

A MONTHLY PUBLICATION SUPPORTING APA-MEMBER ADVERTISING PROFESSIONALS

INSIDE:



Page 2 - Ad awards: Best of Show & Sweepstakes



Page 3 - Column: Don't we wish we had a crystal ball?

CALENDAR

APRIL 14

APA Judges South Carolina Advertising Contest, Little Rock

MAY 13

Design Workshop, Ed Henninger presenter, Little Rock

JULY 21-23

APA SuperConvention, Hot Springs Convention Center

Working for you...

FEBRUARY

Gross Advertising Sales

\$216,973.43

Lost Revenue

(Ads Not Run by Newspapers)

\$2,684.14

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

Advertising Conference Winners



WEEKLY WINNERS - Representatives from a dozen APA member weekly/semi-weekly newspapers show off their awards after taking home first-place honors in the APA Better Newspaper Advertising Contest. The awards banquet was held on Friday, March 18, at the Arlington Hotel in Hot Springs as part of the annual APA Advertising Conference. A total of 26 newspapers presented 651 entries in the weekly/bi-weekly newspaper advertising competition.



DAILY CHAMPS - A host of representatives from Arkansas' daily newspapers display their winning plaques from more than two dozen categories awarded during the APA Better Newspaper Advertising Contest awards banquet at Hot Springs' Arlington Hotel. The South Carolina Press Association judged this year's competition, which included 485 entries from 14 daily newspapers in the APA membership.



AD SWEEPSTAKES WINNERS - Sweepstakes winners in the APA's annual Better Newspaper Advertising Contest were, from left, Medium Weeklies, *The Cleveland County Herald*, Rison, represented by **Britt Talent**; Smaller Dailies, *Saline Courier*, Benton, represented by **Andrea Unrein**; Larger Dailies, *Texarkana Gazette*, represented by **Kristin Davis**; Larger Weeklies, *Stone County Leader*, Mountain View, represented by **Linda Kroon Van Diest**; Medium Dailies, *Harrison Daily Times*, represented by **Jason Overman**; and Smaller Weeklies, *White Hall Journal*, represented by **Jennifer Williams**.



Best in Show - **Andrea Unrein** from the *Saline Courier* accepts the Best of Show plaque from APA Marketing Director, **Ashley Wimberley**. Andrea won for her ad "The Pink Purse Christmas". The ad was also selected as the People's Choice Award, as voted on by those in attendance at the APA Advertising Conference.

Hot Ideas of the *Month*

**Circulation
3,000 and Under**

Idea from:
Stuttgart Daily Leader

The newspaper created a signature page with a twist. They purchased a Santa beard and hat and dressed local merchants as Santa Claus. Readers had to guess who each Santa merchant was. The readers loved it, and the newspaper received more than 300 entries from readers. Each merchant paid \$55 to be a sponsor, and with 10 sponsors, the page generated \$550 in revenue.

**Circulation
3,001 to 10,000**

Idea from:
Batesville Daily Guard

The newspaper printed and laminated cards offering discounts to local retail businesses (especially good advertisers) during "National Classified Week." Anyone buying a classified ad during that week received a discount card. The businesses that offered the discounts were featured in a full page ad that ran the Friday before and the entire week of "National Classified Week." The discount cards were good throughout the year, so they turned customers into repeat customers at local businesses.

**Circulation
10,000 and over**

Idea from:
The Times Record,
Fort Smith

The newspaper produced a Memorial Day section called "With Fondest Memories." The section had a small box for each person being remembered with a photo, dates on which they were born and died and a brief message from the person/family submitting the remembrance. The spaces were solicited only by promotional ads.



FROM THE FIELD

BY DAVE MCGOUGH, APS MARKETING CONSULTANT

Don't We Wish We Had a Crystal Ball?

I had a conversation the other day with an old colleague who works in production at one of the large advertising agencies here in the capital city. So, he does not make any buying decisions or have any real influence on said purchases, but you know that this kind of attitude takes on a life of its own, so I thought I would share part of our conversation.

We were talking about a full-run of inserts at a large out-of-state metro newspaper. My friend had been looking through some history of this project and realized the circulation of this newspaper was down almost 50 percent. The hair stood up on the back of my neck as he said it because I knew what was coming next.

"I know you're a print guy and love your job, but how do you explain stuff like this to people?"

"Honestly," I told him, "you can't take one extreme case and apply it to everyone."

He agreed, paused for a second, and then dropped the b-word on me.

"But ... it still has to make your job harder because everyone hears about the extreme cases."

And therein lies the problem, I told him. The "death" of the newspaper industry gets played up by TV and radio and the World Wide Web because it's good for their business. Again, he agreed. I asked him how much he listened to Kissin' or Magic 105 (the big local radio stations for music, or at least Magic used to be and still resonates) nowadays, and he said very little. I asked him if he had a DVR on his TV and he said yes. I asked him point-blank how much traditional advertising he takes in now, compared to 10 years ago when we first started working together.

"Definitely less, I think. I don't have any idea how to quantify it, though."

And neither do I. I wish someone could tell me what the future holds for newspapers and, for that matter, advertising in general. It amazes me when I talk to some of the people I know on the marketing side and hear about some of the things they've been pitched or some of the new marketing methods they are researching.

I listened to John Speck, ad director at the *Times Record* in Fort Smith, talk about his newspaper's advances in geo-targeting and other online developments. I've been tracking the industry buzz about the metered pay scheme at the *New York Times* and the success – or currently lack thereof – of *The Daily*. You honestly have to study a little bit to keep up with some of the new trends and the technology currently being used – or coming quickly – in our industry.

And that's where our conversation veered. I told him I still had faith in the newspaper industry and the need for quality journalism. I told him I could switch to the automotive industry, or the timber industry, or the insurance industry, or start selling real estate and still face a long line of questions about what the future holds.

I told him there would be changes coming. Some will be cheered. Some will be jeered. That's just the nature of the beast.

Then, I asked him what an old-school production guy like him was going to do for work if he wasn't checking press runs or shipping inserts any more.

He had another call to take.



TIM SMITH

TALKING SHOP - Tim Smith poses for a quick photo during his presentation to a large contingent of advertising executives during the main session of the APA Advertising Conference earlier this month in Hot Springs.

Smith received rave reviews from those in attendance and portions of his presentation are being used for in-house training by APA member newspapers.

In the News



The *Times Record* in Fort Smith recently promoted **Teresa Judkins** to niche publications manager.

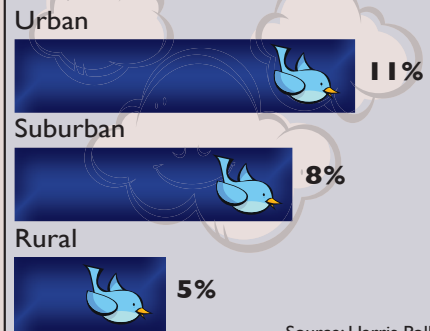
Judkins and her husband, Jeff, live in Fort Smith with their 3-year-old twin daughters. She has been with the newspaper's advertising department for 11 years.

The department will work on special publications such as magazines, rack cards and chamber of commerce directories. The *Times Record* currently publishes six special publications.

Did you know?

Urban tweet

The percent of Internet users in the following geographic locations who use Twitter:



Source: Harris Poll

Back by Popular Demand!

The APA advertising Networks are proud to present the 2011 U-Rock Awards!

Have you ever heard the song "40 Hour Week" by Alabama? Well, we hear a lot of exciting talk about the editorial and advertising awards and those are all coveted awards that your paper is (and well should be) PROUD to obtain! And we all know that the papers like getting the paid advertising that we work hard to sell all year.

But what do we say about all the people that work behind the scenes getting our NETWORK ads into the paper, and those salespeople that contribute not only to their own paper, but support APA by selling network ads? Well, here's a NEW version of the song...



Three cartoon figures wearing crowns (purple, pink, and green) are positioned at the top of a musical staff. The staff is decorated with various musical notes and symbols, including a treble clef, a key signature of one sharp (F#), and a dynamic marking of "mp".

40 Hour Week
recorded by Alabama..but revised by Eva Bakalekos

There are people at our papers who work hard every day
 Not for fame or fortune do they strive
 But the fruits of their labor are worth more than their pay
 And it's time a few of them were recognized

Hello, DAN AD COORDINATOR let us thank you for your time
 You work a forty hour week for a livin', just to get our ads in on time
 Hello DAILY CONNECTION WORKER, let us thank you for your time
 You work a forty hour week for a livin', just publish our ads in-line.

This is for the one who types the ads in, and doing it so well,
 For the one who sells a network ad, ringing up the sales
 For the one who hand-delivers, or gets the papers in the mail
 For everyone who works behind the scenes

You can see them every morning in the cubicles and the desks
 In the city streets and the quiet country towns
 Working together like spokes inside a wheel ...
 They keep our APA networks turning around

Hello ASCAN Classified Coordinator, let us thank you for your time
 You work a forty hour week for a livin', just to get our ads in on time.
 Hello AD MANAGERS and GRAPHIC ARTISTS,
 let us thank you for your time
 You work a forty hour week for a livin', just to send our ads down the line

This is for the ones back in COMPOSING laying down the ads
 for PUBLISHERS and EDITORS who give it all they have,
 For the TYPISTS and the PROOFERS, CLERICAL and ACCOUNTING too,
 For everyone who works behind the scenes
 With a spirit you can't replace with no machine

**Hello ARKANSAS APA MEMBERS -
 let us thank you for your time....**

WINNERS OF THE MARCH APA NETWORK U-ROCK AWARDS!

(CHECK AD NEWS EACH MONTH TO SEE THE LATEST U-ROCK AWARDS)

1. **SONNY HILDEBRAND**, BENTONVILLE/FAYETTEVILLE/SPRINGDALE/ROGERS
 (DAN/SCAN/DAILY CONNECTION) \$25
2. **KIANDRA CARR**, CAMDEN NEWS, SCAN/DAILY CONNECTION \$25
3. **LILA MANGUN**, TEXARKANA GAZETTE, SCAN/DAILY CONNECTION \$25
4. **KAREN DUNPHY**, LITTLE ROCK DAILY RECORD, DAN/SCAN/DAILY CONNECTION (\$25)
5. **BROOKE DUHON**, STEVENS MEDIA GROUP,- \$25 (NLR/MAUMELLE/LONOKE/CARLISLE/
 JACKSONVILLE/CABOT/HOT SPRINGS VILLAGE) DAN/SCAN



**Don't let your
advertising
be a "Beast"!
Use
THE NETWORKS!**

**WIN \$100 CASH!
OR...**

**2 tickets to the opening night performance
(May 24th) of Disney's award winning**



BE THE **FIRST SALES REP** to sell one **NEW** statewide ad into any of the Arkansas Press Services Networks PROGRAMS between Now and May 9th and **WIN \$100 CASH** or **2 BEAUTY AND THE BEAST** tickets.

Order must be faxed to 501-374-7509, or emailed to linda@arkansaspress.org or eva@arkansaspress.org by May 9th, 5:00 pm, to be eligible to win.

For more details, Call Eva or Linda: 1-800-569-8762.



Celebrity Attractions

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