



AD NEWS

A MONTHLY PUBLICATION 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

JANUARY 31

Better Newspaper Advertising Contest, Entry Deadline

FEBRUARY 17

South Carolina Press Judges APA Advertising Contest

MARCH 17-18

APA Advertising Conference, Arlington Resort Hotel & Spa

JULY 21-23, 2011

APA SuperConvention Hot Springs Convention Center



Working for you...
OCTOBER

Gross Advertising Sales
\$878,024.21

Ordered Advertising
Not Run

\$5,510.82

"Sales are contingent upon the attitude of the salesman, not the attitude of the prospect."

— Bob Hooley



The Arkansas Press Association staff wishes to thank you, each of our member newspapers, for your continued support and partnership. We feel very fortunate to work on your behalf.

Tim Smith Featured Speaker at 2011 Ad Conference



TIM SMITH

Tim Smith, of Allenton, Penn., spent nearly a decade in the newspaper and print industry before moving into employee and management training. Smith, now a consultant, will serve as the keynote speaker at the 2011 APA Advertising Conference.

Smith started his career in the circulation office and later moved into production. After moving to the sales side, it didn't take him long to wind up as the sales manager.

Now, Smith delivers tailored training programs on management skills, customer service and sales training to the newspaper industry. He has done keynote speeches, conventions, individual newspaper training and one-on-one coaching with managers on the sales, production and editorial side.

"We are very results oriented in our approach and can show our customers specific benefits," Smith says in his company profile. "Our approach has been proven over and over so that we can ensure the success of our customers in reaching their specific goals. At Tim Smith Consulting, our philosophy and approach is simple: practical proven techniques and customer satisfaction."

His topics range from dealing with different generations and difficult people, stress and conflict management, customer service skills and more.

Recently, Smith has spoke to the Iowa Newspaper Association, Illinois Press Association, Independent Free Papers of America, Community Media Group, Free Community Papers of New York, North Jersey Media Group, Woodward Communications Inc., Community Papers of Florida, Nebraska Press Association and Oregon Press Association.

The 2011 APA Advertising Conference will be held March 17-18 at the Arlington Resort Hotel & Spa in Hot Springs.



INDUSTRYNEWS

BY ASHLEY WIMBERLEY, APS DIRECTOR OF MARKETING

Let's clean out our "work closet" and get ready for 2011

I recently had a meeting with a marketing director who has been at the same company for 28 years. After he told me the length of his tenure, I quickly said, "So you have it down." He laughed and said he is still learning and changing every day.

He began reminiscing and telling about the changes in the marketing/advertising business he has experienced over nearly three decades. We agreed that when one masters a system, there is often another system waiting to be learned that is more efficient. It's just a never-ending process.

I have thought about that brief conversation numerous times over the past week. After 28 years, this marketing director is still progressive. He is still learning. He is still looking for ways to become more efficient. This conversation reminded me that training, learning and making needed changes should be on the top of our "to do" list our whole careers.

As association members, we have many great training opportunities and ways to stay abreast of industry changes. We have the advertising conference, the summer convention with seminars and a trade show full of vendors presenting new ideas, and we have special seminars throughout the year. We have the benefit of having training scheduled at these association events and likely at your individual newspaper as well.

But, in addition to just having the opportunities ... my contact reminded me that a new opportunity is no good unless you are open to change. Sure, not every new system or idea is going to be better than the current system or idea. But we must always make a personal commitment to seek out new systems, listen when a new idea is brought to the table and always work with the future in mind.

As I was pondering the process of learning, re-learning or change, I realized it is kind of like cleaning out a closet. We know we need to do it, but we continually put it off. After we bite the bullet and start, the process initially turns into a bigger mess than before and we think... why did I even start this?

But, soon, interest peaks as we begin finding old treasures we didn't even remember we possessed, and we throw away things that are not longer needed and make room for new things. Once it is all put back together, one likely feels recharged, organized and prepared.

So, we must remind ourselves that it is not only the new employee who must be training and learning. It is all of us, our whole careers. So let's make a commitment to clean out our "work closets" and always be open to the change that will make us better.

December is...

GIFT-BUYING SEASON: Call on EVERYONE. Seriously, everyone. Every single client on your account list likely offers some sort of product, goods or service that someone would like to receive as a present, no matter how far-fetched it might seem initially. Even plastic surgeons and tattoo shops offer gift certificates these days. Call on everyone on your list this month, in person if you can manage...at the very least it reintroduces you to them and associates your face and name with your newspaper, which is a good start for a new year of sales.

GETTING-READY-FOR-TAX-SEASON SEASON:

call on thrift stores, churches, non-profits and charities for them to promote year-end charitable contributions and donations. Also, call on investment firms and tax accountants to promote year-end account reviews and assessments. After December 31, it's too late to donate for 2010 tax purposes.

EATING SEASON.

Call on restaurants, diners, caterers, grab-n-go delis, grocery stores, bakeries, ice-cream shops and candy stores. Promote special meals, coupons, or gift certificates.

Get to Know...



Tom Larimer,
APA Executive
Director

Q: What talent do you wish you had?

I always thought I'd enjoy being an artist

Q: What's your biggest pet peeve?

Discourteous drivers

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

Plan a trip to a favorite destination

Q: What's your favorite Arkansas tourist spot?

Hot Springs National Park

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

Golf

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

Confident

Rate Cards Needed

APA will soon be upgrading to a new computer program. Please send a copy of your most recent rate card to **rebecca@arkansaspress.org** or fax to **501-374-7509** at your earliest convenience.

For your sales arsenal

Newspapers reach nearly three-in-four adult consumers with buying power every week.

Arlington, Va. – More than 71 percent of adults, or 165.6 million people, read a newspaper in print or online in the last week, according to the latest data from Scarborough Research. The company examined newspaper readership <<http://topics.naa.org/newspaper+readership/>> as part of its USA+ Study (Release 1, 2010), a survey of more than 210,000 adults that captures media patterns and other consumer behaviors of adults across the country.

In addition, the latest data from Scarborough Research, which is considered a currency measurement in the media planning and buying community, indicates that newspapers continue to attract consumers with buying power, with 80 percent of adults in households earning \$100,000 or more reading a newspaper in print or online each week.

“Newspaper companies continue to leverage aggressive new business models to reach a substantial majority of adult consumers across print and online platforms - - last week and every week,” said NAA President and CEO John F. Sturm. “And while the way readers access newspaper content continues to evolve, one thing has remained remarkably consistent: Dollar for dollar, newspapers offer unmatched value to advertisers by attracting a powerful consumer audience that no other medium can match.”

Newspaper Demographics Provide Maximum Value to Advertisers

The latest data from Scarborough Research indicates that newspapers continue to attract highly educated consumers who are ready to shop and spend. In an average week:

* 85 percent of adults who have done post-graduate work or who have advanced degrees read a print newspaper or visited a newspaper website

* 81 percent of women in a management or professional position with a household income of \$100,000 a year or more read a newspaper in print or online; 73 percent read the print product

* Full-time working women who shop read newspapers in large numbers. A high percentage of those who bought at the following stores in the last 30 days read a newspaper in print or online last week: JCPenney (75 percent); Lord & Taylor (87 percent); Macy’s (77 percent); Neiman Marcus (76 percent); Nordstrom (78 percent); Kohl’s (76 percent); Target (75 percent); TJ Maxx (76 percent); Wal-Mart (74 percent)

* 76 percent of adults who spent more than \$500 on fine jewelry in the last year read a newspaper in print or online; 80 percent of adults who spent \$500 or more on business clothing read a newspaper in print or online, the figure is 77 percent for those who spent more than \$500 on women’s shoes

APA Offices will be closed Thursday & Friday to celebrate the Holiday.

Happy Thanksgiving!

In the News



Mark Elliott,
Baxter Bulletin

Mark Elliott recently joined the staff of the *Baxter Bulletin* in Mountain Home as advertising director.

Elliott most recently worked with *Foster’s Daily Democrat* in Dover, N.H., a 20,000-daily circulation newspaper. He also spent time with the *Daily Hampshire Gazette* in Massachusetts and the *Brattleboro Reformer* in Virginia.

He and his wife, Janice, have two daughters, Leigh and Samantha.



David Wills,
Saline Courier

The *Saline Courier* in Benton recently named **David Wills** as its advertising director.

Wills, who owned his own business before joining the newspaper staff in April of 2008, is a Little Rock native and Little Rock Central graduate. He earned his bachelor’s degree in Business Administration from Southern Colorado State College in Pueblo, Colo.

He and his wife Linda have two daughters and one son.

The *Saline Courier* also recently recognized three long-time employees. **Lynda Hollenbeck**, now an associate editor, and **Pat Stuckey**, composing editor, are wrapping up their 40th year on the *Courier* staff. **Sylvia Watson** was also recognized for her 38 years as an independent carrier.

Graves Publishing Co. of Nashville recently launched a free Spanish weekly publication with the inaugural issue of *Las Noticias* hitting newsstands on Nov. 11.

Las Noticias will feature local news compiled from Graves Publishing sister publications – the Nashville News, Murfreesboro Diamond, Glenwood Herald and Montgomery County News in Mount Ida – in addition to state, national and world news and advertising.

Las Noticias will be available every Thursday, according to the company.



Count down to **\$125** Holiday Cash!



Only three more weeks to sell a Statewide Network Ad to win!

Weeks of: 11-29, 12-6, and 12-13.

Earn Bonus Money + \$125 Cash + trip

Drawing held December 20th.

Eight sales reps are eligible so far: **Heather Lawrence** of *The Dumas Clarion*, **Jim Kennedy** of *The Stuttgart Daily Leader*, **Crystal Geraldson** of *The Log Cabin Democrat*, **Steve Knox** of *The Osceola Times*, **Todd Edwards** of *The Harrison Daily Times*, **Kim Taber** of *The Malvern Daily Record*, **Shelly Garth**, of the *Batesville Guard*, **Mary Bloomquist**, *Benton Courier* and **Ginnie Tyson** of *The Atkins Chronicle*. **What about you?**

Congratulations



Congratulations to **Mary Bloomquist** of the *Saline Courier* - Winner of the \$100 Cash November Award by The Networks 11-12-10.

Mary won for selling a regional 2 x 4 display ad into the APS Networks! She just earned \$475 for her paper.



Congratulations to **Ginnie Tyson** of the *Atkins Chronicle* - Winner of the 2011 APA Media Directory "Calendar of Events" Combo promotion.

Ginnie was the first to sell a 2x2 ad to her client in Atkins for the "Picklefest" 2011 event and wins the APA \$150 cash prize.



All the FREE pickles you can eat!!
Be our guest!
Come to Atkins for
Picklefest
May 15 & 16
To reserve booth space call
479-890-6421
Sponsored by People for a Better Atkins

- Crafts
- Food
- Rides
- Games

Come have fun!

Contact Linda Higgs at 501-374-1500 to find out more about the Network program and how you can be our next winner!