



# ADNEWS

A MONTHLY PUBLICATION ON SUPPORTING APA-MEMBER ADVERTISING PROFESSIONALS

Arkansas Press Services, Inc. is a subsidiary of Arkansas Press Association, 411 South Victory, Little Rock, AR 72201 • 501.374.1500



## IMPORTANT DATES

### MARCH 11-12

APA Advertising Conference, Clarion on the Lake, Hot Springs

### JUNE 23-26

Tri-State Convention - Arkansas, Tennessee & Mississippi  
Harrah's Mid-South Convention Center, Tunica, Miss.

# Bring on 2010!

The Arkansas Press Association closed the books on the 2008-09 fiscal year last month, bringing to an end a wild ride of a year.

Arkansas Press Services placed \$3,780,729.01 in newspaper advertising over the last 12 months. Needless to say, there were several bumps in the road along the way. Now, we put that behind us and focus solely on the future. We hope the 2009-10 fiscal year produces a little smoother ride

for all of us.

It is certainly our pleasure to be working for you, the newspapers of Arkansas. We would like to take this opportunity to offer a whole-hearted thank you to all of our member newspapers for their hard work and cooperation throughout the last 12 months. None of the work that we do would be possible without each and every one of you.

Thanks again and Happy Holidays!

## Ad Contest deadline approaching



January 29 is deadline day for the 2010 Arkansas Press Association's annual Better Newspaper Advertising Contest, which will feature a couple of new categories.

There will be a separation between newsprint and magazines in the special sections categories, and we have added a "sports special section" category as well. All entries are due at the APA Office by 4 p.m. on Friday, Jan. 29. Entry forms and contest rules were mailed last week, but you can also find the information online in the APA Forums accessible from the APA Web site ([www.arkansaspress.org](http://www.arkansaspress.org)).

Winners of the 2010 Contest will be announced at the annual awards banquet during the APA Advertising Conference March 11-12 at the Clarion on the Lake in Hot Springs. Please make a note on your calendar and make plans to attend the Ad Conference and the APA "Day at the Races" at Oaklawn Park on March 12.

Complete registration packets will be mailed in the coming weeks with additional information on the featured speaker, a complete agenda and other details.



Working for you...

### NOVEMBER

Gross Advertising Sales

**\$401,992.30**

Ordered Advertising  
Not Run

**\$10,284.77**

*Creative without strategy  
is called 'art.'*

*Creative with strategy is  
called 'advertising.'*

— Jef I. Richards

*Last year's "Best of Show" winner from the  
Dumas Clarion by Craig Eastham & Debra Conrad.*



## INDUSTRYNEWS

BY ASHLEY WIMBERLEY, APS DIRECTOR OF MARKETING

# New Year, New Outlook

Wow, what a year. The year the only certainty was uncertainty.

A failing economy coupled with a continually changing media landscape has resulted in quite a roller-coaster ride. As we all know, it's been a year of diminished advertising budgets and reluctant buyers. The challenges we've faced are very clear in a print advertising expenditures report produced by the Newspaper Association of America (NAA).

The report, which gives print expenditure totals from 1950 through 2008, reminds us there have always been declines followed by rebounds – seemingly every decade or so. But, the declines we've seen over the past few years have been the biggest in the report's nearly 60-year span.

National advertising expenditures declined 2.2% from 2004-2005, 5.1% from 2005-2006, 6.7% from 2006-2007 and 14.4% from 2007-2008. Retail advertising gained 0.8% from 2004-2005, but then dropped 0.3% from 2005-2006, 5% from 2006-2007 and 10.7% from 2007-2008. And, while classified advertising showed gains in 2004 and 2005, it's no surprise this category saw substantial drops in the following years with 1.9% decline from 2005-2006, a 16.5% drop from 2006-2007 and 29.7% from 2007-2008. And, I'm sure we can expect the 2009 numbers to follow the same trend.

So what is the good news? Well, there are several positive points on which we can focus. Here are a few:

### 1. Outlook is better for 2010.

According to latest reports, the outlook is good for 2010. According to the *Media Daily News*, the optimism of ad executives to boost their advertising budgets has risen to its highest point in two years and is now at pre-recessionary levels. While newspapers still have an overall negative index in the study, the ad-spending sentiment is now

improving. We're heading in the right direction.

### 2. Newspaper readership remains strong.

Nearly three-quarters of U.S. adults read a newspaper in print or online during a typical week, even though paid circulation levels have declined at most dailies for the past decade. This information, released by Scarborough Research a few weeks ago, also points out the number rises to 84 percent when only adults who have college degrees are considered.

Scarborough executive Gary Meo said he wasn't surprised by the strong newspaper readership numbers, because the research company tracks them regularly. But, he said he is surprised at the extent advertisers decrease their newspaper spending during a recession – despite these readership numbers holding steady.

"You talk to young media planners and buyers, and you often hear statements like 'nobody reads a newspaper anymore,' but clearly that's not the case," said Meo. "It's not like newspaper readership has fallen off the table...The majority of American adults still read a newspaper in print or visit a newspaper Web site."

While Meo believes print classified advertising revenue may not rebound due to its move to the Internet, he does anticipate other newspaper categories to rebound as the economy improves.

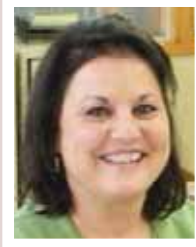
### 3. Our online audience is growing and there are higher levels of print subscriber retention.

Newspaper web sites attracted more than 74 million unique monthly visitors on average in the third quarter of 2009, more than one-third (38 percent) of all Internet users, according to a study done by Nielson Online for NAA.

In addition, a 2009 Circulation, Facts,

*continued on page 3*

# In the News



*The Daily Siftings Herald* in Arkadelphia recently named **Vickie Gilliam** as Advertising Director.

Gilliam has more than 20 years of experience in the newspaper industry, including two stints of 10 years at the *Hot Springs Sentinel-Record*. She spent a year as the ad manager for a small weekly in Wagner, Okla., and sold real estate in the Tulsa market before returning to the *Sentinel-Record*.

Vicki, also a licensed insurance agent, and her husband, Richard, have one daughter, Brittini, 20, and three dogs.

The advertising department of Northwest Arkansas Newspapers, LLC, the new name for the combined entity that brought together a host of daily and weekly newspapers in Washington and Benton Counties, will be led by **Jim Blankenship**, Director of Sales & Marketing.

**Kent Eikenberry** will serve as the Sales Manager of Benton County, while **Kaye Hunton** will hold the same title for Washington County. **Jim Quillen** is the Weekly Publications Sales Manager, and **Debbie Foliart** is the Classified Advertising Manager.

After serving Rogers each week for nearly 15 years, the *Rogers Hometown News* ceased publication on Nov. 25, according to **Kent Marts**, editor of the newspaper. He said that subscriptions will be converted to Sunday-only, home-delivery subscriptions of the *Rogers Morning News*, a daily publication, and the *Arkansas Democrat-Gazette Northwest Edition*, both operated by Northwest Arkansas Newspapers, LLC.

# We want you...to join AR-Connect

Remember, here is what you need to know about the Arkansas Press Association's AR-Connect Online Network:

*There is absolutely no reason why your newspaper should not participate in this program!*

All you have to do is give us a cost per thousand (CPM) for each of the three standard online ad sizes that you currently have – 300x250 (medium rectangle), 160x600 (skyscraper) or 728x90 (leaderboard) – and wait for the insertion orders to come in. Every other aspect of the program is completely and totally optional.

If we send you an insertion order for a campaign and you don't like the price, you can decline it. If we send you an insertion order for a remnant ad and you don't like the advertiser, you can decline it. If we send you an insertion order for a really cool campaign but you don't have any space currently available on your Web site, then you can decline it. It really is that simple.

Remember, revenues will be split the following ways, according to the agreement

between the Arkansas Press Association and DotConnect Media (DCM):

- For campaigns sold by DCM, DCM will receive 15%, the press association receives 10% and the newspaper receives 75%.
- For campaigns sold by the press association, the press association receives 15%, DCM receives 10% and the newspaper receives 75%.
- For campaigns sold by the newspaper into the network (meaning clients that you have that you want to up-sell into additional markets), you receive 85% of the amount for your Web site plus 5% of the amount from every other newspaper that you sell. The APA gets the remaining 5% and DCM receives its standard 10%.

In order for the APA to start selling more comprehensive online campaigns, we need YOU to sign up your newspaper so that we can have standard pricing for your Web site readily accessible.

Feel free to contact **Dave McGough** or **Brian Fellone** at the APA office, (501) 374-1500.

## Get to Know...



**Tom Overton,**  
Advertising  
& Marketing  
Director  
*The Sentinel-Record*

**Q: What talent do you wish you had?**

A: To be able to play the guitar.

**Q: What's your biggest pet peeve?**

A: People on their cell phones.

**Q: If you won \$10,000 today what would you do with it?**

A: Find a cheap flight and head someplace tropical for a few days!

**Q: What's your favorite Arkansas tourist spot?**

A: Hot Springs!!!!

**Q: What's your favorite thing to do in your spare time?**

A: Read a good Pat Conroy novel

**Q: In one word, how would you describe yourself?**

A: Goofy

## January is:

**Family Fit Lifestyle Month:** call on health food stores, pharmacies, doctor's offices (any sort, for checkups), gyms, sporting goods retailers, shoe stores, diet centers, yoga studios, chiropractors, hypnotherapists (for kicking bad habits), martial-arts studios, kitchen stores (for healthy cooking supplies), bookstores, consumer electronics stores (exercise DVDs, MP3 players).

**Financial Wellness Month:** call on accountants, stockbrokers and investment firms, banks, tax firms, debt consultants, financial planners, computer stores (financial software), bookstores, mortgage brokers, lawyers (estate planning).

**Get Organized Month:** call on office-supply stores, personal organizers, cleaning firms, waste-removal firms, charities (to solicit donations), shredding services, recycling services.

## Outlook *continued from page 2*

Figures and Logic report shows higher levels of subscribers retaining subscriptions, with subscriber "churn" falling dramatically from 31.8 percent in 2008, compared with 54.5 percent in 2000.

These statistics seem to indicate we are positioning ourselves solidly for the future – maintaining subscription levels with those committed to the print product – while also growing an online audience with those who prefer to consume news via the Web.

So, while we can't expect 2010 to be a

record-setting year, it will hopefully bring some much-needed consistency and growth. It's our job, as we approach the new year, to list our industry strengths and be prepared to sell with them.

Next time someone says to you, "No one reads the newspaper anymore"... be prepared to tell them that 75% of adults in the U.S. read a newspaper in print or online every week. Next time someone tells you newspapers are obsolete because of the Web, tell them that 38% of online users read their news on a newspaper Web site.

Our outlook is positive. Now let's go make the outlook a reality.

## TechTalk

**Google Chrome** for MAC has been released. It features a web browser, has faster response, and the url bar is also a search box. When opening a new tab in the browser, it gives you the eight most visited sites and a full history tab for faster navigation, etc. Contact Brian Fellone at [brian@arkansaspress.org](mailto:brian@arkansaspress.org) for more information.

# 2009 BONUS WINNERS!



**Virginia Talley**  
**Jonesboro Sun**  
 \$250 Cash Award!



**Kim Smith**  
**Jonesboro Sun**  
 \$185 Cash Award!



**Jim Kennedy**  
**Stuttgart Daily Leader**  
 \$150 Cash Award!



**Ginnie Tyson**  
**The Atkins Chronicle**  
 \$150 Cash Award!



**Todd Edwards**  
**Harrison Daily Times**  
 \$100 Cash Award!



**Paula Barnett & MaryIn Moody**  
**Woodruff County Monitor**  
 \$100 Cash Award!



**Sherry Zollo**  
**Harrison Daily Times**  
 \$100 Cash Award!



**Mary Bloomquist**  
**Benton Courier**  
 \$60 Cash Award!



**Linda Kroon Van Diest**  
**Stone County Leader**  
 \$50 Cash Award!



**Steve Knox**  
**The Osceola Times**  
 \$50 Cash Award!



**Mark Haley**  
**NLR Times**  
 \$25 Cash Award!



**Michael Murphy**  
**Sherwood Voice**  
 \$25 Cash Award!



**Kim Taber**  
**Malvern Daily Record**  
 \$25 Cash Award!



**Shelly Garth**  
**Batesville Guard**  
 \$25 Cash Award!

## Testimonial

### Daily Connection Gives Clients More

BY KIM SMITH, Classified Manager, *The Jonesboro Sun*



*I am always trying to find the most for my money and so are my customers.*

*The Daily Connection Program allows me to give them that option. Where else, can you run an advertisement for a very minimal cost and reap such great return. The total circulation is well over 500,000 and if you have a customer that needs a high volume return on their advertisement, you will not do them justice if you do not at least offer them this program.*

*It only takes a few minutes of your time and your newspaper will reap the benefits.*