

LocalMediaToday

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INNOVATE | EDUCATE | INSPIRE

Top Notch Agenda + Premier Media Associations = Key Executives Mega-Conference

February conference agenda unveiled; registration underway

Put simply, if you're leading a local newspaper/media company, then you want to be in New Orleans in February.

The 2013 Key Executives Mega-Conference, set for February 17-20 in The Big Easy, will bring together top minds tackling the hottest trends in the industry today for increasing revenue, audience and engagement. Key executives from across North America will join together to learn, debate, and discuss not only the agenda topics but also the more intimate nuances of our business that only in-person networking can enable. And, a top tier R&D partner exhibit hall will deliver an encompassing look at what's hot on the technical and services side of the industry.

Plans are actively developing now for this important gathering and it's time to get the dates on your calendar. When making your travel plans, bear in mind that you're encouraged to arrive in time to take advantage of the bonus afternoon sessions on Sunday, February 17.

The jam-packed program — developed jointly by Local Media Association, Inland Press Association and the Southern Newspaper Publishers Association, with an assist from the Louisiana Press Association — tackles the continuing evolution of print to digital, the latest trends and success stories in digital agency

services, new revenue streams and much more. And, with three top tier industry associations at the helm of organizing, presenting and sponsoring, this conference brings a powerful learning opportunity for media company executives, especially those in key positions responsible for revenue and long term strategy development.



“John Rung, Senior Vice President of Media Operations at Shaw Media (IL), said that last year's Mega-Conference hit an especially high level.

“The quality and quantity of speakers and attendees made for the best industry conference in years!”

What You Can Expect

The agenda for this gathering is the big draw - planners work hard to hammer out timely topics and seek expert speakers to convey the finer points. Already in the pipeline for the February conference are sessions like:

Emerging Opportunity: E-commerce strategies

Learn from a disruptor innovator how a consumer-focused strategy resulted in an e-commerce strategy that ripped up old models

and resulted in new launches in many categories including cars, obits, jobs, deals, rentals & more.

Launching a Digital Services Agency: What it can do for you — and your customers

Learn how newspaper companies are growing revenue and their customer base by offering digital agency services.

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Local Media Association

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innovate.educate.inspire

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AN OFFICIAL PUBLICATION OF LOCAL MEDIA ASSOCIATION

Local Media Today is published in print and digitally by the Local Media Association, the only non-profit trade association in North America that specifically represents the needs and interests of local newspaper and media companies, their multi-media publishing entities and other community based affiliations.

With a tagline of *Innovate. Educate. Inspire* LMA provides leadership for its members and support for their endeavors including their pursuits of journalistic excellence, sales and marketing expertise, audience development, community-centric initiatives and leadership values through the ongoing development and dissemination of powerful, innovative and valuable resources.

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Q & A with...



ALLISON CUSICK

Q&A with Allison Cusick, Digital Marketing Manager, The Elkhart Truth,
574-296-5909, acusick@etruth.com

E-Mail Marketing Going Strong & Growing

Q I want to tackle the topic of e-mail marketing and some of the current practices that you and your team are using to rev up this segment of your business but first I want to learn about your background leading up to your current position. I understand you joined The Elkhart Truth as an intern. What was your skill set when you joined the company and can you give us some insight into how you developed your email marketing expertise?

A I joined The Elkhart Truth as an intern in August 2011 working four hours a week because I had a full time job and was in school full time. I worked with Kelsi Clark, the Circulation Marketing Manager at the time, to develop marketing campaigns, promotions, etc. I was also put in charge of organizing our annual High School Tailgate Parties.

At the end of October, Kelsi told me she would be leaving and Doug McAvoy (Director of Audience and Digital Media at Truth Publishing, Inc) offered me the position. I worked full time at the newspaper while working full time at my other job and went to school full time until I graduated this past May. Now, I work full time here and part time at my other job.

When I joined the newspaper as an intern, I had surface knowledge of the industry but knew it was exciting because of the changing landscape. I learned a lot as an intern and learned so much more when I was moved into the Marketing Manager role. This past summer, my title changed to Digital Marketing Manager after our newly formed Digital Department was established. Email marketing became one of my new responsibilities.

As far as my email marketing expertise goes, I did not have any. Michelle Novak, Ruth Presslaff and Steve Zielonka from Presslaff Interactive have helped me navigate through the email marketing world. Webinars, industry conferences and conversations with other newspapers have also helped answer questions and provide insight.

Q And, also as background, can you give us a thumbnail of your market size and nature, and the publication(s) and website(s) you publish?

A The Elkhart Truth is in a highly competitive market. Two other newspapers are located within our DMA with one located in The Elkhart Truth's core market. While an overlap of markets and subscribers occurs, we have all found a niche.

Our Sunday circulation is about 25,000. Aside from producing a

daily newspaper, we print various magazines throughout the year. We publish digital content on our website, etruth.com, as well as in newsletters sent through our VIP Email Club. Newsletters include Breaking News, Daily Headlines and Weddings & Anniversaries, which have paid advertising spots in them. Aside from these newsletters, we have a Savings & Special Offers newsletter that is sold to clients.

Federated Media, our parent corporation, owns The Elkhart Truth, multiple radio stations, an outdoor advertising firm, a digital advertising firm and a firm dedicated to the advertising needs of non-profit organizations.

Q Email marketing is all about reliable databases. Tell us about how you built and continue to grow yours.

A We gathered email addresses from numerous touch points over the years. With our database, we finally had one spot for all of those email addresses to go. Initially, over 100,000 email addresses were funneled into the database. That number was whittled down to about 78,000 after duplicates and invalid email addresses were removed. We ended up with about 41,000 email addresses that had opted in to receive our emails. It is a continuous process to weed out invalid emails as well as invalid data attached to the useable email addresses. We do not allow clients to see or rent our list, which protects our opt-ins from spam and our list from being poached.

We continue to grow the database whenever and wherever we can. New subscribers are asked to include an email address with their account. An email address is required to participate in any online contests, surveys and promotions. We also gather email addresses through community events and print promotions. Since we are still collecting from various sources, those email addresses are funneled into the database periodically.

Q What are some of the most productive approaches to gathering addresses?

A We have found one of the best ways to gather email addresses and demographic data is to offer an incentive. People love incentives in exchange for their time. It is also important that the contests and surveys we conduct are relevant, interesting and give people a voice. We know everything we do will not appeal to everyone but adding an incentive helps us work around that.

Q I think I speak for many when I say that privacy and junk mail are becoming bigger issues in my cyber life. How do you overcome these types of reservations among consumers in your market?

A We discuss privacy issues and the increase in junk mail all the time since we are consumers ourselves. It is a constant conversation about how to stay out of the spam folder because we do not want to put our database in jeopardy.

Tip of the Hat To Top Papers

LMA Announces winners in the prestigious Newspaper of the Year contest

A delightful present was delivered to a handful of local newspapers just before Thanksgiving – news that they had taken top honors in Local Media Association's uber-competitive Newspaper of the Year contest.

This contest is the one that judges all around excellence, especially in terms of overall editorial content, well rounded local coverage and top tier graphic design.

Beginner's luck certainly prevailed at The Taos News (NM). Publisher Chris Baker, right, attended his first ever LMA conference this past fall in Atlanta and his company entered the Newspaper of the Year contest for the very first time this year.

"We are proud of The Taos News very strong showing in this year's contest," Baker said. "It reflects the ongoing commitment by all the employees to produce the very best newspaper for our readers every day online and every Thursday in print." "We've won numerous national and state awards over the years, but this



one, being judged the best weekly newspaper with the prestigious Local Media Association, ranks at the top," Baker said. "I can't say how proud I am of our entire staff and its non-stop endeavor to publish the best weekly

newspaper in the United States." Starting with next month's issue, we'll begin a feature of monthly coverage showcasing each of the winners.

Hat's off to all winners in this contest. A full list and judge's comments are found on LMA's website at www.localpapers.org, under the Contests tab.

Newspapers of the Year: Non-Dailies

Under 10,000 Circulation

1st Place Winner

The Taos News – Taos, NM

The New Mexican, Inc., The Santa Fe New Mexican

2nd Place Winner

Hutchinson Leader – Hutchinson, MN
Red Wing Publishing

3rd Place Winner

Half Moon Bay Review – Half Moon Bay, CA
Wick Communications Company

Honorable Mention

Riverdale Press – Bronx, NY
Richner Communications, Inc.

Honorable Mention

Litchfield County Times – Torrington, CT
Journal Register Company/Digital First Media

Circulation: 10,001-22,500

1st Place Winner

The Longboat Observer – Longboat Key, FL
The Observer Group, Inc.

2nd Place Winner

Maryland Independent – Waldorf, MD

Community Newspaper Group of Post-Newsweek Media Inc., The Gazette

3rd Place Winner

North Kitsap Herald – Poulsbo, WA
Black Press, Sound Publishing, Inc.

Circulation: 22,501-37,500

1st Place Winner

The Sarasota Observer – Sarasota, FL
The Observer Group, Inc.

2nd Place Winner

Chilliwack Progress – Chilliwack, BC
Black Press, Lower Mainland Publishing

3rd Place Winner

Stoney Creek News – Stoney Creek, ON
Metroland Media Group, Ltd.

Circulation: Over 37,500

1st Place Winner

Prince Georges County Gazette
(Landover, Lanham, Largo, New Carrollton) –
Gaithersburg, MD

Community Newspaper Group of Post-Newsweek Media Inc., The Gazette



No Door-Busting Required

November 24 marked the third annual "Small Business Saturday" promotion, sponsored by American Express, and from all accounts I've seen the day is judged to be a pretty big success by most small merchants. The formal program involves a \$25 American Express card rebate for charging a certain amount of qualifying purchases on the card, but the larger message of supporting local, independent businesses is the big winner in my opinion. And it's a movement that we local media types should be aggressively promoting.

There's lots of momentum behind this focus on the downtown, mom-and-pop store, with data tracking the impact of a dollar spent locally on job creation or preservation in our own backyards. Others point out the charitable giving and community building efforts of local merchants from Little League sponsorships to road race refreshments. There are green benefits too from shopping closer to home, not to mention the very real opportunity of a pleasant customer service experience from a shop owner, who really does appreciate your business.

Amex is savvy to get behind this effort, as many smaller stores won't accept Amex cards because of their higher transaction fees. I think many local newspaper and media companies have been so connected to their local business communities that we take many of their benefits and challenges for granted. We'd be wise to get more involved with this growing movement.

Many busy consumers just don't

GARETH CHARTER



Chairman
LMA Board of Directors



stop to think about the impacts of a \$1 spent at Home Depot vs. a \$1 spent at Harvey's Hardware. We could do a better job of helping the local guy tell that story. Home Depot employs people in our communities and pays

taxes there too. This is not good vs. bad. The experiences and impacts of large and small businesses on our cities and towns are different, but there's no arguing that local character and community pride are shaped by locally owned businesses.

Heck, in many cases we too are locally owned businesses.

If there's not a formal effort underway in your market I encourage you to partner with local business groups and start one. If there is a "shop local" or "local first" effort already challenge your staffs to think about creative ways to get behind it all year long.

There are lots of resources out there including:

- Shiftyourshopping.org
- The American Independent Business Alliance
- The Business Alliance for Local Living Economies

"Local" is hot in so many ways right now. Like the flower shop on Main Street, we've been there all along. Let's help each other capitalize on this fresh appreciation.

Key Executives Mega-Conference

CONTINUED FROM COVER

Buzz Session: Rapid-Fire Revenue-Generating Case Studies

Industry research and development partners will showcase how their products and services are being used by newspapers to grow revenue or improve operations.

INMA 2013 Industry Forecast

This session will take a look at the hottest opportunities for the year ahead along with areas of concern.

Using Email & Social to Connect with Readers and Make Money

Strengthen reader relationships, improve circulation retention and generate sales revenue through email, social and database marketing.



“John Derr, Vice President for Sales & Marketing at Lancaster Newspapers (PA), has attended this event for two years running and described the experience as timely, positive and forward-thinking. “There’s no hand-wringing, just rolling up the sleeves and getting down to work and the overall message from the presenters is ‘here’s what we’re doing to move our organizations forward and by gosh you can do it too!’,” said Derr after the 2012 event.”

Senior Executive Roundable

Four of the industry’s most outspoken leaders will share their thoughts on industry trends, digital growth opportunities, the balance between print and digital and much more.

Print Innovations

This session will focus on innovating the print product and will feature examples from North America. For most local media companies, print still represents 90% or more of their total revenue so this topic is timely and important.

Weekly and Small Daily Roundtables

These breakout sessions will tackle a number of topics that are important to smaller market publishers such as digital growth strategies, print/digital balance, offering digital agency services and more.

Leading through Change

It is an understatement to say that leading and managing is challenging in today’s competitive, complex and changing environment. Creating a high performance ad sales team takes different skill sets than it did just a few years ago. This session will identify the focus and mission of top-performing leaders and companies. It will provide guidance on ensuring goals are met, people are motivated and creating a work environment that is both rewarding and enjoyable.

Double the Profit from your TMC

TMC’s went from being delivered to 30% of the homes in the market to 70%. Attendees will leave this session with a new appreciation of why their programs may be struggling and specific ways to double their profitability.

What’s New in Paid Content

What paid model is right for your newspapers? And if your company has already walled off or metered at least some content, what tweaks—or radical reconstruction—could be undertaken to maximize revenue and reader engagement?

Much More

Representatives from all three of the sponsoring trade associations – LMA, SNPA & Inland – are continuing to collaborate on all aspects of this important conference and you can expect additional fine tuning over the coming weeks. If there is a topic of particular interest to you, LMA’s Al Cupo wants to hear about it. Reach out to him at al.cupo@localmedia.org.



R&D Partner Opportunity: Key Executives 2013 Mega-Conference New Orleans, LA

PRE-CONFERENCE SESSIONS:
FEB. 17, 2013 CONFERENCE SESSIONS AND EXHIBITS:
FEB. 18-20, 2013

Reservations are now available for sponsorship and exhibit space for the 2013 Mega-Conference, sponsored by Local Media Association, Southern Newspaper Publishers Association, and Inland Press Association.

Nearly 500 top-level executives attended last year’s conference in San Antonio and the expectation is that this important gathering will draw an equivalent or better crowd. Most attendees are in key positions with local media companies so this is an excellent opportunity to meet with decision makers .

NEW R&D BUZZ SESSION

A new 60-minute R&D BUZZ SESSION has been added to the offerings which provides a maximum of 15 exhibitors and sponsors to showcase products and services. Buzz Session participants will present four-minute case studies to demonstrate how their product/service saves money, cuts costs or improves operating efficiency. It’s a fantastic opportunity to broadcast your message and invite publishers to visit your exhibit space.

To be on the Buzz Session, you need to register quickly. Only the first 15 who register with the Buzz Session option can reserve a place on the program and we expect this session to fill up quickly. Reserve your space right away to guarantee your preferences for the upcoming show!

Full details are found at www.mega-conference.com or you can contact LMA’s Al Cupo at al.cupo@localmedia.org.

The Details

Key Executives Mega-Conference

New Orleans, Louisiana
February 17-20, 2013
Bonus sessions on February 17 in the afternoon

All sessions will be held at The Roosevelt New Orleans hotel, located conveniently in the Central Business District just off Canal Street and one block from the French Quarter. Room rates begin at \$199 and the deadline for reservations under the conference block of rooms is January 26.

Full agenda, pricing, conference and hotel registration at www.mega-conference.com.

Disruptive Innovators: Always Dismissed by Their Legacy Competitors

We all remember the NewspaperNext project that expanded on the great work of Clay Christenson and his book *The Innovator's Dilemma*.

Through this project we learned that when a disruptive innovator hits the market, they are usually not taken seriously by the legacy competitors. In fact those competitors convince themselves that the new company isn't going to be around for long. The Kodak example comes to mind along with many examples in our industry.

I recently had the opportunity to spend an afternoon at Groupon's Chicago headquarters as part of a World Association of Newspapers study tour. This visit happened right after they announced their Q3 earnings and their stock price had taken a big hit.

Many in the local media industry were starting to predict the end for Groupon

with comments such as "their model isn't sustainable" or "daily deals is a fad that will go away."

We heard a different story when we visited with senior executives. Consider these facts:

- In four years the company has grown from 0 to 12,800 employees
- They now operate in 48 countries
- Their annual net revenue now exceeds \$2 billion dollars
- Their third quarter net revenue of \$569 million dollars was up 32% over prior year
- They are strong in North America as evidenced by their Q3 net revenue of \$292 million (up 12% from Q2 and 80% over prior year)
- They had 39.5 million active customers in the third quarter versus 28.9 million the prior year
- Each day they have an average of 1,000 active deals
- Thirty-eight million people purchased a Groupon deal in the last 12 months

We also learned about their strategy going forward. They certainly don't intend to only be a "deal of the day" company. In fact, they told us that their goal is "to become the operating

NANCY LANE



President
LMA

system for local commerce." They are accomplishing this through yield management for regular (not one-time) Groupon business customers and by leveraging their amazing database of

email addresses. They are now able to segment and target in a wide variety of ways and they continue to improve upon this.

So what can local media companies learn from all of this? I would argue that building an email database and compiling as much information as possible about these users is one of the most important things that we should all be doing. We know a lot of media companies that are investing heavily in this area and we believe that the ROI could be huge. We also think that local media companies should think about working together (realizing that our industry doesn't play well with others) when it comes to email marketing.

The companies that keep Groupon up at night include Facebook, Google and Amazon because "they could easily enter this space tomorrow if they wanted to." Groupon should keep local media companies up at night because of the massive email database that they are building. Plan now to own this in your local market and protect your market share. *(Editor's note: Be sure to read the Q&A with Allison Cusick, beginning on page 2, about how she is building her e-mail marketing program.)*

For a free copy of the seven-page Groupon report, like us on Facebook or email me at nancy.lane@localmedia.org.



WINNERS

Continued from page 3

2nd Place Winner

Montgomery County Gazettes
(Bethesda, Potomac, Chevy Chase, Kensington) – Gaithersburg, MD
Community Newspaper Group of Post-Newsweek Media Inc., The Gazette

3rd Place Winner

The Newmarket Era – Newmarket-Aurora, ON
Metroland Media Group, LTD,
York Division

NEWSPAPERS OF THE YEAR: DAILIES

Circulation: Under 30,000

1st Place Winner

Joplin Globe – Joplin, MO
Community Newspaper Holdings, Inc.

2nd Place Winner

The Santa Fe New Mexican –
Santa Fe, NM
The New Mexican, Inc.

3rd Place Winner

Lawrence Journal-World – Lawrence, KS
The World Company



Special thanks to the Donald W. Reynolds Journalism Institute, Missouri School of Journalism, Columbia, MO for judging this contest and to Newspaper Toolbox for hosting the online contest entry platform.

Circulation: Over 30,000

1st Place Winner

Sioux City Journal – Sioux City, IA
Lee Enterprises, Inc.

2nd Place Winner

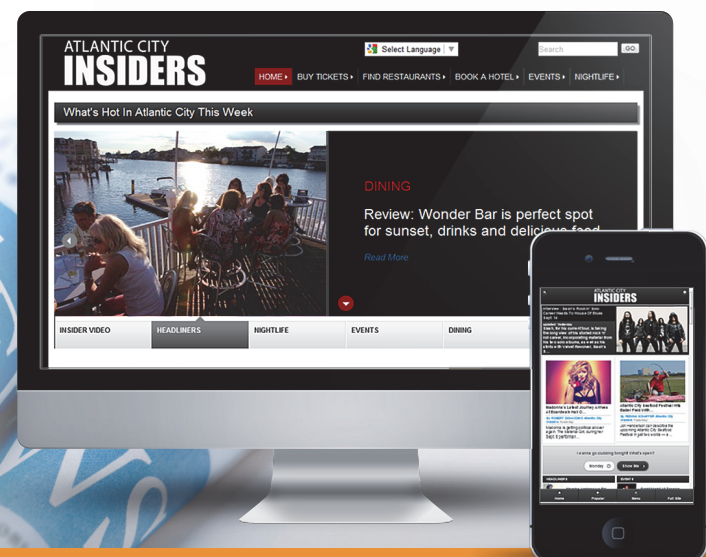
Waterloo Region Record – Kitchener, ON
Metroland Media Group, Ltd.

3rd Place Winner

Arizona Daily Star – Tucson, AZ
Lee Enterprises, Inc.

Produce Once, Publish Everywhere

A single system to manage your
web, print and mobile content



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Kelly Wirges

CLASSIFIED MULTIMEDIA CONFERENCE DELIVERS BIG

Described by one attendee as the 'best conference I've attended in years', the Classified Multimedia Conference delivered a superior program last month in Chicago. High energy, relevant intelligence and R&D partner exhibits combined to provide a powerful punch for those visiting the Windy City for LMA's final conference of the calendar year.

Two different days brought two different keynote addresses:

From Bill Cummings: Leading Through Change

Bill Cummings, former Senior Director of Advertising for Freedom Communications and Immediate Past President of Western Classified Advertising Association, focused on embracing change to immediately impact the bottom line.

His opening mantra said it all: If you change nothing, nothing will change. Bill covered a great deal of information during his one-hour presentation, which

From Kelly Wirges: SOLD! On Classifieds

Kelly Wirges of ProMax Training and Consulting really wowed the audience with her fast paced keynote on day two. According to attendee Suzanne Stevenson, "Kelly Wirges was dynamic and gave me many ideas that I can take home, implement immediately, and I know it will result in not only more revenue for my company, but a better experience for our customers."

Wirges provided a step-by-step approach to delivering excellent service while selling the right product mix for each customer's specific needs.

1. Create an incredible Customer Experience

- Every call should deliver a 5 star experience. Be warm; be welcoming.
- **LIGHTBULB MOMENT!!** Your classified reps are the company to many of your customers. They have more contact with customers than just about anyone else in the company.

2. Deliberately Include Persuasive Communication

- Being persuasive is critical. It's not about being aggressive; it's about doing the right thing for your advertiser.
- Speak to the emotional side of each customer by focusing on the benefits of your product. Use testimonials to make a case for your publication and advertising products.
- A good acronym for training reps is FAB. Features – a characteristic; Advantages – value of feature; Benefits – the real reason your product is important to your advertiser
- Ask yourself: what does this prospect really want? Once you identify the answer(s) you can incorporate language that speaks to the client's wants and needs.



"The LMA Classified Multimedia Conference was the best conference I've attended in years. The lineup of speakers was incredible – each one brought timely, relevant

information. The other attendees were a talented bunch and I learned a lot from them as well. I intend to purchase new products from at least two of the vendors. In all, this conference will have a significant impact for my company next year."

—**Suzanne Stevenson**, Advertising Director
Placer Community Newspapers (CA)

is now viewable on LMA's website under the Conferences tab.

A few of his many suggestions:

1. Revitalize Your Culture

- Become a purpose driven sales organization. Train reps to see value in your audience and offerings
- Self-promote and merchandise your success with all customers – past, present and future.
- Revisit how you are different from other options. Develop strong talking points about this.

2. "Romance the Customer"

- Think: core competency, simple processes, details and strategy. Simplify propositions, rates, and products.
- Develop a checklist of good customer service habits.
- Retire newspaper legacy thinking; make meaningful changes in the print products.
- Take a fresh, crisp, creative approach to self-promotion.
- Coach and train local reps and leaders to employ repeatable processes

3. You Sell for the Advertiser

- One of the greatest services you can provide in your sales role is to make copy suggestions to the advertiser which will assure maximum response to their ad.
- Needs analysis is crucial and happens very quickly in classifieds. Look at current ads and evaluate their effectiveness through a mini needs analysis. Are the ads compelling? Ask your customers if they would like suggestions for making their ad copy more appealing/dynamic. Use your experience to guide advertisers and they will sell their items/products in less time such as:

Use descriptive adjectives to create interest

Include a call to action to increase buyers likelihood of responding to the ad...quicker

Recommend 'attention getters' to create excitement

Suggest multiple insertions. Items in classifieds have a very thin market. It may take several impressions before they sell

- Remember: Sell Results – NOT lines or words

4. Control the Call Flow

- Create parameters for your salespeople:
 1. Answer the call and slow down. Listen carefully to the person on the other end of the line
 2. Gain billing information in a polite and positive way – explain why you are asking the questions
 3. Learn the details and understand their needs in placing an ad
 4. Provide recommendations. Focus on packages that are right for that customer
 5. Quote the investment. Be sure to state the reason why they are advertising while discussing the cost
 6. Determine the frequency – start and stop dates
 7. Review the details
 8. Provide further specifics

Recruitment Advertising Update

BY AL CUPO, LOCAL MEDIA ASSOCIATION

Another aspect of the Classified Multimedia Conference focused on Recruitment Advertising and Gordon Borrell, CEO, Borrell Associates teed-up this discussion with a presentation titled: Uncovering the Mystery of Recruitment Advertising Spending.

While recruitment advertising trends have been in decline for the last four years, there are now signs that this category has leveled off and will even see gains moving forward.

Recruitment Advertising Spending: Past, Present and Future

Not surprising, the biggest increase in recruitment advertising spending between 2000 and 2012 has been online with a reported \$6 billion going to online advertising in 2011; however, this trend has recently leveled off and has started to see a slight decrease at \$5.7 billion in online spending for 2012. One reason cited for this shift is the idea that recruiters are starting to flatten-out online in favor of a larger media mix.

This \$5.7 billion of online spending breaks-out as follows: Newspaper Sites* 15%; CareerBuilder 9%; Monster 6%; LinkedIn 6%; Kenexa 3%; Craigslist 2% and 'all other' 59% (*approximately 30% of newspapers' online recruitment revenue is also accounted for by Monster and CareerBuilder). In looking at the four-year revenue history of LinkedIn, Monster and CareerBuilder it's clear that LinkedIn is the new disruptive player in the marketplace. Since 2010 LinkedIn has seen huge gains in new advertising revenue while CareerBuilder has had a slight bump and Monster has lost ground. Another up-and-comer is Indeed.com; this new website is seeing big traffic spikes in a very short period of time.

Looking ahead to 2016, Borrell reports an overall gain in recruitment advertising of 40% across all media but a continued shift from newspapers and other print/broadcast to online. It's important to note that the total online share does include advertising spent in all media including newspaper and broadcast digital properties.

TIP: Borrell suggests publications continue to partner with recruitment sites/networks but not to be exclusive when considering opportunities. He also encourages all local publications to prepare for the projected increase in advertising spend by working closely with recruiters both large and small in their local markets; sell consultatively and by being receptive to all new ideas.

FROM THE DIGITAL AGENCY SUMMIT:

Five Year Outlook for Digital Agency Services

The three-for-one travel ticket to Chicago last month included two one-day summits and the Digital Agency Summit attracted a large crowd, no doubt due to the strength and momentum many local media companies are creating in this important local space.

With sessions like the Digital Agency Boot Camp for beginners and in-depth Case Studies from two frontrunners in this arena — Propel Marketing, which is in the process of hiring 100FTEs by the end of the year; and Digital First Media's Ad Taxi, which is producing multi-millions in new revenue - this summit delivered terrific intelligence for attendees at all levels of growing expertise in this arena.

One session that brought especially encouraging news was Gordon Borrell's keynote presentation on the 'Five Year Outlook for Digital Agency Services.' Borrell, CEO of Borrell Associates and well respected prognosticator in the media industry, shared several key takeaways.

There is a lot of money being spent for digital advertising services:

Web Presence: Website design (\$72 billion), hosting (\$129 billion) & social media management.

Online Public Relations: Email management (\$43 billion), digital press release distribution, reputation management, opt-in list management.

Online Marketing Support: SEO (\$42 billion), blog development, site visitor analysis, listings claiming.

Online Ad Production: Online agency/



“Based on the discussions I heard, and the amount of information being exchanged between attendees, speakers, and sponsors, a lot of money is going to be made by local media companies as a result of this conference.”

—**Bob Kellagher**, Director of Digital Media, Treehouse Digital Marketing/Lancaster Newspapers.

exchange fees (\$25 billion), display ad design, app design, online contest/game development, online video production.

Even smaller sized business are good prospects. Companies with 50 to 499 employees are spending an average of \$63,133 on these services annually,

per business location. For companies with fewer than 50, the number drops to just \$461. In companies with more than 500 but less than 5,000 employees, the number soars close to \$6,000,000.

TIP: Per Borrell, “don't spend a lot of time on the super small businesses – they won't spend enough and they will need a lot of your time.” The smallest businesses spend most of their budgets on web site design, maintenance & hosting.

For 50 to 499 employees – web design/hosting/maintenance represents 38% of their budget. Email management is 10%; online consulting & research is 15%; online agency/exchange fees is 7%. Managing SEM/SEO falls under online consulting (but not the actual fees to Google, for example, as that falls under online advertising not digital agency services.)

500 to 4,999 businesses spend more on online consulting (17%) –hospitals and banks for example.

A Peek at the Competition

Borrell encouraged attendees to know the competition including: Vistaprint,

ReachLocal, web.com, GoDaddy.com, YP.com & Deluxe (yes, this is the company best known for check printing – they now market digital agency services to SMB's.)

ReachLocal.com – go to the site so see what they do and what it costs. For example, you can determine a sample budget for what a veterinarian in Atlanta should spend.

Vistaprint.com – also provides pricing – very cheap

Web.com – “the quiet disruptor” according to Borrell.

To determine what this space is worth in your market, go to www.borrellassociates.com/dmr

Immediate Opportunity

Web site hosting & design/development/maintenance is Borrell's #1 recommendation on what services to offer as a start. But this requires investment. SEO is second – “it's a must”. He also loves reputation management and email as tied for 3rd.

The margins, according to Borrell, is all “in the bundling.” Adding services together makes a meaningful margin.

FROM THE DEALS & PROMOTIONS SUMMIT:

The Deals Store Model

Concurrent with the Classified Multimedia Conference in Chicago last month were two one-day summits, one of which was devoted to Deals & Promotions. Numerous presentations throughout the day offered updated perspectives and initiatives in this very sustainable space and many are accessible on LMA's website at www.localmedia.org under the Conferences tab.

One session that caught particular attention was delivered by Liz White, Vice President, New Media, The Record Journal, Meriden, CT (Circulation about 18K), who presented a case study about their success using the Deals Store model to increase their deals revenue.

Strategy & Success Behind Deal Stores

Good for advertisers – no out of pocket cost and no risk as usual; receive a lot of additional print & digital promotion

Good for customers – lots of local deals & big discounts to choose from; creates a shopping mall & browsing experience

Good for reps – easier to sell around a theme; it's another tool in their kit; their customers are happy with the additional

promotion; extra bonus \$ for highest revenue deal in each store (in additional to regular monthly bonuses)

Good for newspaper – new revenue, new advertisers, positive buzz in the community

5 Stores This Year:

- Cyber Monday Deal Store – to capitalize on the hype (they left it up for 2 days; they will go longer this year)
- Reader's Choice Deal Store – they know that these are guaranteed popular local businesses
- Deals for Dads Deal Store – this enabled them to try a holiday theme (golf deals were popular)
- Pizza Night Deal Store – this was the least successful store for them but was still worth trying (wasn't unsuccessful though)
- Restaurant Deal Store – they know that restaurant deals sell well

Deal Store Details:

- # of deals: 10-20, but maintain high quality
- Length of store: 7-14 days
- Types of deals: always include restaurants & don't be afraid to include unique



“The LMA deals summit provided our team of Shaw Media attendees with a number of successful case studies and actionable takeaways. Deals and e-commerce are a growing source of revenue for media companies and we are seeing success with our PlanIt! sites. Key takeaways for our team were that we drive even more revenue by tracking active vs inactive customers and deal categories.”

—**Ben Shaw**, Chief Digital Officer, Shaw Media

deals & high price points.

- Lots of promotion!
- Best Performing Deals:
- Seafood
- Hibachi & Sushi
- Ice Cream
- Italian
- Diner
- Car Detailing
- New Haven Restaurant Tour
- Brewery Tasting & Tour
- Massage
- Deals Store Results:

- Net revenue per store \$1500-\$7000
- # of deals purchased per store: 405-1,342 – with average of 1,000+ deals
- # of first time purchasers: 70-267
- New people who signed up to receive emails: 70-294

Huge Promotional Package: Print

- Large ad in paper lists all participating businesses
- Spadea wrap around page 1 of the daily newspaper
- Page 1 teaser promotion on the daily paper 3 times during store
- Quarter page ad runs 5 times in daily newspaper during the store
- Page 1 promotion in all 8 weekly papers
- Quarter page also runs in the weekly papers
- Huge Promotional Package: Digital
- Emails
- Their web site (peel ad on home page)
- Mobile
- Facebook, etc.

This story was posted as a live update from the conference on the LMA web site. For other session briefs, visit www.localmedia.org

Getting to Know the New LMA Board Members

At the annual business meeting held during the Fall Conference, Local Media Association members unanimously approved five new members to the associations all-volunteer Board of Directors. In last month's newsletter, we got to know new Board members Mark Poss, Red Wing Publishing, and Kim Wilson, South Bent Tribune, through a series of four questions and answers.

Now, Roy Biondi, This Week Community Newspapers, Henry Bird, Community Newspapers Holdings Inc., and Matt Coen, Second Street, are in the hot seat. Read on to get to know who is behind the scenes of Local Media Association leadership.

LMA Board Member Profile:

Roy Biondi

Please tell us a little bit about yourself and give us some insight into your career path in the news media industry.

I serve as Group Publisher of ThisWeek Community News, a central Ohio group of 25 weekly community newspapers with print circulation of 327,559, and affiliated websites. ThisWeek Community News is a division of The Dispatch Printing Co.

From 2007 to 2011, I was the Columbus Group Publisher for American Community Newspapers, producing the 22 weekly newspapers of Suburban News Publications as well as Columbus Monthly, Columbus C.E.O. Magazine, The Other Paper and Columbus Bride, and other niche publications in central Ohio. I served from 2004-2007 as publisher of the weekly Sun Publications and other media properties in Kansas City.

A graduate of Muskingum University I also served as publisher of small daily newspapers in Oklahoma and New York, and prior to that, as a Circulation Consultant for Thomson Newspapers overseeing publications in Arkansas, California, Texas, Oklahoma and Utah.

From small dailies to large groups of community papers in major metropolitan areas, I've led publications of many types, in widely varying markets. The range stands me in good stead to help the LMA provide service to members of all types.

Thoughts on LMA and your aim for involvement as a Board member?

I want LMA to help its members grow stronger, as quality editorial and revenue generating products. My experience lends



a focus on pushing the LMA to benefit member organizations both small and large. We want to help members cultivate relationships with local residents and advertisers by providing valuable service and products, both in print and online.

What do you think are the absolute essentials for a community newspaper to be doing in the digital arena?

We must be just as strong in providing local news and opportunities for advertisers online as we are in print. We want to be a one-stop shop to

provide delivery of effective advertising in print and digitally. We need to take advantage of the opportunities in the digital arena to better our products and afford excellent advertising opportunities, to protect our base as the best local providers of community news against erosion to niche products and apps.

Please share a current best practice from your own company.

We have developed a Co-op program that not only has us surpassing revenues year over year in our print publications.....but, has been instrumental in gaining new business digitally as well.

LMA Board Member Profile:

Henry Bird

Please tell us a little bit about yourself and give us some insight into your career path in the news media industry.

I have been in this business for a long time and have loved every minute of it! My career has taken me from Montana, to Wisconsin, New York, Illinois and Indiana ... all in great communities. I have been in general management or senior management for so many years that I have almost forgotten which newspaper department I like working in the best! I am currently a senior vice president with Community Newspaper Holdings, Inc. with responsibility for newspapers in Indiana, Michigan, Minnesota and Massachusetts. My wife Debbie and I have three grown children, all of whom are through school, working and off the payroll!

Thoughts on LMA and your aim for involvement as a Board member?

LMA is one of the truly great industry organizations in the country as it caters to the needs of working newspaper people ... very practical programming. Our conferences deal with revenue growth, expense management and a host of real industry issues. We don't just address problems, we also provide solutions. As an LMA board member I hope to be able to share my experiences but selfishly to learn as much as possible from my colleagues. In this case, I am not above stealing from others!

What do you think are the absolute essentials for a community newspaper to be doing in the digital arena

To me it is all about balance. As community newspapers,

we must respect and nurture print while at the same time work to grow the digital side of our business. Print will be around for a long time and we cannot lose sight of that significant revenue stream, despite its maturity. Digital is our future so we must embrace new technology and learn how best to monetize our involvement.

Please share a current best practice from your own company.

We have been very pleased with the success of our company-wide coupon initiative. The coupon program was designed to build on print-only coupon programs in many of our markets by adding an interactive online component that can be sold in tandem with a print coupon book, coupon insert, ROP coupons or other print products. The coupon program delivers our total audience through a multifaceted media campaign which includes our print and online products, social media and our in-paper and online promotion.

We work with Analog Analytics as our online coupon provider. Consumers can print, text or email coupons, direct connect to an advertiser via phone, print a map and share coupons through social media. Analog Analytics provides us with detailed reports of the number impressions, clicks, prints, texts, emails and calls generated by an advertiser's coupon. They also report on the number of times coupons are shared via Facebook and Twitter.

Social sharing has become the single most important



part of our value proposition. Across our organization we average over 2000 coupons sold each month and those coupons are generating over 61,000 social shares to Facebook and Twitter. We have many satisfied advertisers in a wide range of businesses from restaurants to lift chairs who continue to use coupons month after month

and are particularly happy with the social sharing feature.

Training is key to the success of this program. Sales reps must understand and be able to articulate the full value proposition. This program is not about "selling a coupon" and it's definitely not only about how many coupons are redeemed. It's about the value of every print exposure, every online impression and every social media feed. It's about the value of having an advertiser's message magnified and endorsed when it is posted to all of a consumer's Facebook friends, or tweeted out to all their Twitter followers. This is a unique combined value proposition that no one else in our markets can offer.

LMA Board Member Profile:

Matt Coen

Please tell us a little bit about yourself and give us some insight into your career path in the news media industry.

I am the co-founder and president of Second Street. Second Street works with over 2,800 media partners across North America in the area of online promotions. We specialize in providing private label solutions around contests, deals, email and more. I also teach a course in Entrepreneurship at Washington University in St. Louis.

Prior to co-founding Second Street, I was the co-Founder and CEO of SportsHuddle Inc. a national high school sports network in partnership with over 200 of the largest newspapers in the United States. I began my career in media technology at Pulitzer Technologies as Director of New Business and Product Development. After graduating from Connecticut College with a degree in Government, I spent time managing political campaigns, working for political consulting firms and for a consumer food and health advocacy organization. It was during my time in DC that I stumbled upon the internet in the mid-nineties and wrote my first plan for a digital business. Tip O'Neill famously said "All politics is local" which was the lens that I saw the online opportunity and as a result my plan was for a series of online city guides. I was very fortunate to have Pulitzer embrace my vision and bring me on board to be part of their early digital team which introduced me to the local media industry.

I am a proud native of Rhode Island and live in St. Louis with my wonderful wife, Emily, and our three sons Will (12), Henry (9) and Noah (5).

Thoughts on LMA and your aim for involvement as a Board member?

In the early years of Second Street, LMA was one of the first conferences I attended. I have immense appreciation for the talents and commitment of LMA's members, lay leadership and fantastic staff so joining the board feels like coming full circle and a chance to give back.

The media industry has been going through tremendous transformation as audiences move to digital platforms. Clearly, this is a challenge but I prefer to focus on the tremendous growth potential for newspapers instead of the downside. I have a passion for helping our industry take advantage of these enormous opportunities in the digital space in the years to come and know the LMA can be a channel for that mission.

I am also hopeful that I can play a small role in continuing to strengthen the partnership with LMA members and R&D board members. Now more than ever, I believe R&D partners must play a critical role in the industry's next stage of growth and that LMA must tap into the incredible expertise and passion that they have.

“Newspapers need to be focusing their efforts on building and owning email and social databases in their markets. A goal of owning some digital communication channel into 80% of the adults in your community is something for every paper to strive for and will be a key measurement of company's valuations going forward.”

What do you think are the absolute essentials for a community newspaper to be doing in the digital arena?

Newspapers need to be focusing their efforts on building and owning email and social databases in their markets. A goal of owning some digital communication channel into 80% of the adults in your community is something for every paper to strive for and will be a key measurement of company's valuations going forward.

When talking to advertisers about digital, newspapers need to take advantage of all of their platforms - online, print, email, social - as solutions to be able to serve the needs of their advertisers. The ability to reach audiences on several platforms is a competitive advantage of newspapers.

At Second Street, we're clearly passionate about online promotions - contests, deals and email. There is a huge shift that is taking place as marketing dollars move from advertising to online promotions - and the media industry is in a fantastic position to grab its fair share if it focuses on it.



Please share a current best practice from your own company.

At Second Street, we set and measure goals as a company every six months. These goals are aligned across the company - from the company level, to departmental and ultimately to the individual level. Some of our goals are certainly driven by revenue and growth metrics but many of them are focused on "continuous improvement" from our entire organization. These goals usually bet on our future but they always seem to pay off for us. We set our goals on a six-month basis because we find things are moving so quickly that 12 months is simply too long a horizon. We have to be nimble enough to make adjustments and refocus our efforts where they can be realistically measured and have the greatest impact.

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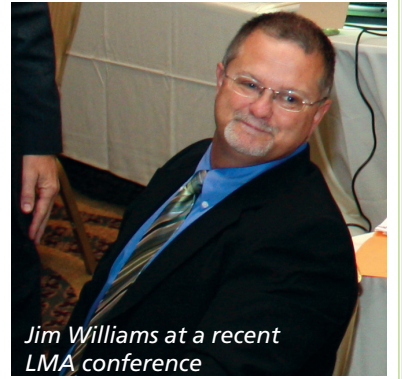
The newspaper archive scanning service from SmallTownPapers™

Jim Williams, former LMA Board Member, Seriously Injured

Very sad news to report.

Jim Williams, a director of what was then called Suburban Newspapers of America and former publisher of Heritage Newspapers in Michigan, was in a serious automobile accident last month that left him in critical condition with head injuries. His 16 year old son was killed in the accident. His wife and other family members were also injured.

The family was en route to Florida to board a Thanksgiving holiday cruise when their vehicle was struck by a drunk driver in South Carolina.



Jim Williams at a recent LMA conference

Member News:

Tom Rosenstiel to leave Pew's PEJ for API

Tom Rosenstiel, a distinguished journalist, author and researcher, was named the new Executive Director of the American Press Institute, the foundation of the Newspaper Association of America. Rosenstiel, the founder and Director of the Project for Excellence in Journalism at the Pew Research Center, is one of the country's most widely recognized thinkers about the evolving role of journalism in the 21st century.

Rosenstiel will help lead the American Press Institute into a new phase in its history, expanding the organization's role in

research and training, and continuing to develop best practices that further the value of journalism, including newspaper media, on behalf of the public. He will start on the 1st of the year.

"I could not be happier about Tom taking the helm at the American Press Institute. He has the perfect combination of skills – journalism, research and a passion – for newspaper media and its role in American life and democracy," said Caroline Little, President & Chief Executive Officer of the Newspaper Association of America.

California Newspapers Changes Hands

The 65,000-circulation Santa Rosa (CA) Press Democrat and two affiliated publications in Sonoma County are being sold by Florida-based Halifax Media Group to a partnership that includes a group of local investors. The sale also includes the weekly Petaluma Argus-Courier and North Bay Business Journal in Santa Rosa and affiliated websites for The Press Democrat and the two weeklies.

Dirks, Van Essen & Murray represented

Halifax in the transaction.

The sale will end Halifax's brief ownership of The Press Democrat and the two weeklies, which it purchased in January along with 13 other newspapers and related websites - mostly in the Southeastern United States - from the New York Times Co. for \$143 million. The Times Co. had owned The Press Democrat since 1985, when it purchased the newspaper from the Finley family of Santa Rosa.

Texas Community Media Announces Sale of Weekly Newspapers

Texas Community Media LLC has announced the sale of 11 of the 12 East Texas weekly newspapers it acquired earlier this year in its purchase of the daily Longview News-Journal and The Marshall News Messenger. Texas Community Media had acquired the two daily and 12 weekly East Texas newspapers in June from ASP Westward, which exited the newspaper business.

Stephen McHaney, president of Texas Community Media, said the 11 papers and their related websites were sold to four publishers with histories of success running weekly newspapers. They are:

Northeast Texas Publishers LLC will acquire the Atlanta Citizens Journal, Bowie County Citizens Tribune, The Cass County Sun, The Pittsburg Gazette and The Daingerfield Bee. James Moser, president of Moser Community Media LLC, is Northeast Texas Publishers' managing member.

Bluebonnet Publishing LLC will acquire the Mineola Monitor, Wood County Democrat and Lindale News & Times. Bill Woodall, publisher of the Kilgore News Herald, is Bluebonnet's managing partner.

Jim Bardwell, a former publisher of The Gladewater Mirror, is acquiring the Mirror and The Big Sandy & Hawkins Journal.

Dan and Mary Ann Moore will be the new owners of the Grand Saline Sun.

Texas Community Media will retain the daily Longview News-Journal, Marshall News Messenger and The Panola Watchman, a twice-weekly newspaper in Carthage.

"We believe these newspapers will be best served by publishers that specialize in weekly publications," McHaney said. "We have found an outstanding group of publishers ready to step in."

The buyers were all represented by Rollee Hyde of W. B. Grimes and Co. Terms were not disclosed.

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HALIFAX MEDIA GROUP HAS SOLD

**SANTA ROSA (CA)
PRESS DEMOCRAT**
65,000 daily circulation
and affiliated publications
and websites



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In brief:

CNHI Expands Classified Digital Options in Indiana

indianaexchange centralized online classifieds

A group of Indiana newspapers, all owned by Community Newspaper Holdings Inc., is introducing an online service, Indiana Exchange (www.indianaexchange.com), to give consumers a convenient place to browse and list classified advertisements from throughout the state.

With a user-friendly website that enables shoppers to quickly search local, regional or statewide classified listings, the Indiana Exchange also enables people to easily place classified ads in all 13 newspapers in the network by visiting the site, or by visiting or calling any of the participating newspapers.

"We have tried to create an experience that can be customized for any user based on the changes we've seen in readership of classified advertising," said Pete Van Baalen, call center director for Indiana Exchange.

The site features easy-to-search information on homes and apartments for sale or rent; community announcements; legal advertisements; as well as merchandise and services available. The Indiana Exchange also gives users access to local and national databases of automobiles for sale through AutoConX, as well as employment opportunities through Monster.com jobs networks.

Certified Audit of Circulations Becomes Subsidiary of ABC

CAC Members Vote Overwhelmingly for New Relationship

Following the unanimous support by the Board of Directors at both Certified Audit of Circulations (CAC) and Audit Bureau of Circulations (ABC), members of CAC voted overwhelmingly last month for CAC to join ABC as a subsidiary. With member approval of an acquisition agreement and amended certificate of incorporation, CAC will begin operating as a subsidiary of ABC before the end of the year.

ABC and CAC have a joint mission to provide credible, transparent media data to best serve U.S. newspaper publishers and media buyers. The new relationship will result in a comprehensive new central repository of audited newspaper data and additional service opportunities for CAC members.

"We are happy to see such a positive response from our members," said Mark Stoecklin, chief operating officer of CAC. "Our core services and mission aren't

changing, but as a separate group within ABC, we will be able to offer members enhanced services, visibility and data. Together, we're going to help advance our membership and our industry."

ABC and CAC will now move forward with creating a comprehensive database that will offer unprecedented insight into print and digital circulation for nearly 2,000 daily and weekly U.S. newspapers. This data will be available to more than 1,000 newspaper advertisers and media buying agencies that are members of one or both organizations.

CAC will retain its independent brand through a separate board of directors, bylaws, audit statements and staff. Lavery will continue to serve as president of ABC as well as CEO of CAC. More details about the initiative are available on an [ABC/CAC website](#).

ABC Introduces New Name

The Audit Bureau of Circulations introduced a new brand identity last month – the Alliance for Audited Media – to more accurately portray its evolving leadership in media verification. The new name reflects the industry's transformation and reinforces the organization's preeminent role in providing cross-media standards, audit services, and data critical to the advertising and publishing industries.

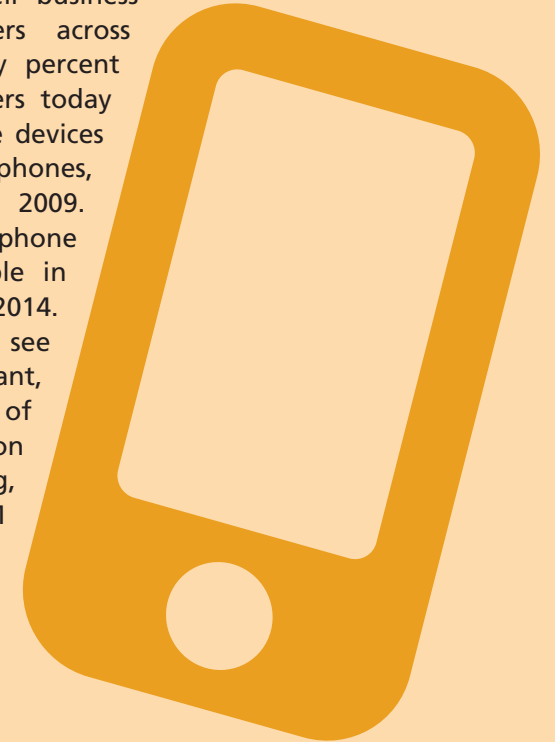
Mike Lavery, president and managing director of ABC, noted that the new AAM



brand fits well with the organization's recent acquisition of the Certified Audit of Circulations. "Our relationship with CAC helps expand our audit services for smaller U.S. newspapers and increases the granular data available in our new Media Intelligence Center," he said.

Media Continue Digital Transformation

According to the Alliance for Audited Media's fourth annual digital publishing survey, which will be released in full this month, publishers continue to transform their business models to reach readers across multiple platforms. Ninety percent of AAM publisher members today provide content on mobile devices like tablets and smartphones, up from 51 percent in 2009. Publishers also expect smartphone and tablet apps to double in profitability by the end of 2014. Other digital products will see smaller, but still significant, gains. As another sign of the digital transformation occurring in publishing, earlier this month AAM released figures showing that digital editions now represent 15 percent of all U.S. newspaper circulation, up from nine percent the year earlier.



Better Newspaper Contest

NEW! BetterBNCSM 4.3
User Scrapbooks
Open CallSM

BetterBNCSM, with its new Contestant ManagerSM feature, gives publishers and editors full control and greater flexibility when submitting news, editorial, photography and design contest entries.

- ☒ Instantly grant/remove access to multiple staff members
- ☒ Manage all entries
- ☒ Intuitive & Easy to Use



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Unraveling Digital Data

BY AL BONNER

From whitepapers, to briefs, to newsletters, to full blown research reports, it seems there is always an abundance of fresh trends, updates and projections to digest. Taking the time to sort through all of it is almost impossible. You could ask your marketing department to provide you with periodic updates and have them summarize the most relevant statistics for your market and then create slides

than 30% in 2012. Advertisers are also continuing to spend money on online display ads. Both of these stats can be used to convince local advertisers to spend money on your newspaper website and/or on paid search advertising. If you provide SEM services you can take a share of those dollars instead of other sellers.

According to Nielsen, Smartphones now represents 55% of all cell phones.

Consumers are using their smartphones to search for products and services, research, shopping and much more. The greatest benefit to local businesses is that 90% of smartphone searches are local and 87% of those searches result in some kind of action such as click to call, a direct visit to the local store or purchase from an online store.

Smartphone users are almost all searching locally

90% Search **87%** Take Action

Source: Google Stats - 2012

for use in sales presentations. If you don't have a marketing department the challenge is even greater. It's a never-ending battle keeping up-to-date and making sure your news staff, salespeople and your advertisers

stay current. Even more important is turning these stats into revenue opportunities.

A recent Local Media Association webinar showcased a thirty minute digital research update that summarized the latest stats and trends on topics such as Small and Medium size Businesses (SMB's), Boomers, Hispanics, mobile and mobile websites, QR Codes, tablets, search engine marketing (SEM) and online display advertising. The slides were made available to attendees to use for staff updates, training, strategy sessions, seminars, etc. and are available to all members via the archived webinars on LMA's website (www.localmedia.org).

Here are just a few examples of key stats presented and the potential revenue opportunities available.

Smartphones

As mobile search continues to grow, so does the amount of money advertisers are spending on paid search. According to Google, paid search spending has increased more

Google's Share of Paid Clicks

85%



For local businesses, this means getting in the mobile website game is critical. For newspapers, this is a gift-wrapped opportunity to sell a mobile website and open the door to other digital services and print ads.

Hispanics

Are your advertisers looking for a more effective means to reach the Hispanic market? Then they better have a good looking, well organized mobile website because the number of Hispanics with smartphones (57% vs. 46% of non-hispanics) is growing fast. They also skew higher in key categories such as Facebook (91% vs. 81% of non-hispanics), e-reader and tablet usage, online shopping and online research.

QR Codes

While QR Code usage is still rather small at 6%, almost 50% of scans are coming from print products. Put those QR codes in your print ads. Better yet, be the local resource for providing turn-key QR codes and destination pages.

“For newspapers, this is a gift-wrapped opportunity to sell a mobile website and open the door to other digital services and print ads.”

Digital Services Are Needed

Here are a couple great door openers for digital services conversations. A 2012 Google study says only 13% of businesses have a phone number displayed on the main page of their website. Users will

go somewhere else if they have to work to find something as simple as a phone number. Less than 5% of small and medium size businesses have a mobile enabled website. Both of these stats can be the start of a larger digital strategy conversation.

Synthesizing The Data

Al Bonner of V3 Integrated Marketing publishes a monthly Digital Intelligence Report designed to be a turn-key summary of the latest key research stats and trends. The monthly report is provided in summary form and in a ready-to-go presentation deck that can be used for local staff training, advertiser presentations, newsletters or local seminars. If you're interested in how you can receive this monthly report, contact Al Bonner at 785-856-0421 or email him at al@v3im.com.



Free Training Opportunity for LMA Members

Planning the Sales Call

You finally got the appointment. A great opportunity to score a good advertiser rests, in large part, on the all important sales call and now it's time to plan your strategy and presentation.

We all know the feeling of 'where do I start' when it comes to planning that call and LMA is hosting a one-hour webinar in late December on this very topic. This webinar is included in your LMA membership and is offered at no charge to all LMA members. There is no limit to the number of seats you can reserve for this meeting.

Join LMA on December 20 for a one-hour FREE webinar that's all about 'Pre-Call Planning'. Ben Dils, Digital Sales Manager at The Washington Examiner (VA), will draw on his broad experience in all aspects of advertising sales, marketing management and promotional events to present this session.

Perfect for sales managers and reps, this webinar will walk attendees through the preparatory steps for making a professional, needs assessment sales call. Ben will take you through an in-depth complete checklist of information and tools you can use to 'wow' prospects and separate your sales approach from anyone in the market. Attendees will also be given a pre-call planning document that can be put into action immediately.

- Webinar will be held on Thursday, December 20 at 3pm Eastern time.
- Free for LMA members.
- Watch your inbox for one click registration or go to LMA's website and register under the webinars tab. www.Localmedia.Org



Advertising & Promotions Contest

Community Sponsorship Pages

Every spring, LMA members from across North America pull together entries for the annual Advertising & Promotions Contest, an uber-competitive contest rich with over thirty diverse categories that showcase all aspects of creativity on the marketing side of our business.

The resultant plethora of incredibly clever and creative work being produced at local media companies never disappoints judges but there's so much more to be reaped from this harvest. A peak behind the static PDF summary of winners can be very revealing and this month we're featuring a look at one of the 1st Place Winners (there was actually a tie here) in the Community Sponsorship Pages category for papers over 25,000 circulation.

Yes! Pages Yield \$125K Annually

Hats off to Metroland Media Group West who found a clever way to publish important moments in the lives of their community members, and earn some very respectable sponsorship revenue while they're at it.

Waterloo Region Record and Guelph Mercury Ad Director Donna Luelo shared details of a community partnership program which consist of 5 different streams of content:

- Helping Hands – highlighting charitable works in this community
- Arts Seen – highlighting little known events and artists in our community
- Good Sports – features photos from minor sports or school level sports

and any athletic-related activity in our community but not pro sports

Business Buzz – features photos from business events or grand openings in our community

Saluting our Volunteers – features profiles of volunteers that make our community a better place to live

These 5 streams run as a double page spread once a month. They market these as “yes” pages and obtain content from the volumes of items sent in for publishing consideration. Once a month, they select items relevant to the five different themes and dedicate 2 pages to celebrate these achievements, events and important personal and business moments in time.

“We pitched civic and community conscious businesses to become our publishing partners in celebrating these moments in community life,” explained Luelo. “We targeted non-advertisers as our partners and specifically targeted corporations based on what we believed to be whichever of the 5 streams fit their own goals in the community. Each sponsorship sells for \$25,000 for 12 months. For this investment, the partner receives title sponsorship of their 12 published features and identification on any of the promo ads that run to solicit submissions.”

COMMUNITY PARTNER PAGES

WATERLOO REGION RECORD

PROFILE

The Community Partner Pages offer a unique opportunity for local businesses to shine the spotlight on different facets of our dynamic community. The five on-going, double-page features celebrate many highlights of our region from arts and culture to business events. Each feature will showcase an assembly of pictures and comments provided by people in our community about events that are meaningful to them. In a region as rich and diverse as ours, this will be an exciting opportunity for a business to make a meaningful contribution to the community while gaining recognition for the company's branding and message.

SPONSOR LOGO

GROWING minds

SPONSOR LOGO

BUSINESS buzz

COMMUNITY PARTNERSHIPS

WATERLOO REGION RECORD

HELPING hands

FOOD DRIVE

AVIVA COMMUNITY FUND

UNITED WAY

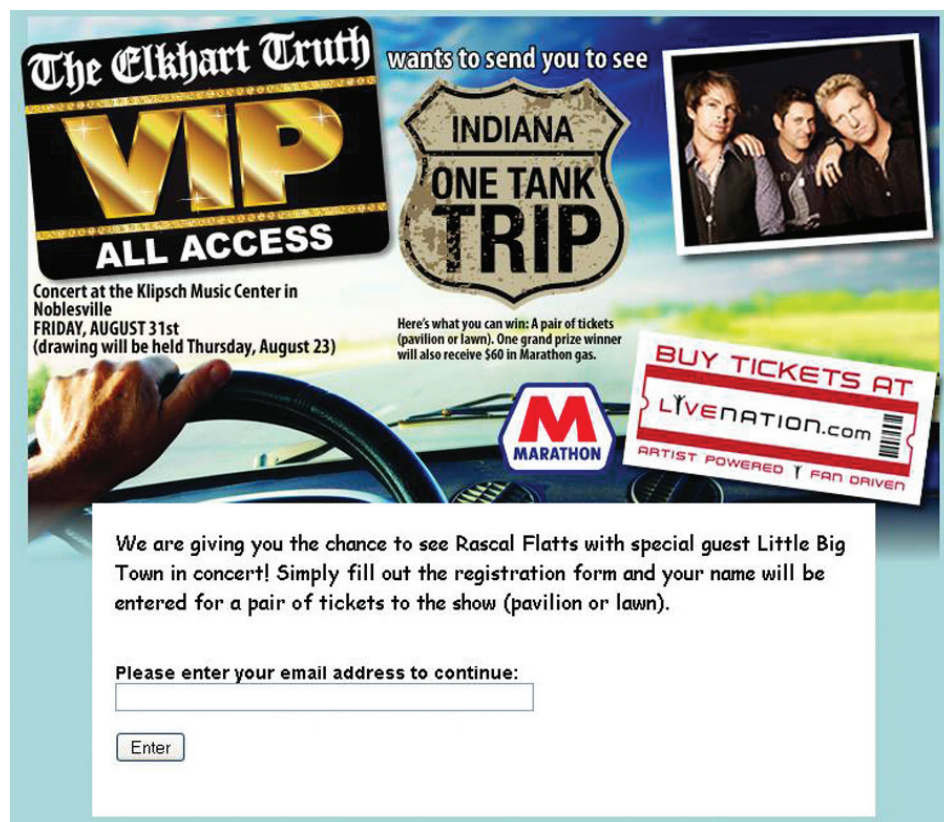
TALKING ABOUT...

SEND US YOUR PHOTOS! We are looking for everyday moments in the charitable community! Submit your photo and a brief caption to communitypages@therecord.com. Please put **HELPING HANDS** in the subject line of your email.

• Publish Date is: November 24, 2012
• Deadline is: November 16, 2012

Contact:
Donna Luelo
 Director of Advertising
 Waterloo Region Record
 and Guelph Mercury
dluelo@therecord.com
 519-895-5510

►► Q&A: E-mail Marketing Going Strong and Growing



Contests such as this one have proven to be an excellent means of gathering e-mail addresses to grow their database.

CONTINUED FROM PAGE 3

Each of our newsletters is a separate opt-in plus we have a general opt-in for those that want a variety of emails. Aside from the newsletters and general opt-in category, we also have various lifestyle characteristics the audience can opt-in to. So inside of our main database, we have built mini databases. These mini databases help us send our emails to the group that best matches the content. Paying attention to the content, number of emails we send out and the subject line is also important in trying to overcome these obstacles.

Q What are some of the other challenges you face in the email marketing arena? I'm guessing that the flip side of this coin is the advantage of your trusted brand – how significant is that?

A Our brand plays a part in our success due to our established reputation as Elkhart County's #1 news source, but it will only get us so far. We have to provide content the audience wants and make everything we put out look great! We found that the open rates for our client emails were higher when the email looked like it came directly from the merchant. At the bottom it says, "Brought to you by The Elkhart Truth" with an opt-out link.

Our biggest challenge is limiting the number of opt-outs. We know our content will not appeal to everyone and opt-outs are inevitable. We are trying to figure out what we can do to entice people to wait and see if the next email will be more appealing.

We consider ourselves still in the

infancy stage of this program since we have only been selling emails since May. We realize we have a lot of work to do to shape this program into what we want it to become. So while we love speaking about our success thus far, we welcome feedback from other properties that have found success in their own email marketing program.

Q Let's talk about sales & revenue. How do you market your email direct marketing solutions? Can you give us a profile of a 'best' customer for these services? And, can you share how much you charge? Revenue? Trends?

A Our advertising department sells both print and multimedia products, which include the emails as a standard upsell. All client proposals now include a digital component. Recently, the sales team began presenting the emails as a standalone product and will continue to do so. A digital presentation is also made to any employer who puts a classified ad in the paper.

Through selling emails, we have found there is not a "best" customer for our services. If the content is there and the offer is strong, any merchant is a prime candidate for an email campaign. Some do work better than others, but we have been surprised at new categories that have opened. Restaurants, for example, have not traditionally been a big category for us but email has expanded it. For example, a local restaurant offered a BOGOF in their email. There were no seats available the first day the offer was valid.

We talked with Presslaff and every newspaper we could to get an idea of a good pricing structure. Pricing is

hard to determine because there are so many factors. After much research, our emails were sold at \$12 CPM with an additional \$5 CPM for each level of targeting desired. Geographic, demographic and lifestyle targeting are available. We recently raised our prices and are anxiously waiting to see if it will affect sales. Our email revenue for 2012 has exceeded \$40,000 and we look for that number to really grow in 2013.

Q What are considered 'good results' with email marketing and how do you manage customer expectations? Can you also share an example or two of successful campaigns with local businesses?

A Many of our clients are so new to email marketing that they do not know what to expect. Since we sell based on cost per thousand, I think it is hard for us to define what exactly good results are. I like to see an open rate above 5%, which most of our client emails achieve. We are working on developing standards so we can better measure if a campaign was successful or not.

Our open rates vary depending on the type of email sent and the content. The average open rate is 8.95% across the board. For our newsletters, the average open rate is 30%. Client open rates are typically anywhere from 7%-15% depending on various factors.

Stephenson's, a local women's boutique, wanted to test the validity of our email program. In one email, the owner included an offer for a free pair of designer sunglasses, which was not advertised anywhere else. The number of sunglasses ordered was not disclosed, but the sunglasses were gone after only a few hours and rain checks were written the rest of the day. The business has added dozens and dozens of new customers to its in-house list.

Q Can you please elaborate on the services you receive from Presslaff Interactive, the R&D partner you mentioned previously?

A We use Dat-e-Base, which is an email marketing program from Presslaff Interactive Revenue. It is the home of our email addresses and the vehicle for our newsletters, contests, surveys and client email campaigns. In May, Presslaff introduced Circulation Emails where we send various emails to our print subscribers. Emails include a Thank You & Confirmation for new subscribers, Pre-Expire emails three times before a subscription expires and a Post-Expire email after the subscription has officially expired.

Though we use Presslaff as our database vendor, most of the work is done in-house. All emails start with me and move to our graphics department. The

graphic artists create the emails and partner with the sales reps to ensure strong content and client satisfaction. I then schedule the emails, set the necessary filters and track the open rate, click-through rates, etc. Presslaff takes care of scrubbing the database for invalid email addresses or data.

Q What lies ahead for continued growth of this program, both in terms of database and monetization?

A We will continue to grow the database any way we can. Contests, surveys and special email campaigns will continue to be our main source for new email addresses, but we will continuously look for new touch points.

Monetization will also continue to grow. We expect our digital revenue to grow significantly in 2013 with email being a large piece of the pie. We are currently running a special Holiday Savings campaign. Our title sponsor offered a \$500 shopping spree for a random winner and more than 35 merchants are participating. We are not done with this promotion and it has already generated thousands in revenue.

Two of our sister firms recently started selling emails from our database and are in the process of establishing their own databases. Once their databases are live, we will be able to sell into them as they have sold into ours.

Q Finally, with the benefit of your immersion into this universe, you no doubt have some hindsight wisdom about the do's and don'ts of email marketing practices. Can you share some tips for others who are investing time, energy and resources into building their own program? Pitfalls to avoid?

A First, research your market and its openness to email, your competition and various pricing structures, layouts, etc. Next, get everyone on board and included in discussions prior to launch. Good ideas can come from anywhere. This also keeps everyone on the same page throughout. Talk to as many people as you can, participate in webinars and having a fabulous R&D partner doesn't hurt either.

Avoid having only one person build your emails. Have multiple people trained and ready for when your program takes off. We should have done this from the beginning.

Anticipate possible tweaks to your pricing structure. We priced our emails fairly low and realized we could have been charging more. We should have started higher and come down if necessary. Also, come up with a system and a schedule for your emails. This will make it easier once multiple clients are on board.

Announcements:

Peter Conti Joins LMA

The former Borrell Associates executive to become Sales & Marketing Director

After an extensive interview process that included nearly seventy applications for the position, Local Media Association has chosen Peter Conti as their new Sales & Marketing Director.



Conti most recently served as an executive vice president at Borrell Associates where he has worked since 2001. His primary role there was as a consultant to media outlets and pure play Internet companies, developing and implementing business and marketing strategies for their local online and mobile initiatives. He managed and participated in Borrell Associates’ webinars and their digital sales training initiatives. He also contributed to Borrell Associates’ digital marketing industry reports and was a frequent speaker and keynoter at industry conferences. Before Borrell Associates, he was the director of interactive media for Media General’s publishing division. Prior to that, in 1997, he joined Landmark Communications Inc. to develop and manage the highly successful Richmond.com Web site.

Conti received the Interactive Advertising Bureau’s (IAB), “2009 Service Excellence Award,” for his dedication and leadership in helping educate local marketers and ad agencies about targeted digital advertising. Conti has been an

adjunct professor at Virginia Commonwealth University’s School of Business teaching “Global Internet Marketing.” He attended the International Studies program at the University of Lund, Sweden, and holds a bachelor’s degree in Radio, TV & Film from the University of Maryland.

“We are thrilled to welcome Pete to the LMA team,” said Nancy Lane, president of Local Media Association. “This hire reinforces our commitment to help the industry develop new revenue streams, find sustainable business models and identify trends that are most likely to succeed. Pete will enable us to help the industry in new and interesting ways. His first project will be to complete our sales certification program including the management and advanced tracks.”

“I am proud to join the team at Local Media Association,” said Conti, “I have long viewed LMA as one of the most innovative and progressive organizations to serve our industry. I am excited by the many opportunities that lie ahead and look forward to talking to LMA members about their needs and how I can help them grow their business.”

Conti will start on December 3. LMA members can reach him at peter.conti@localmedia.org.

Groupon — An In-Depth Look

FREE REPORT NOW AVAILABLE TO LOCAL MEDIA ASSOCIATION MEMBERS

Want to learn more about how Groupon has grown from nothing to almost 13,000 employees operating in 48 countries in just four years? How their ‘yield management’ philosophy has moved their strategy away from 1-day deals and into more sustainable long term success?

How about what their views are regarding newspaper deals competition?

What their growth trends look like for North America? (Hint: they are impressive).

Why they have a cat in a spaceship in their lobby?

These are just some of the topics touched on in an in-depth report, authored by LMA President Nancy Lane. She and LMA Board member Brandon Erlacher, publisher of The Elkhart Truth, were invited to join a World Association of Newspapers study tour on November 9, 2012 which included a visit with senior level executives at Groupon’s Chicago headquarters. The resultant report, available now, is FREE to all LMA members.

To order your free copy, simply like Local Media Association on Facebook and reply with the e-mail address for LMA to send the report to.



Honor Roll

The Local Media Foundation thanks the following individuals for their support of the Personal Giving Campaign in 2012

LIFETIME GIVING LEVELS 2012 LIFETIME

Gold Level (\$5,000 - \$9,999)		
Jon K. Rust Rust Communications, Inc.	\$8,100.00	\$9,700.00
Bronze Level (\$2,500 - \$4,999)		
Steve Parker Recorder Community Newspapers	\$500.00	\$4,000.00
Transformation Level (\$1,000 - \$2,499)		
Joe and Madonna Smyth Independent Newspapers	\$500.00	\$1,500.00
John Humenik Arizona Daily Star	\$500.00	\$1,500.00
Clifford Richner Richner Communications, Inc.	\$750.00	\$1,450.00
Tanya Henderson Marketing Solutions Group, Inc.	\$255.00	\$1,395.00
Peter Bakke Wick Communications Company	\$750.00	\$1,270.00
Nancy Lane Local Media Association	\$390.00	\$1,105.00
Brandon Erlacher The Elkhart Truth	\$1,046.82	\$1,046.82
Gordon Borrell Borrell Associates Inc.	\$1,000.00	\$1,000.00

Innovation Level (\$500 - \$999)		
Mark and Becky Poss Red Wing Publishing	\$300.00	\$800.00
Gene Carr LM Foundation Chair	\$250.00	\$750.00
Matt Walsh The Observer Group, Inc.	\$500.00	\$500.00
Robert Zimmerman Metro Creative Graphics, Inc.	\$500.00	\$500.00

Digital Level (\$250 - \$499)		
Jennifer Parker CrossRoadsNews, Inc.	\$150.00	\$400.00
Henry Bird Community Newspaper Holdings, Inc.	\$250.00	\$250.00
Murray Cohen Delphos Herald, Inc.	\$250.00	\$250.00
Rick O'Connor Black Press	\$250.00	\$250.00

Community Level (\$100 - \$249)		
Anonymous Donor Local Media Association	\$150.00	\$150.00
Chris MacDonald Digital Revenue Group	\$150.00	\$150.00
Mark Segal Masco Communications / PGN	\$100.00	\$100.00
Deb Shaw Local Media Association	\$50.00	\$100.00

Thank You

classifiedavenue update:

DEANNA LEWIS



Director of Sales
LMA Staff

It is hard to believe that 2012 is already coming to a close. It seems like this year has flown by! Even during these hard economic times and with classifieds still being a tough sell, Classified Avenue will end 2012 above budget. The 2x2 network is ending 2012 with a bang and will also exceed budget.

Let's keep the momentum rolling in 2013 and plan for growth as we continue to attract old print advertisers back into the network. For some fresh thinking on classified advertising, don't miss the Classified Multimedia Conference coverage on page 6 of this issue.

We have some exciting things on the horizon for Classified Avenue in 2013 and my goal is to expand our offerings for Classifiedavenue.net to see it grow and prosper.

I hope everyone has a Happy Holiday Season!

Deanna

Photos of the month



Hurricane Sandy and a full moon combined to wreak havoc on much of the mid-Atlantic seaboard. Here, water rushes floods onto the Riverdale Yacht Club grounds.

The sun is setting and utter darkness ensues during the protracted blackout caused by power lines damage from Hurricane Sandy.



Photographer:
Marisol Díaz
Photo Editor/Chief Photographer
The Riverdale Press (NY)

.....
Show your photojournalistic pride! LMA members are invited to submit photos for this feature to debshawlma@gmail.com.

HELP WANTED

Advertising Director

Advertising Director is needed at The Daily Iberian, a six-day daily in New Iberia, La., in the heart of Cajun country with great food, friendly people, fun festivals, lots of outdoor activities and more. We're looking for a leader of sales for print and digital efforts, someone to help us improve our current products and help develop new products that meet the needs of readers and advertisers. We expect competency and experience in the basics of ad sales and sales management, but especially want a leader, who has ideas, a vision and a get-it-done attitude to help us make our strong brand even stronger. We offer an excellent compensation package, good benefits, a great work environment, a chance to make your mark, and opportunities for promotion/additional responsibilities here or elsewhere in Wick Communications. Email a resume and a cover letter about yourself to Will Chapman, publisher, at iberianpub@cox.net.

Press Operator

The Daily Iberian in New Iberia, La. is looking for an experienced press operator to help run a recently installed 10-unit Goss Community. We're a six-day publication, afternoons weekdays, Sunday mornings, plus do a handful of outside jobs. We're part of Wick Communications. We have a strong pay and benefits package. We have a great community, a good working environment, a terrific team of employees with which to work. Email a resume including salary history and references to Production Manager Jerry Sexton at diprodmgr@glacoxmail.com or call 337-321-6755.



*Alliance for
Audited Media*

The New Audit Bureau of Circulations

ALLIANCE FOR	<i>Accountability</i>
ALLIANCE FOR	<i>Knowledge</i>
ALLIANCE FOR	<i>360 Brand Views</i>
ALLIANCE FOR	<i>digital know-how</i>
ALLIANCE FOR	<i>transparency</i>
ALLIANCE FOR	<i>actionable data</i>
ALLIANCE FOR	<i>Credibility</i>
ALLIANCE FOR	<i>GOLD STANDARD AUDITS</i>
ALLIANCE FOR	<i>MEDIA INTELLIGENCE</i>
ALLIANCE FOR	<i>Whatever's next</i>

WE'VE CHANGED OUR NAME. NOT WHAT WE STAND FOR.

The Audit Bureau of Circulations is now the Alliance for Audited Media. An alliance for informed decisions, more intelligent data, and industry professionals who know smart media is audited media. It's all about publishers, advertisers, and agencies coming together to bring accountability and confidence to the new world of media. To find out what the Alliance for Audited Media can do for you, visit auditedmedia.com/TheNewABC

*This publication proudly stands with thousands of other
members of the new Alliance for Audited Media.*



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