this together.'"

As many publishers and ad directors can attest, there was little to be certain of in the early months of the COVID-related shutdowns, and Gardner was very much aware of that. She had a strong relationship with a sign vendor who would provide the signs in orders of 72 each. Gardner decided to start with one order for each publication so as to not commit to more signs that she might be able to find sponsors. Sponsorship of the signs was not exclusive; each sign featured several sponsors that were solicited from regular advertising businesses. Gardner said the goal of the campaign was simply to be able to offer the signs to the community without cost through sponsorships. "We knew the fee for the order, so we worked from there to determine what the sponsorship cost breakdown needed to be, depending on the number of sponsoring companies," said Gardner. The signs were full color with print on front

and back and were available for pick up at the respective newspaper offices.

Gardner said the reaction to the signs from both readers and local business sponsors was far stronger than she had anticipated. "From the feedback I was getting," said Gardner, "I could really tell that the community felt the words from the sign – we were all in this together." Gardner said that every time they seemed to have just placed an order, they were nearly out of the signs and placing a new order. She said that each time she called another local business to request a sponsorship, it seemed the answer was always in the affirmative. The campaign yielded more than 1,000 signs for the community.

The campaign popularity and solid sponsorship support led Gardner to create another sign campaign in the months that followed. The campaign featured local graduates at each of the regional high schools. Gardner and her team created one sign for every senior. "We planned for the number of signs by number of seniors for each school," said Gardner. "Then we determined the total cost for each school's sign order – worked out pricing for sponsors from that formula." Gardner said the graduate sign campaign was also met with strong sponsorship and a deep appreciation from the community. She is planning to continue the graduate sign campaign, even in a non-pandemic affected world, and create new sign campaigns in the near future.

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PROMOTIONAL SPOTLIGHT

The Sun (Hummelstown)

'Holiday Gift Guide' inspires consumer, advertiser delight

The Sun has historically created a holiday gift-giving guide, featured as a special insert in the weekly paper from the week prior to Thanksgiving through the last issue of Christmas week. While the seasonal insert is nothing new for The Sun, each year the staff, advertisers and readers are faced with new ideas, concepts, successes and challenges that can create interesting and valuable new insights and achievements. Rosemarie "Ro" Zdrojewski, advertising account executive at The Sun, said 2020 offered an entirely new and eye-opening approach to advertising for the holiday guide. "This past year, with the struggles of COVID that everyone was facing, we really tried to extend empathy for the local businesses," Zdrojewski said. "We figured everyone could use a little holiday magic."

Zdrojewski said that she and her colleagues at The Sun decided to come up with some special pricing for their display ads that would appeal to many local businesses that had experienced a trying year. "Offering step-up-size ads for the price point of the size down. 'We offered several sizes at these special rates to include a 1/4-page ad at the price of a 1/8-page.'" Zdrojewski explained that beyond the pricing, the sales approach for the gift guide was largely one of advisement. She said that she and her sales colleagues discussed with the local businesses, the key goal with the gift guide was to not only drive an influx of revenue during the holiday season, but to help the businesses promote and support additional sales in the coming months through gift cards and other campaigns. "We always sell that way," Zdrojewski said. "We are their business partners and their advisers."

Starting in September, Zdrojewski and her sales colleagues took to what they call the "Sun Country" community to sell ad space for the 2020 Holiday Gift Guide insert. The advertisers "were mostly retail, but we also had a few restaurants. The Hershey Italian Lodge advertised in the guide this year because they are celebrating their history – 100 Years – and offering a cookbook for sale," Zdrojewski said. "And a new Italian Specialty Market in the area, Penne From Heaven in Harrisburg, opted in for the guide." Zdrojewski explained that while some local businesses were not technically in the Sun Country market, they still found a strong ROI from advertising with The Sun and particularly in the "Holiday Gift Guide." Zdrojewski said that she and her ad team were also open to developing custom advertising packages for the guide as well, so long



as the integrity of the price per space remained intact for the publication.

As always, the guide was met with enthusiasm from The Sun readers and advertisers alike. The special insert was featured from the week of Nov. 28 to the week of Dec. 24 in full color, with an e-edition available for download with each weekly print issue. Zdrojewski said advertisers reported experiencing contacts and leads within hours of the first insert release. With eight new advertisers and a 5% increase in revenue for the project in 2020, there is no argument that the guide was a success. What's more, The Sun is offering a similar program for the upcoming annual "Home and Garden Guide"; March 18 and 25. "We're hoping this will create a win-win situation for all," Zdrojewski said.

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PROMOTIONAL SPOTLIGHT

TheBurg (Harrisburg)



Community connection takes shape in new membership campaign

The role Pennsylvania newspapers fill in the communities they serve is a vital one, and readers are strongly aware of that importance. The most common method for readers to express the value they hold for the paper is through a continued subscription, but what happens when the paper is complimentary for the community or readers want to contribute above and beyond a subscription? Kelsey Tatge, sales executive for TheBurg, knows it is important to the publication's fans and readers to show their support. With that in mind, in February 2020 she and her colleagues began developing the structure and preparations for a membership campaign, aptly dubbed Friends of TheBurg. "It really stemmed from readers contacting us and asking how they can support TheBurg more because they are not business owners who can run ads," said Tatge.

Tatge said that she and her colleagues decided it was important to meet with local leaders and businesses to determine their interest level and get their insight on the ideas for the membership structure the team had put together. They hosted a meeting in late February at a local co-working space and met with 20 small business owners as well as other local leaders who had offered support for TheBurg in the past. Tatge said the feedback was invaluable and greatly aided in the development of the program. "They helped us to flesh out the benefit ideas," said Tatge. "Hearing from them, it really simplified it for us." Tatge says the discussion with the businesses owners and leaders also helped the team reconsider membership levels as supporters felt that the pricing should increase for most levels.

Initially, Tatge and TheBurg team planned to launch the program in June or July; however, with the COVID-19 pandemic and subsequent shutdowns it was launched in April 2020. The program included six different annual membership levels, ranging from the base: an individual Friend of TheBurg membership at \$30; to the top tier membership level: a community pillar II Friend of TheBurg membership at \$1,000. Other membership level options include a family or household membership at \$50 annually as well as two

small business membership options. Tatge said they used the Stripe platform for the backend of the program and that it has worked very well so far. All Friends of TheBurg receive at least one tote bag featuring a unique logo for the program that was designed by a local artist. Contributors are also listed on a page devoted to the membership campaign in the publication each month. The top two tiers of membership will also include tickets for events run by TheBurg in the future.

Tatge said the community's response to the campaign was incredibly positive. She said that in addition to local readers and regular advertisers, the campaign allowed her and her colleagues to open up conversations with small businesses that wanted to support TheBurg but couldn't afford regular advertising options. The membership benefits for the program were met with a favorable response as well. "It was really great," said Tatge. "A lot of the businesses weren't looking for much – they really just want to support us." Within the first month of the launch, the Friends of TheBurg had taken in more than \$22,000 in additional funds for the paper. And as of February 2021, the program has received support from 300 new friends (members). Tatge said those funds made it possible for TheBurg to reach one of the first goals for the program. "We were able to hire another city reporter," said Tatge. "We were able to do that in summer 2020."

Tatge said that while the first month of the program saw the largest growth, it has continued to steadily grow since the launch. She runs monthly email outreach to the email subscription list and continues to investigate local businesses that would be a good fit for community membership. Tatge said the page about Friends of TheBurg in each edition offers a monthly bump in membership and the recent holiday season did as well, as some readers were purchasing the membership as a gift for a family member. She said the relationship that TheBurg, as a community publication, has with its readers is unique and valuable, which is truly the foundation for the membership program. "We have a deep connection with our city and our readership," said Tatge.

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PROMOTIONAL SPOTLIGHT

The Times News (Lehighton)

Shop Eat Local contest goes from crisis to constant

The COVID pandemic has brought an array of changes for Pennsylvania newspapers, including masks, remote work and advertising income drops. As many small businesses struggled to stay afloat financially in 2020, the support they received from their local papers was invaluable. Likewise, the local newspaper readers were in desperate need of fun and hopeful activities. Jen Benninger, advertising director at The Times News in Lehighton, was no stranger to these ideas in April 2020, as she and her team began brainstorming sales initiatives. They quickly developed a new contest dubbed Shop Eat Local that would launch in May 2020.

The Shop Eat Local contest campaign was rolled out over a two-week period, and Benninger said the type of contest is better known as a “pick a prize” sweepstakes. Using Second Street software, The Times encouraged readers to go to a special contest page on the newspaper website to submit their names and select prizes they would like to win. Benninger was conservative with her expectations for the contest. With the pandemic lockdown weighing on many businesses, and a small sales staff of four all working from home, she hoped for 10 sponsor participants. “Our approach was to let businesses know that we wanted to help them, to get their name out to our readers,” said Benninger. “This was during a time when local businesses were taking a huge hit due to the pandemic.” Much to her delight, more than 20 local businesses ranging from real estate agencies and bicycle shops to delis and pizza shops came on board to participate as sponsors of the contest for a small entry fee and a gift card valued at \$25.

Benninger said the contest campaign increased reader engagement, with more than 230 entries and 28 new contacts for The Times communications and newsletters. It also helped the paper learn a little more about its readers, as the team could view the most popular prizes – the most entries going toward a gift card for a local Italian restaurant and sports bar. “It was something fun for our readers,” said Benninger. “With everything that was going on at that time – who doesn’t need a little fun?”



The graphic features a central title 'Shop Eat Local' with 'Shop' and 'Eat' in green and 'Local' in large red letters. Above the title are icons of a blue dome, a red wine glass, a green shopping bag, and a brown coffee cup. Below the title, it says 'SWEEPSTAKES' in bold black letters. A pink banner reads 'Enter now for your chance to WIN a \$25 gift card of your choice from these local businesses!'. Below this is a grid of 10 local business logos: McMullen's Market, Basile's, La Dolce Casa Di Maggio's, BEACH BUNNIES, IRON VALLEY REAL ESTATE, LOC OUTDOOR CENTRE, CINDY'S DELI, LOUIE'S STEAKHOUSE, SHENANIGANS, and NICK'S LAKEHOUSE. At the bottom, a blue banner says 'Enter daily at tnonline.com/contests' and 'Sweepstakes is open NOW and ends January 31st at 11:59pm.'

Benninger said the contest not only performed beyond her expectations from a sponsor participation perspective, but from a reader engagement perspective as well. With that in mind, The Times has planned the continuation of the contest as an every-other-month campaign in 2021. Just as they had in the May campaign, sponsors will be included in 3x5 inch print promotional advertisements as well as digital ads. They are also included in an email newsletter to readers and several social media posts. Benninger said the sponsors will be limited to 10 per contest, and she noted the January 2021 contest has already sold out for sponsors and has more than 500 entries. The businesses involved have changed since the May 2020 launch. “We have seen some [businesses] who were not regular advertisers with us,” said Benninger. “It pleasantly surprised me.”

For additional information, please contact
Jen Benninger at (610) 377-2051 or jbenninger@tnonline.com.

AD DESIGN

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“

I would always remind my reps that customers come and go. Businesses close. You must always be working your pipeline. You should always have at least 10-12 accounts that you are ‘working,’ researching, making spec ads for, etc. If you go three to six months and get nowhere with a client in your pipeline, let it go, move on and replace it with someone else.

”



ALICE MANLEY

Advertising Manager

Times Shamrock Community Newspaper Group

Increasing revenue by improving ad design

By Kevin Slimp

When the folks at the Pennsylvania NewsMedia Association asked me to write a column about effective ad design, I was happy to oblige. I lead approximately 60 webinars each year, and one of the most popular topics over the past couple of years has been “Increasing Revenue by Improving Ad Design.”

It’s obvious that everyone wants to increase revenue. I own a publishing company and I can attest that 2020 was a terrible year in terms of revenue. Unless you live in a toss-up state – benefiting from political ad dollars – you are probably like me: searching for ways to recoup some of the revenue that has been lost during the pandemic.

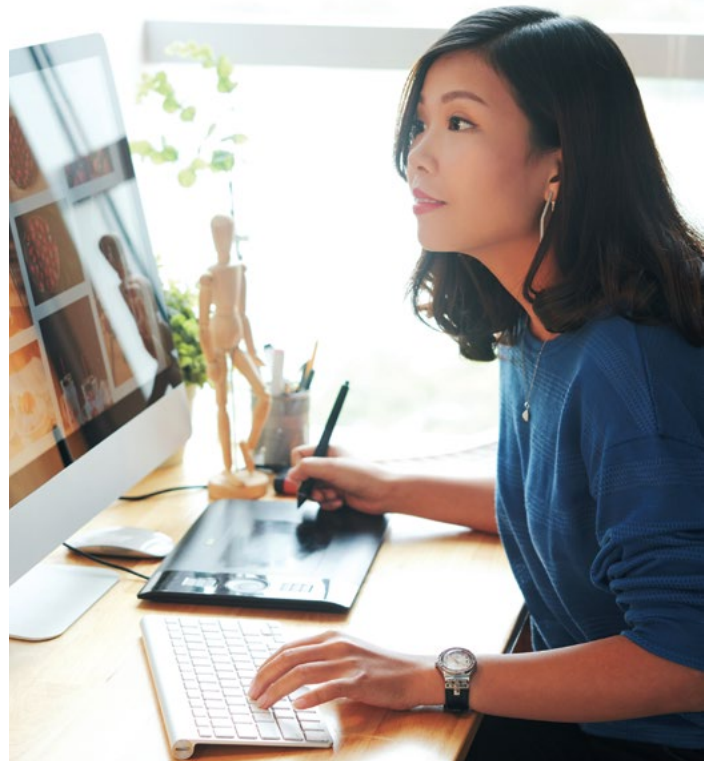
At newspapers, our main source of revenue is advertising dollars. The most obvious way to increase ad dollars is increasing resources devoted to gaining new advertisers and ad buys. However, when ads aren’t effective, chances are you won’t be keeping those advertisers very long. That is why designing effective ads is a win-win situation. It helps your advertisers increase revenue and, in turn, often results in advertisers spending more ad dollars with your paper.

One of my favorite publishers is Jason Sethre at the Filmore County Journal in Preston, Minnesota. I often interview Jason virtually in front of audiences about the success he has had in 10 years as owner of the Journal. In short, his revenue has increased every year since he bought the paper. Compared with 10 years ago, his ad revenue has nearly doubled. Making it even more interesting, Jason’s paper competes with another weekly in Preston. Jason says there is plenty of business to go around.

Jason credits a couple of reasons for his paper’s success. One is the effort put in on the customer service front. You won’t get any answering machines or an operator in another city when you call the Journal. Taking care of customers/advertisers is a No. 1 priority. Another interesting fact about Jason’s paper is the large staff dedicated to designing ads. When I last interviewed Jason while keynoting a virtual conference for Kansas newspapers, he had four full-time designers on his staff. Yes, the Filmore County Journal is a small, weekly paper, but it is a paper that is making healthy profits and investing those profits in ways that increase revenue even more.

So, what can your newspaper do to improve the quality of ads, making it more likely that advertisers will be happy and return for more? Here are a few of the things we discuss when I lead a webinar or workshop on this topic:

Research current trends in advertising. What national campaigns are winning awards? What are they doing that you can learn from and imitate? During my recent webinars on the topic, we looked at a series of ads by HISCOX, a business insurer. Among all these ads, we noted common colors: all ads were black, white and red; had a prominent logo that caught the eye; used negative space that



That is why
designing
effective ads
is a win-win
situation.

—continued on page 95—

INCREASE REVENUE BY IMPROVING AD DESIGN (cont.)

allowed the reader to focus on the message; and featured captivating photos. Both print and digital ads carried a consistent look and theme between ads.

Placement of faces in ads is still important. When we looked at ads from successful national campaigns, one thing consistently stood out: the rule of thirds is still crucial. The rule of thirds relates to where the dominant face is located in an ad. It should usually be in one of two places, either directly in the center, or centered on one of two imaginary lines that divides the ad into three equal horizontal areas. We used to talk about the rule of thirds a lot in advertising. I remind audiences that good design never goes out of style, so things like the rule of thirds can make or break an ad.

It's important to understand different types of appeal in advertising. Ads should focus on one area of appeal to be effective. I could use up my entire space writing about the types of appeal, but I'll limit myself to listing them for you:

- Emotional (Going for a tug of the heart, for instance.).
- Social (Everybody wants to be part of something.).
- Unique proposition ("We're the only game in town.).
- Positioning ("Voted No. 1 five years in a row.).

Other common sense tips that are often overlooked by advertisers and designers, but remain crucial to the success of an ad are:

- Keeping the message simple.
- Having a layout that is very clean.
- Using a tagline that is memorable and prominent.
- Using negative space well.
- Choosing a good typeface.
- Keeping colors to a minimum.
- Choosing colors that are consistent with logo color.
- Using good photos that don't overwhelm the message.

It is also important to create ads that don't look outdated. I am always surprised when I see ads in publications and signs in front of businesses that are created with outdated

fonts. It is like telling potential customers, "Don't come near me."

We could spend hours discussing good and bad fonts. Just for fun, here are a few typefaces that are sure to turn potential customers away:

- Brush Script (It looked good in the 1980s.).
- Chancery (The church secretary font.).
- Comic Sans (Do I even need to mention it?).
- Impact (Maybe for an ad with a '90s theme.).
- Stencil.
- Tahoma.
- Times (Yes, that includes New Times Roman.).

There are dozens more I could list, but this is a good place to start.

Colors are important. Colors move in and out of style. Watch for popular colors. Pantone makes an annual announcement about the most popular colors. Last year, they were Classic Blue and Living Coral. Once you know what colors are most popular, you will start noticing them everywhere. House paint, clothing and other items are all affected by these annual colors.

Just before the pandemic began, I was walking through the mall with my friend, Marc. I was telling him about Classic Blue and Living Coral. When we reached the top of the escalator at Dillard's, Marc said, "Do you see? Almost everything is Classic Blue or Living Coral?"

He was right.

I know you have advertisers who want the history of their businesses in a 2x1 ad. There might not be much you can do about those advertisers. Then you have others who want your expertise and seek advice from the ad rep or designer. These are the clients you can help.

You want your ads to look modern, not outdated. More importantly, your advertiser wants their ads to be effective. By paying attention to things like fonts, colors, space and messages, you'll go a long way toward creating more effective advertising.



Kevin Slimp is known as "The News Guru" for good reason. Since 1994, Kevin has keynoted hundreds of newspaper industry conferences worldwide. He has worked on-site with thousands of newspaper staffs. He served as director of The University of Tennessee Newspaper Institute from 1997 to 2018 and founded newspaperacademy.com in 2017. He is the author of several books, including 2019 bestseller, "Where Do We Go From Here?" His most recent book, "Who Killed A.J. Fryerson?" is available wherever books are sold. Kevin still works with newspaper staffs and offers webinars several times each month. You can contact Kevin at kevin@kevinslimp.com.



TIPS FOR CREATING AN Effective Print Ad



Advertising is an investment. Whether your goal is to sell a particular product or increase awareness of your business, it is important that consumers see, and respond to, your message.

the message

The headline should be **bold and powerful** to grab attention.

Make a good offer that is **risk free** for the customer.

- **List the benefits** of your products and services. Highlight what makes you unique.

- **Be concise** and keep your message simple. Avoid overwhelming potential customers with too much information.

- Make the message **specific to your audience**.

the design

- Use **compelling graphics** that reinforce your message or business.

- Choose only one or two fonts and use **different point sizes and weights** to highlight importance.

- **Use contrasting colors.** Light colors on dark backgrounds are easiest to read.

- Keep the design **simple** and use space wisely.

the call to action

- Make your call to action **direct and obvious**.

- Be sure to include your **business contact information** and website.

- Create a **sense of urgency**.

- Use **active verbs** and the word "you."

- Provide **easy, clear directions**.

track the ad

- Include a **coupon** or coupon code.

- Have customers **ask for a specific employee** to get a discount.

- Drive traffic to a **specific page of your website**.

- Ask customers to **follow your social media** accounts.

Creating an effective print ad

A goal of every newspaper is to keep advertisers booking space, issue after issue. The best way to ensure that? Make the ads work.

MediaBids

If you are collaborating with your client on ad design, the possibilities of what you can create together are endless. Before you begin, there are a few questions you should discuss about the advertiser's goals.

Is the ad part of a larger campaign where the sole goal is to create brand awareness and replicate the look/feel/imagery used in other channels?

Alternatively, is the ad for direct-response purposes and not for branding? If so, what action do you want a reader to take when they see the ad?

- Make a phone call to the advertiser?
- Visit the advertiser's website?
- Visit a web page and submit a lead form?
- Send a text message to receive a coupon code?
- Visit a physical location to redeem an offer?

If your client is looking for an immediate response, there are a few key design elements you can implement that will increase the likelihood readers will respond to the advertisement:

- 1) A prominent headline.
- 2) Compelling discount or value-add offer.
- 3) Attractive, eye catching images.
- 4) Easy-to-read phone number, URL or other response mechanism.

Here are two examples that utilize all four elements. Both ads generated thousands of phone calls and web visits for the advertisers:

Generac print ad:

- The attention-grabbing headline clearly articulates an example of a problem the product can help with.
- The offer of a "Free Quote" and "Free Extended Warranty" present the reader with a compelling discount and no-pressure reason to call.
- The generator image stands out against the contrasting background colors.
- The dark black text pops out against the orange, featuring a large call-to-action next to the phone number.

A print advertisement for Generac. The background is orange. At the top right is the Generac logo. The headline reads "Prepare for power outages with a Generac home standby generator". Below this, in large white letters, is the word "SAMPLE". Underneath, it says "REQUIRE A FREE QUOTE" and "800-XXX-XXXX". A large image of a Generac generator is on the right. To the left of the generator, it says "FREE 7-Year Extended Warranty* A \$695 Value!". Below that, it says "Offer valid December 15, 2020 - March 1, 2021". At the bottom, it says "Special Financing Available Subject to Credit Approval" and a small disclaimer: "*To qualify, consumers must request a quote, purchase, install and activate the generator with a participating dealer. Call for a full list of terms and conditions."

Leaf Filter print ad:

- Large white text outlines the promise of clog-free gutters.
- Several prominent discounts are offered utilizing an attention-grabbing bright green color, including a separate offer for senior and military readers and a money-back guarantee.
- The product image clearly illustrates the benefits of using the gutter protection product.
- The phone number block utilizes the same bright green color to draw the eye toward the response mechanism.

A print advertisement for Leaf Filter. The background is a photo of a house with a gutter. The Leaf Filter logo is at the top left. The headline reads "CLOG-FREE GUTTERS OR YOUR MONEY BACK GUARANTEED!". Below this, it says "15% OFF YOUR ENTIRE LEAF FILTER PURCHASE* Excludes Tax & Sales Tax". Underneath, it says "ADDITIONALLY 10% OFF SENIOR & MILITARY DISCOUNTS". At the bottom, it says "CALL US TODAY FOR A FREE ESTIMATE 1-800-XXX-XXXX" and "Promo Code: 285". On the right, there is a green box with "15% OFF" and "ADDITIONALLY 10% OFF SENIOR & MILITARY DISCOUNTS". At the bottom of the green box, it says "THE FIRST 50 CALLERS WILL RECEIVE AN ADDITIONAL 5% OFF YOUR ENTIRE PURCHASE". A small disclaimer is at the bottom: "After reading consumer reporting agency conducted a 12-month random test of gutter guards in 2019 and reported on them as the '1st rated professionally installed gutter guard system' in the industry. *To qualify, consumers must request a quote, purchase, install and activate the generator with a participating dealer. Call for a full list of terms and conditions."

—continued on page 98—

Evaluating success

The only way to say for certain if a print ad is effective is to measure the results. Fortunately, it's easier than ever to track who and when people respond to ads.

Measuring phone response: Using a service like www.invoqa.com, you can overlay a unique phone that rings through to your client to see how many calls the ads generate. Depending on the service you/they use, additional caller details such as demographics and call disposition may be available within the platform.

Measuring web response: Talk to your client about setting up unique landing pages for their offer. Each website is different so clients might want to use a unique URL, promo code or offer for the ad and see traffic and redemptions using analytics software.

Ad inspiration

While the two ad examples on Page 97 provide a quick snapshot of some sample layouts, there is a wealth of information online to provide inspiration for the overall look and feel of an ad. Here are a few compilations of resources:

Top 10 advertising blogs:

[The Top 10 Advertising Blogs to Follow](http://eventige.com) (eventige.com)

Top 50 graphic design blogs:

[50 of the best graphic design blogs for inspiration in 2020](#) | Creative Boom

Course on print ad design:

[Designing a Print Ad](http://lynda.com) (lynda.com)

Graphic design software courses:

[Adobe InDesign Training Courses & ACA Certification](#) | ONLC

There are many paths to print advertising success, and with testing, evaluation and some tweaking, you will be sure to find the best combination of design and offer that works for your advertiser.

MediaBids' Performance Print Advertising Program helps thousands of publications across the U.S. earn meaningful additional revenue. Newspapers get paid for every qualifying phone call, lead or sale they generate from running attractive print ads from prominent regional and national brands. It's free and easy to participate. Create a complimentary publication profile at www.mediabids.com to gain access to a list of participating advertisers, payout information and select ad sizes that will work for your next edition. Questions? Call 1-800-545-1135 or email jpeterston@mediabids.com.

MediaBids
The Newspaper and Magazine Advertising Marketplace

PNA RESOURCES

Pennsylvania Newspaper Handbook

The Pennsylvania NewsMedia Association Newspaper Handbook is designed to serve as a legal reference tool for newspaper business personnel. It contains summaries of laws which affect the editorial, operational, and advertising functions of a newspaper.

Available Advertising Topics

- Automobile
- Beer and Liquor
- Bingo and Small Games of Chance
- Employment and Housing
- Legal

learn more at
panewsmedia.org





TIPS FOR CREATING AN Effective Digital Ad

Since the first ad appeared on the internet in 1994, advertisers have been searching for direction on how to create an effective digital ad. The design of the ad can have a direct impact on the effectiveness of the overall campaign – so it's crucial to get it right.

the message

- The headline should be **bold and powerful** to grab attention.
- **Be concise** and keep your message simple. Avoid overwhelming potential customers with too much information.
- Make the message **specific to your audience**.

the call to action

- Make your call to action **direct and obvious**.
- **Buttons** increase click-through rates.
- Create a **sense of urgency** by using phrases such as "free trial" or "limited time offer."
- Provide **easy, clear directions**.
- Make sure to **link the ad** to your website.
- Don't forget to include a **local phone number**.

best ad specs:

Dimensions:

- 300x600 - half page
- 300x250 - medium rectangle
- 336x280 - large rectangle
- 728x90 - leaderboard
- 300x50 or 320x50 - large mobile banner

File formats:

- JPG
- PNG
- GIF
- HTML5

Keep the **file size** to no more than 150kb.



300x250 medium rectangle

the design

- Give the ad a **different look** than other content on the page.
- Use **compelling graphics** that reinforce your message or business. Don't use images just to use images.
- **Fill the frame** with the images and graphics, creating a clearly defined frame.
- Choose only one or two fonts and use **different point sizes and weights** to highlight importance.
- **Use colors that match your brand identity**. Light colors on dark backgrounds are easiest to read.
- Keep the design **simple** and use space wisely.
- **Animation ads perform better** than static ads. Keep animation to no more than 15 seconds and three loops.

Intellectual property in the advertising world

Nauman, Smith, Shissler and Hall

The relationship between a salesperson and his client is built on trust and a mutual commitment to defined successes. One of the ways to build that critical trust is to provide wise counsel and be on the lookout for potential pitfalls down the road. Copyright and trademark infringements can be that very pitfall so awareness of the law in these areas is a must in the modern business world. By taking the time to know these laws, salespeople will be even more valuable to the clients they advise.

UNDERSTANDING COPYRIGHT AND TRADEMARK LAWS

Copyright is a form of protection provided by the federal government to authors of “original works of authorship.” The purpose of copyright law is to protect the exclusive rights of authors to control and financially benefit from their works. Copyright protection applies to literary, dramatic, musical and artistic works such as movies, photographs and songs.

In the United States, copyright protection is free and automatically arises when the work is created. An author can obtain additional protections, such as statutory damages, through registration, which is also necessary before a suit for damages can be filed. This means that any and all content found online should be assumed to be copyrighted and therefore off limits for use unless one explicitly secures the necessary rights to use that content for one’s own marketing and communications campaigns.

Article I, Section 8, Clause 8, of the U.S. Constitution states the purpose of copyright laws is “to promote the Progress of Science and useful Arts, by securing for limited times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries.”

Copyright infringement occurs when an individual or business uses copyrighted material without permission. Unauthorized use includes copying, reproducing, displaying, making derivations of, or utilizing a work without authorization.

Trademarks can be a word, phrase, symbol and/or design that identify and distinguish the source of the goods of one party from those of others.

Most clients know that they can’t use someone else’s trademark to label their product or business, but trademark infringement can occur any time a mark is used in connection with goods or services in a manner that is likely to confuse, deceive or mistakenly inform customers about the source of the goods or services.

For example, a tool and equipment retailer is clearly permitted to advertise that it is selling John Deere tractors. However, the same retailer cannot advertise in such a manner that would lead customers to believe

COPYRIGHT

*a form of protection
provided by the federal
government to authors
of “original works of
authorship.”*



*Trademarks can be
a word, phrase,
symbol and/or
design that identify
and distinguish the
source of the goods
of one party from
those of others.*

— continued on page 101 —

that the retailer itself is John Deere, and that, by extension, all of its goods and services are endorsed by and represent the internationally recognized brand. Each client's marketing needs and, in some cases, contractual relationships with suppliers, will present unique issues in terms of permissible and impermissible uses of trademarks in advertising.

WHY IT MATTERS FOR YOUR CLIENTS

In most cases where copyright or trademark infringement is found, the legal owner of that content and/or mark will send a cease and desist letter and request a licensing fee. Statutory penalties for copyright violations can range from \$750 to \$30,000 per infringement. If willful infringement is proven in court, damages can reach up to \$150,000 per offense. Think of your best clients. How would a sudden expense of that size affect their businesses?

In addition to any penalties that might be accrued, there are also the hard costs and time necessary to reprint promotional items, remove content from websites, create new advertisements, etc. With these possible repercussions in mind, a responsible salesperson must have a fundamental understanding of intellectual property laws.

WHAT YOU CAN DO TO PROTECT YOUR CLIENTS

Be proactive when discussing upcoming campaigns and deadlines

One of the more famous examples of using a trademark outside of approved context is when referring to... the big game. You know... the B-I-G G-A-M-E! For example, if your client is creating an ad to promote pizza sales on a certain, special Sunday, you may want to proactively remind them not to include the trademarked name of the championship

game or logos of the teams that are competing that day.

Take the time to check all creative when it is received

Now is a good time to review the processes your organization employs to check creative assets when they are delivered from advertisers and creative agencies. Who on your team is entrusted with the responsibility of being the first, or final, set of eyes and ears on all materials? Do you have enough cushion built into your deadlines to allow for revised assets to be requested and developed should there be suspicion of intellectual property infringement?

Point advertisers in the direction of safe, royalty-free media

The good news is that there are many reputable sources for video, audio and photography assets that are free to use without penalty or require only a minimal cost per piece of work. Advise your clients to always read the fine print and understand if there are rules around how an item can be modified and how it should be attributed when being used and shared. Even websites that provide stock photography or assist in-house creative work come with a set of rules to follow.

The main point to be drawn from this discussion is that salespeople and their advertising clients must be familiar with intellectual property laws. The availability and volume of copyrighted creative material on the internet provides a host of opportunities for copyright and trademark infringement, but problems can be avoided simply by always seeking, and obtaining, permission before use. The more you understand about these laws, the better suited you will be to protect your clients and continue earning their trust and loyalty.

In practice since 1871, Nauman, Smith, Shissler & Hall is in pursuit of excellence, always. As the oldest law firm in Harrisburg, Pennsylvania, we are time tested and have been committed to providing solutions for our clients for 150 years. Even as we celebrate this milestone, we continue to seek opportunities to serve businesses and individuals in south central Pennsylvania. Today, our team of attorneys practice rail and transportation law; Right-to-Know and media law; business and employment law; municipal and real estate law; nonprofit law; tax, trusts and estates law; and litigation. At Nauman Smith, we are proud of our past and poised for the future.

To learn more about intellectual property and your clients' business challenges, please email Ben at bdunlapjr@nssh.com.

Nauman, Smith, Shissler & Hall LLP
www.NSSH.com
(717)236-3010



VENDOR SOLUTIONS

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How to get an appointment with the most challenging non-advertiser	112

“ I believe in persistence in communicating with a client. Even if an account is not advertising with us, I reach out to them periodically and keep them updated with any products or specials. Persistence pays off with the account eventually working with me; communication is key.

SHANNON GARMAN
Recruitment Account Executive
PA Media Group



VENDOR GUIDE

The following is a complete list of PNA Affiliate members – organizations that support the news media industry and our association. We encourage you to contact these organizations to learn more about their products and services.

360 Media Alliance

www.360mediaalliance.net

The 360 Media Alliance is dedicated to serving companies and business partners seeking fresh ideas and a realistic approach to the local media landscape. We are simply a concerned group of industry executives and business partners working side by side. Our mission is simply to foster new ideas, facilitate innovative thinking and culture change within the industry.



AARP

www.aarp.org

AARP is a United States-based interest group focusing on issues affecting those over the age of 50.



Achieve Energy Solutions, LLC

www.energypricing.com

EnergyPricing.com is a nationally recognized all-inclusive energy management and consulting firm. We recognize that each member of the PA NewsMedia Association has specific goals when it comes to their energy strategy. Whether you are in need of third-party procurement, alternative energy solutions or looking to maximize your efficiency, we have a solution to best suit your needs.



AdCellerant

www.adcellerant.com

AdCellerant is a technology and digital advertising company focused on making quality digital marketing accessible to every business. AdCellerant achieves this goal by partnering with local marketers, media companies, agencies, and channel sales organizations, helping them leverage AdCellerant's proprietary advertising software platform, software platform, UI.Marketing. See our article on [page 25](#).



AdMall by SalesFuel

www.salesfuel.com

Named as one of the Top 10 Sales Enablement Vendors for 2020 by Selling Power Magazine, SalesFuel® was founded by C. Lee Smith in Columbus, Ohio, in 1989 with a simple objective: Sales are the revenue engine of your company; we provide the fuel. Through our unique portfolio of sales tools, training, and intelligence, SalesFuel® provides thousands of sales teams nationwide with the power to "Sell Smarter®." In addition to consulting and training services, our portfolio of solutions includes AdMall, SalesFuel® API, Gitomer Learning Academy, SalesFuel® COACH and SalesFuel HIRE. See our article on [page 14](#).



Age of Majority

www.ageofmajority.com

age of majority

Age of Majority is a marketing consultancy that helps brands identify and exploit opportunities with Active Aging consumers. We use our proprietary online community, Revolution55, to uncover insights that allow our clients to break through the clutter and confusion in marketing to older, active consumers.

Archive in a Box

www.archiveinabox.com

There's no downside to scanning your newspaper's archive but there is a singular hurdle so daunting that most publishers simply cannot foresee any way to overcome it – cost. Luckily, there are organizations determined to help. ArchiveInABox works with historical stakeholders who can provide funding to digitize and index small-town newspapers, while the publisher retains all ownership and rights.



Associated Press

www.ap.org

The Associated Press is an independent, not-for-profit news cooperative headquartered in New York City. Our teams operate in 250 locations in more than 100 countries to tell the world's stories, from breaking news to investigative reporting. We provide content and services to help engage audiences, working with companies of all types, from broadcasters to brands. More than half the world's population sees our content every day.



AFFILIATE MEMBERS (cont.)

Ballard Spahr LLP

www.ballardspahr.com

At Ballard Spahr, our clients' content matters. Our Media and Entertainment Group serves the needs of creators and providers of virtually every type of content in every kind of media. Across the news, entertainment, publishing, social media, advertising and advocacy sectors, our clients have one thing in common: a focus on the content they develop, produce and deliver. From our fifteen offices around the country, we represent and counsel media in all areas of First Amendment, media and intellectual property law.

Ballard Spahr
LLP

The Branded Content Project

www.brandedcontentproject.com

The Branded Content Project is designed through a strategic partnership between the Local Media Association, the Local Media Consortium, and the Facebook Journalism Project to help facilitate additional growth, engagement and success for more publishers of all shapes and sizes.

Branded content uses the strength of storytelling to provide a valuable benefit to advertisers while increasing audience engagement and revenue for local media publishers. This powerful revenue stream has shown to be a success for many media organizations. See our article on [page 77](#).

**THE
BRANDED**
Content Project

Brown & Brown Insurance of PA

www.bbinsurance.com

Brown & Brown, Inc. is the sixth largest independent insurance brokerage in the nation, providing risk management solutions to help protect what customers value most. The four business segments – Retail, National Programs, Wholesale and Services – offer insurance products and services to businesses, corporations, governmental institutions, professional organizations, trade associations, families and individuals.



CivicScience Inc.

www.civicscience.com

CivicScience is the largest real-time, privacy-compliant and predictive attitudinal, lifestyle and intent data platform in the world. CivicScience was founded to revolutionize the field of attitudinal (ie. Public opinion) research because the prevailing techniques are badly broken – and because an open and trusted source of truth is critical to a healthy democracy, press and free market. By reaching people in their normal online travels and asking only a couple engaging and useful questions at a time, CivicScience enables everyone to easily participate, inform themselves and influence the decision-makers that matter.



Clelan and Company

www.clelan.com

Opening their doors 30 years ago, Clelan and Company was one of the first independent financial advisory firms in the central Pennsylvania area. Boasting a combined 90 years of experience helping highly successful individuals and companies build, manage and conserve net worth, their advisors' experience includes, but is not limited to: financial planning, investment management, qualified retirement plans, executive compensation arrangements, business succession planning, estate planning and insurance planning. Clelan and Company's mission of significantly improving the long-term financial well-being of business owners and professionals is further highlighted by the personalized attention paid to each client.



CNN Newsource

www.cnnnewsources.com

CNN Newsource understands what it takes to win in the digital space. We offer an affordable, one-stop solution for digital news publishers. Round out your local news coverage with breaking and topical news from CNN's global newsgathering organization and our network of 1,000+ local news partners. Get digital videos, articles, images and graphics on breaking news and topics your audience reads – such as business, money, technology, health, entertainment and more. We offer a turnkey digital video solution in CNN's market-leading player, with the opportunity to sell your own advertising against this premium video inventory. To learn more about CNN Newsource's digital news offerings, visit cnn.com/newsource.



Coda Ventures

www.codaventures.com

Coda is a ROI-driven newspaper research and consulting firm specializing in your success. We quantify your total audience footprint across all your media platforms – print, web, social, apps, newsletters and more. Our research will help you showcase the buying power of your readers and turn data into advertising sales. Contact us today to learn how you can turn research into revenue for your newspaper.



Co>Op Connect

www.coopconnect.com

The Co>Op Connect Database brings thousands of co-op brand programs into one, easy-to-use directory that features information such as co-op contacts, accrual rates, reimbursement percentages, media type descriptions, promotions, and so much more. Co>Op Connect provides you with everything you need to increase sales through co-op advertising.

- Browse over 8,000 co-op advertising plans from major brands and manufacturers.
- Find the latest co-op advertising plans as they become available.
- Simplify the entire research process for co-op advertising and promotions.

See our article on [page 34](#).

co>opconnect

AFFILIATE MEMBERS *(cont.)*

Editor & Publisher

www.editorandpublisher.com

Editor & Publisher is the trusted source of newspaper industry professionals, providing perspective where only data overload existed. The goal of E&P is to support, inform and promote the newspaper industry and provide professionals with tools to ensure their success in the years to come.



Employee Benefit Solutions

www.employeebenefitsolutions.net

Employee Benefit Solutions, Inc. is an independent brokerage firm specializing in finding affordable group medical, dental, vision, life and disability benefits for our employer groups. We educate your staff on their benefits, provide legislative compliance and administrative services to make sure employees understand and appreciate your largest financial investment of their employment. We work with all size employer groups, large and small, so give us a call.



eType Services

www.etype.services.com

eType Services' products and services are designed to eliminate the barriers to entry for small and medium-sized newspapers seeking to reach more readers – and increase revenue – through digital circulation. Our industry-leading e-Edition, web and mobile products can be up-and-running quickly and do not require additional staff or infrastructure. Plus, we offer unlimited technical support, no startup costs and low monthly fees. See our article on [page 18](#).



Fitzpatrick Lentz & Bubba, P.C.

www.flblaw.com

Doug Smillie of Fitzpatrick Lentz & Bubba, P.C. (FLB), has extensive media law experience, stemming from his representation of media entities in a variety of litigation-related matters. Doug advises our media clients on all matters related to media law, including the Right-to-Know Law and Freedom of Information Acts and Sunshine Law. In addition, Doug has handled a variety of issues confronting media entities, including defamation and invasion of privacy claims, First Amendment issues and subpoenas seeking testimony or information concerning sources. The firm also counsels media and entertainment companies on their general business, employment law, intellectual property, collections and other related matters. Our clients include local and regional news organizations, broadcasters, publishers and production companies throughout Pennsylvania and the surrounding areas.



Frank, Gale, Bails, Murcko & Pocrass, P.C.

www.fbmagg.com

Frederick N. Frank and Frank, Gale, Bails, Murcko & Pocrass, P. C., has extensive experience in media law. It includes a broad range of successful litigation in the fields of the Freedom of Information Act; the Right-to-Know Law; the Sunshine Act; access to judicial documents and proceedings; the Shield Law; and the reporter's qualified First Amendment Privilege. The firm prides itself on giving immediate and excellent representation to its media clients when these issues arise. It recognizes that it must be prepared to act quickly in instances such as when the media is barred from judicial proceedings. Its great experience in the field facilitates its ability to do so.



ICANON-Newzware

www.icanon.newzware.com

Newzware Publishing System Software - The best performance value in the newspaper industry - Circulation Audience Management, Display & Classified Advertising, Financial, Editorial and Ad Production tools are deployed separately or integrated as a complete enterprise software environment. ICANON services ensure a legacy of performance with unequaled personal customer support. ICANON is a System Integration Company incorporated in 1990 and has supported the publishing industry with its Newzware products for over 25 years, specializing in hosted computing applications.



Kid Scoop

www.kidscoop.com

Kid Scoop produces a high-interest weekly kids feature using all parts of the newspaper, building circulation in more than 300 papers. The lively pages help children increase reading and math skills plus learn geography, history, science and civics. Free marketing materials included. See our article on [page 72](#).



Kinect Energy

www.world-kinect.com

World Kinect Energy Services is trusted by customers worldwide to deliver conventional and renewable liquid fuels, lubricants, electricity and natural gas.

With 35 years of experience delivering on time and in full, we are there when you need us, where you need us. Today, we facilitate fuel, wind and solar power, along with sustainability services and data management for international brands and local businesses.

A worry-free total energy solution starts by listening. With boots on the ground in the U.S., Mexico and Canada, our local energy experts get to know your business and deliver customized energy solutions. We can help you buy better and buy smarter.



AFFILIATE MEMBERS (cont.)

Kreischer Miller

www.kmco.com

Kreischer Miller is a leading independent tax, advisory and accounting firm that serves the Greater Philadelphia and Lehigh Valley areas. We've built our firm to respond to the unique needs of private companies throughout the metropolitan Philadelphia region and Lehigh Valley, helping you smoothly transition through growth phases, business cycles and ownership changes. The companies we work with quickly adapt and respond to changing market opportunities and challenges. That's why our focus is on being responsive, decisive and forward-thinking. We're up to the challenge – always looking at the road ahead, not in the rearview mirror. Among Philadelphia-based CPA firms, you can trust Kreischer Miller to deliver the best people, ideas and solutions for your business needs.



Lineup Systems

www.lineup.com

Lineup Systems caters to many of the biggest, most iconic and innovative media organizations in the world. Our first-of-its-kind media sales solution, Adpoint, is credited with transforming media companies by helping to increase revenue, improve productivity and reduce costs. From our first two customers at our founding ten years ago, we've grown into the dominant force in media sales software solutions.



Local Media Association

www.localmedia.org

Local Media Association (LMA) is intensely focused on helping local media companies discover and develop new and sustainable business models. LMA is the only organization that brings together all media for purposes of sharing, networking, collaboration and more. More than 3,000 newspapers, TV stations, radio stations, digital publishers and research & development partners are active members. LMA assists local media companies with their business transformation strategies via cutting-edge programs, conferences, webinars, content, research, consulting and training.



MediaBids

www.mediabids.com

Run attractive, response-based, national print ad campaigns in your publication and start generating new print revenue within days (by your next publication date.) Every year, MediaBids' Per-Inquiry Print Advertising Program helps thousands of publications across the U.S. run high-quality print ads. Newspapers and magazines get paid for each qualifying phone call/lead or sale these ads generate. Many publications also use the performance insights garnered from this program (i.e. how many phone calls an ad generates) to prove to prospective advertisers that their publication works. See our article on [page 97](#).



MESJ

www.mesjassociates.com

MESJ (pronounced "message") works with some of the largest and most prestigious publishers in the nation to reduce their editorial expenses by providing cost-effective content. Using a one-of-a-kind blended onshore-offshore model, which combines domestic editorial precision with offshore talent, MESJ creates emailed newsletters, list research, web editing, aggregated content and more. Our team is located worldwide, so up-to-date content and overnight deadlines are never a problem. We have access to aggregated editorial databases to provide the most complete content. To learn more, check out our video or visit our website (mesjassociates.com).

MESJ

Your Back Office Content Team

Metro Creative Graphics

www.metrocreativeconnection.com

Metro Creative Graphics, Inc. is a leading provider of advertising, creative and editorial resources designed to help media companies create, sell and profit with their print, online and mobile products. With an unparalleled dedication to providing the finest resources available for ready-to-use images, spec ads, ideas, stock-quality photos, logos/trademarks, auto manufacturer photos, marketing/sales materials, copyright-free editorial features, print templated sections, online e-Sections, and groundbreaking digital ad development tools - plus custom image, ad design and editorial services - Metro is unmatched in serving the creative needs of today's media companies. See our article on [page 80](#).



Modulist

www.modulist.news

Modulist is a media services company specializing in the processing of user-generated paid content submissions for newspapers, among other media services. Our tagline is "Publish life's stories" because we help newspapers publish stories about the lives of the people in their community. We do that by providing a world-class, convenient five-step online portal to submit paid content, such as obituaries, announcements, and other milestones directly to multiple media outlets with a single transaction. Our experienced and knowledgeable employees and our company's focus on maintaining long-term partnerships with local media outlets help position our partners for the future by decreasing production costs and increasing revenue in integral content categories. See our article on [Page 38](#).



Muller Martini

<https://www.mullermartini.com/>

As one of the world's leading providers of newspaper finishing equipment and services, Muller Martini offers a host of solutions that can enhance a mailroom's performance and productivity, including SLS inserting systems, SAM Production Planning, WinLincs 10 Control System Upgrade, Certified Rebuild Program, and extensive parts support. See our article on [page 66](#).

MÜLLER MARTINI

AFFILIATE MEMBERS *(cont.)*

Nauman, Smith, Shissler & Hall, LLP

www.nssh.com

Founded in 1871 for the general practice of law, Nauman Smith has been at the forefront of Pennsylvania's Right-to-Know Law, representing the media, individuals and businesses in obtaining access to public documents and proceedings for more than 50 years, as well as providing input on amendments to the open records law. In addition to Right-to-Know requests, Nauman Smith also assists the media and other clients with First Amendment protections and defamation suits. The firm's business and employment law practice helps business clients with transactional matters such as contracts, business formation and operating agreements, as well as employee benefits and succession plans. See our article on [page 100](#).



News & Tech

www.newsandtech.com

News & Tech is the premier resource for insight, analysis and technology integration in newspaper, magazine, digital and hybrid operations and production. News & Tech is written by industry experts and read by publishers and executive decision-makers.



PAGE Cooperative

www.pagecooperative.com

PAGE Cooperative, the printing industry's largest purchasing cooperative, saves its members money and provides operational expertise and assistance. By pooling their purchases, members receive discounts on newsprint, ink, printing plates, pressroom supplies, circulation supplies and much more. PAGE serves as a great resource for its members and is just one phone call away for problem resolution. Visit pagecooperative.com to learn more about the benefits of membership.



Pennsylvania Food Merchants Association

www.pfma.org

The Pennsylvania Food Merchants Association is a statewide trade association advocating the views of convenience stores, supermarkets, independent grocers, wholesalers and consumer product vendors operating in Pennsylvania. PFMA's membership consists of national chain stores, regional chains and locally owned independent retailers of all sizes. Our 800+ corporate members operate more than 3,500 retail food stores and employ more than 200,000 Pennsylvanians.



Pennsylvania Legislative Services

www.mypls.com

PLS was established in 2001 and has grown over the years to become the most powerful Pennsylvania online legislative research, tracking, media and analysis service providing unique and exceptional access to Pennsylvania's policymaking process. PLS's clients run the full gamut and include Pennsylvania's most influential legislative participants - lobbying firms, law firms, associations, corporations, state and local governments, educational institutions, health systems, state agencies, the entire General Assembly and Pennsylvania's courts. PLS provides subscribers with more news and information than any other source.



Pennsylvania Press Club

www.papressclub.org

Founded in 1996, the Pennsylvania Press Club is a monthly luncheon series that features key lawmakers, newsmakers and other individuals. The luncheons include a speaker, moderator and question-and-answer period. Statewide coverage of the luncheons is provided to 3.2 million Pennsylvania households by PCN. The Press Club has featured a wide range of speakers from Govs. Tom Ridge, Mark Schweiker, Ed Rendell, Tom Corbett and Tom Wolf to C-SPAN founder and President Brian Lamb, Philadelphia Phillies Chairman Bill Giles and U.S. Sens. Pat Toomey, Bob Casey, Arlen Specter and Rick Santorum.



ppi Media US, Inc.

www.ppimedia.de

ppi Media is an international workflow specialist for automated newspaper production and cross-media publishing. We provide sophisticated software solutions and services for more than 100 media companies and publishing houses worldwide. We are headquartered in Hamburg, Germany, with offices in Kiel, Germany and Chicago, with 100 employees worldwide.



Pulse Research

www.pulseresearch.com

Pulse was founded in 1985 by a former newspaper publisher who realized the need to provide papers with the tools to sell with more than just their rate cards. Since that time Pulse has taken the industry lead with its cutting edge sales programs, all of which are based on market research. At Pulse we understand the challenges facing today's media outlets and strive to provide the tools which will help our clients thrive in a rapidly changing business and social environment. See our article on [page 112](#).



AFFILIATE MEMBERS *(cont.)*

Reporters Committee for Freedom of the Press

www.rcfp.org

The Reporters Committee for Freedom of the Press is a nonprofit legal services organization that provides pro bono legal representation, amicus curiae support, and other legal resources to journalists and news outlets. Journalists with questions or in need of legal support can consult the Reporters Committee's free online resources or contact the Reporters Committee's hotline seven days a week by emailing hotline@rcfp.org or calling 1-800-336-4243.



Schnader Harrison Segal & Lewis LLP

www.schnader.com

Since its founding in 1935, Schnader Harrison Segal & Lewis LLP has been dedicated to preserving First Amendment rights and to providing legal services to the media and communications industries. Schnader's Communications and Media Group represents traditional media publishers and broadcasters as well as internet companies and publishers. The firm does not accept representations of plaintiffs in cases against the media. Schnader is a law firm of approximately 160 attorneys located throughout eight offices – including Philadelphia and Pittsburgh – with a reputation for its strong national and international practice spanning more than 40 areas of law.



Scranton Label/NewsNotes

www.scrantonlabel.com

Scranton Label Inc. has been supplying Pennsylvania newspapers with News Notes for the past 15 years. Competitive pricing, quality printing and lower shipping costs with on-time delivery has made us the major supplier of front-page notes in Pennsylvania.



Second Street

www.secondstreet.com

Second Street is an audience engagement software platform used by 4,000+ companies. The Second Street platform gives users the power to build contests, interactive content, and emails to grow revenue, database, and engagement.



The Siebold Company

www.siebold.com

The Siebold Company Inc. is a licensed professional mechanical and electrical installation contractor specializing in the graphic arts and material handling industries, conducting "full service" installations on projects and programs throughout the USA. Full service indicates the company's expertise to install both mechanically and electrically as well as coordinating and project managing the tasks of engineering, fabrication, programmable logic and control wiring. The company's growth strategy is bolstered by a strong financial base, led by an experienced leadership team, and executed by a dedicated workforce.



The Siebold Company, Inc.

Software Consulting Services, LLC

www.newspapersystems.com

Software Consulting Services, LLC (SCS) provides advertising, production, publishing, and digital asset management software. With customers from small weeklies to large corporate groups, SCS is always here for you. Our managed service plans allow you to enjoy all the benefits of a best of breed or enterprise solution at a low monthly subscription. No hardware for you to invest in and maintain, and no ever-increasing cloud costs.



Southern Lithoplate Inc.

www.slp.com

Southern Lithoplate, Inc. (SLP) is the printer's choice for performance-driven lithoplates and associated prepress/pressroom solutions. An American owned and operated company, SLP is committed to helping printers improve their print quality and productivity, lower costs, optimize opportunities and increase profitability.



Strassburger McKenna Gutnick & Gefsky

www.smglaw.com

For 100 years, the seasoned attorneys at Strassburger McKenna Gutnick & Gefsky have protected the interests of businesses and private individuals. Our all-encompassing approach to the law ensures that our clients' legal needs are fully met. Unlike most other regional law firms of comparable size, not only do we handle complex business disputes and transactions, we also handle highly sophisticated personal service matters including criminal defense work, real estate and estates and trusts. In this way, we strive to help our clients deal with any legal challenge they might meet.



AFFILIATE MEMBERS (cont.)

TAPinto

www.tapinto.net

TAPinto.net is a network of more than 85 locally owned and operated online local news sites. Utilizing state-of-the-art technology, we provide hard-copy newspapers (and online news sites) with a turnkey online news solution that provides new revenue streams and enables hard-copy newspapers to compete online effectively, efficiently and affordably. See our article on [page 30](#).



Tecnavia Press

www.tecnavia.com/eedition

Tecnavia develops innovative and reliable digital publishing solutions, offering a solid reading experience across all devices. We provide the necessary support and tools to simplify workloads, reduce costs, improve efficiency and increase revenue. Beyond an e-edition, Tecnavia offers new and advanced products to meet all of a news media companies needs, ranging from metered paywalls to electronic tear sheets.



Telecom Strategies

www.telecomstrategies.net

Telecom Strategies LLC is an independent Voice and Data telecommunications consulting firm established in 2011. It was formed by telecommunications professionals with over 40 years' experience in the industry.

We are agents for voice and data suppliers nationwide. As a result, our fees are solely paid by them. Our consulting services are at no cost to our clients.

Our mission, therefore, is to serve as an independent advocate who can navigate the marketplace to identify, install and support the most cost-effective telecommunications solutions for our clients.

Our expertise encompasses all aspects of your telecommunications needs. Feel free to contact us at: contact@telecomstrategies.net or toll-free at: (844) 282-6400.



TownNews

<https://townnews.com/>

TownNews equips local media organizations with the digital services and guidance to transform their business models and flourish in the digital age. Our tools and expertise in print, digital, video, OTT, and advertising enable forward-thinking media organizations in dynamic markets to efficiently engage their audiences, increase security and grow revenue. Fueled by a passion for local media and a 30-year proven track record of success, more than 2,000 news organizations have benefited from the platform and tools we've built specifically for the media industry to thrive. Visit [TownNews](#) today to learn how we can help you thrive in the digital age.



Tucker Albin & Associates

www.tuckeralbin.com

Customized Collection Solutions are designed to recover debt without the need to litigate. First-party A/R confirmation, precollections audits and assessments, and third-party collection efforts, specifically designed to resolve outstanding accounts without alienating our clients' customers should they wish to continue doing business with them in the future.

When your team is playing phone tag with customers who are avoiding them! When your delinquent customer is breaking promises of payments! When they invent disputes where there is none, or simply outright refuse to pay your invoice – we can collect! See our article on [page 71](#).



VoicePort LLC

www.voiceport.net

VoicePort helps circulation professionals reduce costs, improve customer experience and drive retention by automating self-service. A leading provider of automated, customizable, and integrated customer service communication solutions for newspapers, VoicePort provides their clients with a seamless customer service experience for their customers. Our product solutions are designed and orchestrated to be fully integrated and work seamlessly across organizations and their supporting resources and systems.



White Birch Paper

www.whitebirchpaper.com

Driven by the passion and commitment of our employees, we are dedicated to producing the highest quality paper and paperboard products. Through continuous investment in safety, sustainability and operations, we are able to thrive as a reliable partner that works with a sense of urgency to meet our customers' needs and enable their success. We manufacture newsprint, high-bright, directory paperboard and other specialty paper products at our three paper mills in Canada, where we are able to serve customers throughout North America and around the world.



Helping others provides winning revenue strategy

By John A. Newby

Truly-Local, LLC



(While meeting coverage and local columns) are important, that is not what builds community pride, ingratiates the community to the local media company or educates the community on how to build Truly-Local DNA.

When asked to write this column relating to surefire sales ideas or initiatives, I was hesitant for several reasons. First, there are certainly many traditional and digital initiatives that bear revenue fruit. However, based on the precarious financial situation most news media companies find themselves in, the current strategies we often discuss don't appear to be near enough. Second, with so much focus on the short-term gain needed to survive, little thought is given to a complete revenue transformation that must occur over the long haul. Last, even with a desire and resources, thinking long term hasn't been our industry's strength. Given these three obstacles, making a meaning and impactful transformation can prove very difficult at best.

It is these conditions along with many others that have set us on a path we believe may be the only possible solution for many

local news media companies. While this overall strategy certainly includes the sales department, it also includes the entire local media company to realize its powerful potential. What is this strategy? It is capitalizing on the current local market conditions and helping your community build and develop what we refer to at Truly-Local LLC, as a Truly-Local DNA. Most newspapers believe they are local in nature, but in most cases, nothing is further from the truth. Developing a Truly-Local DNA is actually very simple to discuss, but not so easy to pull off without a highly targeted strategy pulling from the entire company.

Zig Zigler said it best: "Give people (communities) what they want, and you will get what you need." Many news media companies believe they are local. They provide all the city council, school board and government meeting information. They report on local events, a few report on new businesses and a few have local columnists. They are companies that still have publishers attend the Rotary and Chamber and other community meetings. While those elements are important, that is not what builds community pride, ingratiates the community to the local media company or educates the community on how to build Truly-Local DNA. Most are found wanting in this arena.

With that in mind, we wanted to provide just a glimpse of the types of new revenue streams available to advertising groups within news-media companies that assist in building this elusive Truly-Local DNA. The Truly-Local LLC objective is to provide tools and initiatives that will totally transform the entire revenue model within the news media industry. We understand this can only be done by providing the industry with viable revenue alternatives that will augment current revenue streams with the potential to replace many of them, if needed, in the future.

continued on page 111

HELPING OTHERS *(cont.)*

One program we would like to introduce is our Vets program that will provide a major revenue boost to any local media company as well as enhance the community's perception of the company. Truly-Local LLC, has partnered with the national veterans' organization Vets.org, which was originally slated to work with Chambers and Main Street organizations across the county. Through some luck, we convinced them to partner with media companies, allowing them to provide their community a first-class veterans program while financially boosting the local news media.

Here is how the news media company benefits, specifically the advertising group. First, the company simply promotes Vets.org, encouraging all local veterans to sign up. There is no cost ever for the veterans to do this. The company receives \$2 for each veteran who signs up, no strings attached. Here is where it gets fun and profitable for the advertising team.

As your advertising reps meet with their business clients, they now also have a great veterans program to inform the business owner about. As a casual part of the pitch, reps encourage the business owner to become a veteran-supporting business. The cost is as little as \$1 a day. For this, the business will get door and window decals, inclusion in the national directory available to all veterans, inclusion in the local veteran-supported business directory that is promoted via filler ads and other items that are thought of along the way. Additionally, all proceeds go to support veterans and veteran-owned businesses. As a side note, this is an outstanding opportunity to get in front of past clients that have stopped advertising or even to approach new ones altogether.

Right away, the ad team keeps 50% to 60% of all revenue generated from the business membership. (Full disclosure,

the other 40% to 50% goes to support veterans programs both locally and nationally via Vets.org.) The local media team can grow additional revenue in a few other ways as well. They can use the 50% to cover the cost of the otherwise filler ads sending straight to the bottom line. They can use this as a door opener to approach local veteran-owned businesses with special advertising offers geared toward them. They can approach larger businesses to be a major partner or sponsor of this veterans program in your market. Businesses love to be associated with veterans programs and will embrace the opportunity. Depending upon market size, that can easily be in the five figures.

Certainly, the devil is in the details, but what kind of money are we talking? You can expect an approximately 30% to 50% rate of acceptance by your local business community. With a base of 1,000 businesses as an example, that translates into about 300 businesses as part of the program. That equates to between \$50,000 and \$75,000 on that one membership element alone, before any additional springboard advertising action. This program can easily be a \$100,000+ initiative with little effort on the local media's part.

Truly-Local LLC provides one-hour virtual training sessions on this program at no cost. This is simply one program among many offered by Truly-Local LLC. Your company cannot ultimately survive without the support of your community. There are few better ways to garner support from your entire community than mobilizing the veterans in that community. This support must come from the entire community, not just your current readers and current advertisers. Monetizing your nonsubscribers and nonadvertisers is the key to winning! United you can stand, divided you will fall, it is that simple.

John Newby is the founder of Truly-Local LLC. Truly-Local is dedicated to assisting local communities and the media companies that serve them to build local synergies that strengthen the overall community foundation. The Truly-Local strategy is to work with communities, assisting them to earn the distinguished "TRULY-LOCAL COMMUNITY" five-star designation. This is a win-win-win for the local community, local media company and the residents in general.



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Truly-Localllc.com

How to get an appointment with the most challenging non-advertiser

John W. Marling

President • Pulse Research

The challenge - Today's reality

In today's reality, local businesses do NOT want to be sold. Your local businesses want solutions and ideas for where to target and get more customers because the pandemic has destroyed historic shopping patterns.

Each week, the average business in your community is contacted in person, by phone, through email, on social media and even by snail mail at least 40 times. Every one of those media reps is trying to do the same thing: to sell them their media. You have to be different from all the other "sellers." It is critical that you differentiate yourself from the competition.



PROVEN BEST PRACTICE FOR PENNSYLVANIA NEWSPAPERS:

"Our advertising staff has traditionally been product- and price-focused. We teamed up with Pulse Research to change the focus of sales conversations from price to our audience value using our Pulse shopping research."

MATT MILLER
Chief Revenue Officer
TribTotal Media

Common mistake made by many ad reps

Unfortunately, most newspaper reps continue to make the mistake of talking about their product offering, such as a special deal like "buy one and get one." This model has limited effectiveness because there are many businesses that think print is dead. A price deal on a media many think is dead does not motivate.

Here's how to break through and get the appointment:

A business wants solutions and ideas. Starting the conversation in an email, over the phone or in person with the purchasing value of your audience breaks through and gets the attention of the business. Here's an example of the words to say to a Realtor to get an appointment:

"We participated in a real estate survey. We asked the same questions you would ask such as, 'Do you plan to use a Realtor in the next 90 days?' We also asked, 'Do you plan to list your home?' 'Would you like to see the results of the real estate survey?'"

They will say yes because they want to see the results of the real estate survey.

Where do you get the Pennsylvania newspaper audience shopping survey?

Pennsylvania NewsMedia Association, in partnership with Pulse Research, recently conducted a statewide newspaper audience shopping survey. The shopping plans for more than 500 business categories are available at no charge. Visit www.pulseresearch.com/results/ to read the survey results.

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Pulse
Research



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