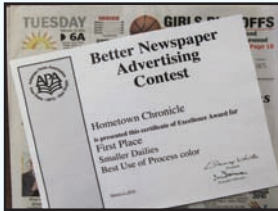


A MONTHLY PUBLICATION SUPPORTING APA-MEMBER ADVERTISING PROFESSIONALS

**INSIDE:**



**Page 2 - Ad awards:**  
List of winning papers



**Page 3 - Hot Ideas to**  
increase revenue

**CALENDAR**

**MARCH 17-18**

APA Advertising Conference,  
Arlington Resort Hotel & Spa

**MAY 13**

Design Workshop,  
Ed Henniger presenter,  
Little Rock

**JULY 21-23**

APA SuperConvention,  
Hot Springs Convention Center

Working for you...

**JANUARY**

Gross Advertising Sales

**\$214,350.17**

Lost Revenue

(Ads Not Run by Newspapers)

**\$2,496.17**

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



**PICKING THE WINNERS –**  
Last week at the headquarters of the South Carolina Press Association in Columbia, the APA advertising contest entries were being judged. The awards will be presented Friday, March 18, at the Advertising Conference luncheon at the Arlington Hotel in Hot Springs. (Photo courtesy SCPA). List of winning newspapers and agenda on page 2.

## APA Ad Conference in three weeks



**CORBETT**

The APA Advertising Conference has grown to the point that it now features thousands of screaming fans, a parade, an historic hotel, cash giveaways and awards galore.

Plus, you might just learn something.

The 2011 version of the APA Advertising Conference takes place March 17-18 at the Arlington Resort Hotel & Spa in downtown Hot Springs. The theme for this year's event is "Go Green," with workshops and discussions to help you make more money in 2011 and beyond plus special events tied to St. Patrick's Day festivities in Hot Springs.

We will kick things off in the prestigious Oaklawn Jockey Club with the APA Day at the Races. From there, you will have the opportunity to watch the "World's Shortest St. Patrick's Day Parade" with Grand Marshal **John Corbett**. Your Thursday will conclude with the Welcome Reception back at the Arlington.

The popular Hot Ideas Exchange, with cash prizes for the best of the best ideas, kicks things off on Friday. Featured speaker **Tim Smith** will then share his ideas on sales training and the most important traits of a successful salesperson.

We conclude the conference with our annual Better Newspaper Advertising Awards Luncheon, which shines the spotlight on our best and brightest in the Arkansas newspaper industry.

Cost to attend is \$80 for member newspaper staff, which includes conference materials, breaks, the awards banquet plus breakfast. The APA Day at the Races is \$30, which covers admission to the race track, a racing program and an all-you-can-eat buffet served throughout the day. Men are required to wear jackets, and no denim jeans are allowed in the Oaklawn Jockey Club.

If you need any additional information on the 2011 Advertising Conference, please contact **Ashley Wimberley** ([ashley@arkansaspress.org](mailto:ashley@arkansaspress.org)) or **Terri Cobb** in the APA office at (501) 374-1500. Materials are also available on the APA home page at [www.arkansaspress.org](http://www.arkansaspress.org).

# Arkansas Press Association's 2011 advertising conference



Awards will be presented to 37 newspapers, 14 dailies and 23 weeklies/semi-weeklies, at the 2011 APA Better Newspaper Advertising Contest Awards Luncheon on March 18 at the Arlington Hotel in Hot Springs.

Here is a list of winning newspapers:

*Arkansas Democrat-Gazette, Little Rock*  
*Ashley News Observer, Crossett*  
*Atkins Chronicle*  
*Banner-News, Magnolia*  
*Batesville Daily Guard*  
*Cabot Star-Herald*  
*Camden News*  
*Cleveland Co. Herald, Rison*  
*Dover Times*  
*Dumas Clarion*  
*El Dorado News-Times*  
*Greenwood Democrat*  
*Harrison Daily Times*  
*Herald-Leader, Siloam Springs*  
*Jacksonville Patriot*  
*Jonesboro Sun*  
*Little River News, Ashdown*  
*Lovely County Citizen, Eureka Springs*  
*Maumelle Monitor*  
*Nashville News*  
*Newton Co. Times, Jasper*  
*Pacesetting Times, Horseshoe Bend*  
*Pine Bluff Commercial*  
*Saline Courier, Benton*  
*Stone County Leader, Mt. View*  
*Stuttgart Daily Leader*  
*Texarkana Gazette*  
*The Baxter Bulletin, Mt. Home*  
*The Leader, Jacksonville*  
*The Sentinel Record, Hot Springs*  
*The Times Dispatch, Walnut Ridge*  
*The Times, North Little Rock*  
*The Waldron News*  
*Times-Record, Fort Smith*  
*Van Buren County Democrat, Clinton*  
*Westside Eagle Observer, Gravette*  
*White Hall Journal*

## Conference *Schedule*

### THURSDAY, MARCH 17, 2011

- Noon APA Day at the Races,  
Lunch Buffet,  
Oaklawn Jockey Club
- 6:30pm World's Shortest St. Patrick's  
Day Parade, Bridge Street,  
Downtown Hot Springs,  
John Corbett,  
2011 Grand Marshal  
Dinner on your own
- 7:30pm Registration Opens,  
Mezzanine, Arlington Hotel
- 8:30-  
10:30pm Welcome Reception  
Magnolia Room, First Floor,  
Arlington Hotel  
(Meet advertising staffs  
from around Arkansas,  
network and door prizes)

### FRIDAY, MARCH 18, 2011

- 7:30am Registration Opens,  
Mezzanine,  
Arlington Hotel
- 8:00am HOT Ideas Breakfast  
(Cash Prizes for best ideas!)  
Conference Room B,  
Second floor
- 9:00am "Sales Presentations &  
Handling Objections"  
Presented by Tim Smith.  
Conference Room B,  
Second Floor
- 12:30pm 2011 Better Newspaper  
Advertising Awards  
Luncheon  
Conference Room C,  
Second Floor
- 2:00pm Conference ends



# Ad-Libs

## Don't reinforce a bad attitude

BY JOHN FOUST

On an out-of-town trip, I walked through a shopping center to kill a little time before a meeting. While browsing through one of the smaller stores, I couldn't help but overhear a brief conversation between the store owner and a local media sales person. Here's a recap:

**Sales person:** "I'm here to talk about your newspaper advertising."

**Store owner:** "We're tightening our budget this year."

**Sales person:** "Yeah, we're hearing a lot of that lately." Then he tucked his notebook under his arm and walked out of the store.

End of conversation. That sales person wilted before he gave himself a fair chance. I felt sorry for him. In the face of resistance that wasn't even stated as a direct objection, he quit. He walked out of the store thinking that he was a victim of the economy, when in reality he had been victimized by his approach (perhaps I should say his lack of approach) to selling.

The damage didn't stop there. In addition to losing a potential sale, the sales person inadvertently reinforced the store owner's concerns about the economy.

Here are some lessons to learn from that unfortunate incident:

**1. Have a positive attitude.** Author Earl Nightingale wrote, "You become what you think about." There is great truth in those words. If you wake up every day worried about the economy, it will show in your words and in your actions. Your advertisers will sense your anxiety, and – sure enough – they will be likely to make your worries become reality.

On the other hand, if you think about all the ways your paper – your advertising product – can help businesses thrive in today's economy, you will have a spring in your step and enthusiasm in your voice. When prospects talk about their marketing problems, it will be easier to keep your focus on positive solutions.

Obviously, a positive attitude can't guarantee that you will make a sale. But in most cases, a negative attitude will guarantee that you won't.

**2. Ask questions.** Your positive attitude should be accompanied by an investigative mindset. See yourself as a detective. Don't be afraid to dig down to the answers.

Was the store owner really tightening his ad budget? Or was he simply attempting to dodge a sales pitch? The sales person never found out, because he didn't try to find out. What could he have done differently? For starters, he could have asked the store owner to clarify the vague statement about the budget. For example:

- "You're tightening your budget?" (Rephrase prospect's statement as a question to invite explanation.)

- "Does that affect all advertising, or just your newspaper advertising?" (Narrow the focus.)

- "How are you deciding what to keep and what to cut?" (Open-ended probe for specifics.)

Later in the conversation, the sales person could have asked for details on budget amounts and results of past ad campaigns.

In the world of selling, knowledge is power. A statement like "we're tightening the budget" isn't the end of a sales call. It's the beginning.

© Copyright 2010 by John Foust. All rights reserved.

# Hot Idea of the Month

**CIRCULATION  
3,000 AND UNDER**

*Idea from: Glenwood Herald*

The newspaper produced an "In Loving Memory" special section the second week of January, which includes all obituaries from the previous year categorized by month. It is a pull out section so it can be a keepsake. Revenue was generated from the local funeral home, nursing home, banks, florists, insurance companies, pharmacies, monument companies, hospitals, specialty furniture stores and medical supply companies in what would generally be a slow month.

**CIRCULATION  
3,001 TO 10,000**

*Idea from: Batesville Daily Guard*

The newspaper offered classified customers a "Punch Card" to encourage repeat buys. After purchasing five ads, the sixth ad was free.

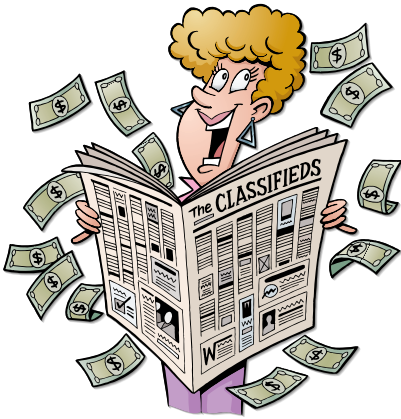
**CIRCULATION 10,000  
AND OVER**

*Idea from:  
Arkansas Democrat-Gazette*

The newspaper produced a "Locally Owned" pull-out section to feature local "mom and pop" business owners. With the purchase of a quarter page ad, the customer received a quarter page story about their business. With the purchase of a half page ad, the customer received a half page story including a photo.

The section resulted in substantial revenue from new advertisers.





# A money making mountain for your newspaper!

BY LINDA HIGGS, NETWORKS MANAGER

can make lots of MONEY, CASH, REVENUE and Big Bucks for your newspaper? The day you sell a network ad for your newspaper, you receive 50% of all sales for your member newspaper and Bonus Money as well. It's this simple: One order, One Price, One Payment — Big Earnings for your newspaper!

Can it be done?

Here are the 4 top excuses "Why it can't be done"... we receive from member newspapers, when we approach them about selling a network ad:

**#1 EXCUSE: I don't have any time to sell network ads.**

**# 2 EXCUSE: I really don't have ANY advertisers in my area that need or can afford additional coverage.**

**#3 EXCUSE: "I don't understand how the network programs work."**

**#4 EXCUSE: "If I sell a DAN or SCAN ad, my clients will drop their ad placement with my newspaper."**

**Here are 4 member newspapers who have given no excuses, but found a way to succeed! They all say: "Selling into the Network is Easy!"**



**Heather Lawrence,**  
*Dumas Clarion,*  
2010 Network Sales  
Winner, \$325 Cash



**Crystal Geraldson,**  
*Log Cabin Democrat,*  
February 2011  
Winner of \$50



**Shelly Garth,**  
*Batesville Guard,*  
January 2011  
Winner of \$50



**A.J. Freeman,**  
*Little River News,*  
Ashdown,  
March 2011  
Winner of \$50

**Here's your chance to find the advertiser in your area that needs assistance with ad placement regionally or statewide.**

**Announcing the Best Newspaper Ad Sales Team Contest!**

January 1- December 31, 2011

Cost to participate = FREE!

Prize = \$50 each month to top sales person

Grand prize = Award winning team plaque to member newspaper and \$300 cash prize to top sales rep of the year!

See attached flyer for rules and details.


**Call Linda or Eva @ 800-569-8762 for updated ad sales materials or questions regarding the contest.**

# THE BEST NEWSPAPER AD SALES TEAM CONTEST



SPONSORED BY ARKANSAS PRESS SERVICES STATEWIDE NETWORKS



**BONUS PROGRAM**  **PLUS** 

ARDAN DISPLAY 2 X 2/2 X 4	SELLING HELPS NEWSPAPERS GENERATE MORE REVENUE	STATEWIDE CLASSIFIED																						
<table border="0"> <tr> <td>Statewide 2x2" ad cost</td> <td>\$1,200</td> </tr> <tr> <td><b>Selling newspaper</b> (50%)</td> <td>\$600</td> </tr> <tr> <td colspan="2">-----</td> </tr> <tr> <td>Regional 2x2" ad cost</td> <td>\$475</td> </tr> <tr> <td><b>Selling newspaper</b> (50%)</td> <td>\$237.50</td> </tr> <tr> <td colspan="2">-----</td> </tr> <tr> <td>Statewide 2x4" ad cost</td> <td>\$2,400</td> </tr> <tr> <td><b>Selling newspaper</b> (50%)</td> <td>\$1,200</td> </tr> <tr> <td colspan="2">-----</td> </tr> <tr> <td>Regional 2x4" ad cost</td> <td>\$650</td> </tr> <tr> <td><b>Selling newspaper</b> (50%)</td> <td>\$325</td> </tr> </table>	Statewide 2x2" ad cost	\$1,200	<b>Selling newspaper</b> (50%)	\$600	-----		Regional 2x2" ad cost	\$475	<b>Selling newspaper</b> (50%)	\$237.50	-----		Statewide 2x4" ad cost	\$2,400	<b>Selling newspaper</b> (50%)	\$1,200	-----		Regional 2x4" ad cost	\$650	<b>Selling newspaper</b> (50%)	\$325	<ol style="list-style-type: none"> <li>1. SELLING NEWSPAPER EARNS 50% IN COMMISSION ON STATEWIDE ADS. ONCE YOU START SELLING THOSE DOLLARS AND CENTS CAN REALLY ADD UP.</li> <li>2. THE AUDIENCE REACH IS OVER 1 MILLION, MUCH MORE THAN A SINGLE NEWSPAPER CAN DELIVER.</li> <li>3. THE NETWORK STRENGTH IS IN NUMBERS - 120+ NEWSPAPERS.</li> </ol> <p>SELLING IS SIMPLE. ONE RATE, ONE ORDER, ONE BILL. NO COMPLICATED RATES.</p>	<p>EXAMPLES FOR A 25-WORD AD:</p> <p>STATEWIDE AD \$275 YOUR NEWSPAPER KEEPS \$137.50</p> <p>ARSCAN REGIONAL AD \$100 PER REGION. YOUR NEWSPAPER KEEPS \$50.00</p> <p>1 X 2 STATEWIDE AD \$600 YOUR NEWSPAPER KEEPS \$300</p> <p>BUY 4 GET 5TH FREE</p>
Statewide 2x2" ad cost	\$1,200																							
<b>Selling newspaper</b> (50%)	\$600																							
-----																								
Regional 2x2" ad cost	\$475																							
<b>Selling newspaper</b> (50%)	\$237.50																							
-----																								
Statewide 2x4" ad cost	\$2,400																							
<b>Selling newspaper</b> (50%)	\$1,200																							
-----																								
Regional 2x4" ad cost	\$650																							
<b>Selling newspaper</b> (50%)	\$325																							

<b>Contest period</b>	JANUARY 1 - DECEMBER 31, 2011
<b>Cost</b>	NO FEE TO PARTICIPATE
<b>Monthly Prize</b>	EVERY MONTH A WINNER WILL BE SELECTED FROM THE NEWSPAPERS THAT SELL A CLASSIFIED OR DISPLAY AD BASE ON TOTAL SALES DOLLARS. THE MONTHLY WINNING NEWSPAPER WILL BE FEATURED IN ADNEWS BULLETIN AND \$50 PRIZE MONEY.
<b>Grand Prize</b>	THE GRAND PRIZE OF \$300 FOR THE 2011 BEST NEWSPAPER AD SALES TEAM OF A MEMBER NEWSPAPER WILL BE AWARDED TO THE SALES REP WHO SELLS THE MOST STATEWIDE CLASSIFIED OR DISPLAY ADS DURING THE YEAR JANUARY - DECEMBER 2011. THE MEMBER NEWSPAPER WILL RECEIVE A PLAQUE.
<b>Access to info</b>	A SIMPLE PRESENTATION OF THE STATEWIDE NETWORKS, THE CLASSIFIED AND DISPLAY BROCHURES AND ORDER FORM THAT CAN BE CUSTOMIZED WITH SELLING NEWSPAPER INFORMATION ARE AVAILABLE BY ACCESSING OUR ELECTRONIC BULLETIN BOARD WEBSITE: <a href="http://WWW.ARKANSASPRESS.ORG/BBS/DAN2X2/PROMOTIONS 2011 FOLDER">WWW.ARKANSASPRESS.ORG/BBS/DAN2X2/PROMOTIONS 2011 FOLDER</a>
<b>Questions</b>	CONTACT LINDA HIGGS, <a href="mailto:LINDA@ARKANSASPRESS.ORG">LINDA@ARKANSASPRESS.ORG</a> OR 1-800-569-8762.