

A MONTHLY PUBLICATION SUPPORTING APA-MEMBER ADVERTISING PROFESSIONALS

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CALENDAR

MAY 13

Design Workshop,
Ed Henninger presenter,
10:00 - 3:00
Little Rock

JULY 20-23

APA SuperConvention,
Hot Springs
Convention Center

AUGUST 11

Newspaper in
Education Workshop
Little Rock, 10 a.m.

Working for you...

MARCH

Gross Advertising Sales

\$356,373.51

Lost Revenue

(Ads Not Run by Newspapers)

\$2,689.34

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



Judging South Carolina | Volunteers from APA members gathered in the Association's Conference Room to judge the South Carolina Press Association's (SCPA) Advertising Contest. The judging is part of a reciprocal agreement with SCPA, whereby its members will judge both the APA's Advertising and News-Editorial Contests this year.

Henninger to hold seminar at APA

If the title "License to Print Money" has not already gotten your attention, then hopefully this will. **Ed Henninger**, a nationally-recognized newspaper design expert, will visit the Natural State for the first time since 2005 when he comes to Little Rock on May 13 to share money-making ideas with APA members.

Whether you are a publisher, general manager, ad director or designer, this session promises to be full of ideas to turn design elements into profit. So, please, mark down Friday, May 13, 10 a.m. on your schedule and be sure to attend this session at the APA office. Cost is \$60 and lunch is provided.

Henninger will give you 10 no-cost, time-saving, revenue-generating design strategies that you can implement in 2011.

Among the topics he will cover:

- Top-down selling – hey, it works for them! How one California paper has turned the world of newspaper advertising upside down!
- Color – using it better to attract readers. Using

it better to up-sell advertisers. Oh ... and black and white are colors, too!

- Ads in ears – how to design them better, how to use them better.
 - Spacing and structure – creating a more readable page and creating better spaces for advertisers.
 - Classifieds – generating more revenue by creating new opportunities.
 - The "skinny strip" – sorry, can't tell you much more about this one right now. But it can turn any page into a steady profit-maker in only six column inches of space.
 - Up-selling – adding value to content you already sell. Obits, weddings, anniversaries, birthdays, Mother's Day, Father's Day.
 - New content – content that sells ... and is written for you. Star Student. School Bulletin Board. Recipe of the Week. And a lot more!
- A registration form is included in this edition of AdNews or available online at arkansaspress.org.



INDUSTRYNEWS

BY ASHLEY WIMBERLEY, APS DIRECTOR OF MARKETING

More than Virtual Relationships

Do u make contact 2 often by text, ur email or Facebook?

That’s a question to which many of us will likely answer yes. Let me first say, I live by email, and I’m not against social media. I’m a Facebook user, and I’m LinkedIn (whatever that means). But, there is no doubt social media and email communications are in many ways adversely affecting our relationships – including our work relationships.

A few weeks ago, I was at a conference when the speaker mentioned our country is becoming socially ill, largely due to our overuse, or misuse, of social media. She mentioned a friend who said she was lonely, yet had nearly 500 friends on Facebook. How can that be?

This happens because we allow the use of social media and email to replace, not enhance, our personal relationships. It’s so easy to let this happen, because we’re all so busy. Instead of dropping by that proof or information about the upcoming special section – it’s so easy to send it via email. But, we simply can’t do that – at least not every time.

A friend and I discussed this topic of “virtual relationships” a few weeks ago, and realized we, as a society, are becoming introverted extroverts. Yes, we’ve become an oxymoron. We’re sharing more than ever about our lives, our fears and our hopes with the world – while sitting alone behind our computers. Yet, when we are actually in social settings with those very friends with whom we’re sharing online, we’re either glued to our hand-held devices sharing more information with our “other friends” or feeling a bit socially awkward because we realize sharing with them “virtually” is so much more comfortable, because it’s how we’ve become accustomed to communicating.

Jerry Seinfeld joked that we have become so used to communicating without really having to “talk” to someone that we now call someone assuming (or maybe even praying) we are going to get their voice mail. When they actually pick up we’re like, “Oh, I didn’t think you’d be home ...uh...I was just calling to say...I’ll talk to you later.”

If we’ve become more comfortable using technology to communicate, rather than actually talking, we must remember long-term customers are built on real relationships backed by results. And these relationships must be more than virtual relationships in order to develop trust and a true understanding of the client’s needs. And when a solid relationship is not in place, when times get tough, it’s also a lot easier for our client to cut newspaper advertising right out of the budget and not think twice.

On the flip side, when we use social media to enhance our personal relationships, we can actually develop stronger relationships by learning what mutual friends and interests we have in common. For example, a lady who works in the Arkansas Attorney General’s office has a child in the same classroom as my three-year-old daughter. We’ve been friendly over the years, sharing funny stories about our toddler children, but it wasn’t until we became “friends” on Facebook (that’s what makes a friendship official, right?) we realized we are both graduates of a college in Jackson, Tenn. This connection definitely deepened our friendship and broadened the topics during our face-to-face visits over the past several weeks.

So, are you using social media and email to hide behind your computer screen, or are you using these tools to enhance your relationships? I know this is an area with which I’m going to have to continually police myself, because it’s so easy to turn to the vehicle that’s easy and convenient.

But let’s make the extra effort to develop real and lasting relationships with our customers – those in-person, authentic, old-fashioned relationships.

Hot Ideas of the Month

Circulation 3,000 and Under

Idea from: *White Hall Journal*

The newspaper created a Mother’s Day insert with sales representatives selling space to advertisers with the understanding the artwork and copy will be supplied by 4th, 5th and 6th grade classes from a local school. The community got involved and students and their families look through the insert for their ad, increasing readership throughout the paper. The insert generated \$3,700.

Circulation 3,001 to 10,000

Idea from: *Batesville Daily Guard*

The high school graduation tab is one of the newspaper’s best sections every year. Each student from the two local high schools are published in a 1x5 ad with the student’s name, parents’ names and the name of the business sponsoring them. The sponsoring business pays the full open rate for the 1x5. The school provides the student and parent names. The photographer provides the pictures. These are usually a quick sell and are sold completely over the phone. During a past year, the newspaper sold 258 spaces between the two schools at \$41.35 each generating \$10,668.30.

Circulation 10,000 and over

Idea from: *The Times Record, Fort Smith*

Knowing space in the Features section had become more limited, the newspaper staff came up with a special section that highlights summer camps, vacation bible schools, parks and recreation, library programs and other activities for children and youth during the summer.

They published the section on the Friday leading into Memorial Day weekend, and activities were submitted by organizations for publication in the section. Activities had to be going on between Memorial Day and Labor Day to be included. The section was also posted in PDF format on the newspaper website, so advertisers and readers got three months of shelf life from the section.



FROM THE FIELD

BY DAVE MCGOUGH, APS MARKETING CONSULTANT

Getting in “Front” of the Market

When I leapt into the newspaper industry in the summer of 1994, front-page advertising was a sin and Post-Its were for scribbling down notes from a call-in and nothing more.

Suffice to say, a little bit has changed in this industry over the last few years.

I have spent the last month gathering information from every single APA member newspaper on front-page advertising options. The results were not shocking to me personally, but I think this information will catch some of you by surprise.

Of the APA’s 130 member newspapers, 100 newspapers offer some sort of front-page advertising. This could be strip ads on the top of bottom, small logo boxes on the front, sticky/Post-It notes or something else. Specifically, 76 newspapers offer section-front ads that are printed on the page and 82 will stick on Post-It notes. And, obviously, the vast majority of these newspapers will do both.

Raise your hand if 100 is higher than you expected?

The number might have been a smidge higher than I would have guessed, but not much more. We have probably placed sticky note buys at a few dozen newspapers and priced out a lot more front-page stuff during the last election cycle. Politicians have definitely been at the front of the line for these options as far as the APA placements go.

I have to admit, too, that I have fallen into the crowd that believes in the effectiveness of these ads. I understand the arguments against front-page advertising. I worked on the editorial side of this industry for almost seven years. But, now that I’m on the advertising side – the dark side, some of my old colleagues would say – I do think it is something that everyone should at least consider in some form or fashion. Remember, the sticky notes can be removed.

Since this was supposed to be an informational piece, let me give you a little more info on the front-page advertising market in Arkansas.

- Strip ads range in price from \$30 on the low end to four figures.
- While a 6 x 2 seemed to be the most popular size, front page options were all across the board size-wise. We have 2x2s and 2x3s. Strip ads range from a half-inch tall to four inches tall and from three columns wide to a full six.
- A few newspapers will actually print a sticky note on the front page if the advertiser wants it.
- Sticky note pricing starts at \$60 per thousand and reaches as high as \$250 cpm. Many newspapers have switched to flat-rate price and fixed quantities.
- A decent number of member newspapers have still not actually had a sticky note buy but are willing to take them.
- There are a few newspapers that have had a sticky note buy and won’t take them again.
- Eighty-eight newspapers will allow the front-page ads to be political ads.

So, as you can see, there is no real standard for what is offered. That’s why it was a worthwhile project for us to gather all this information. I certainly won’t have to say, “Uh, let me get back to you” if I get a call about who offers what. We price this stuff out more than you think.

I guess the most interesting part of this project for me was seeing who has implemented front-page advertising aggressively and successfully. There are some very progressive publishers that have fought the urge, and some very conservative ones that have given in.

It’s always an interesting foray when you get to hear the war stories associated with the newspapers of Arkansas. Keep fighting the good fight!

In the News

Toot Your Own Horn!

When your newspaper is recognized for doing good work, don’t forget to tell your readers about it. Below are a few examples of how our member newspapers recognized their advertising departments after they won multiple awards at the 2011 APA Better Newspaper Advertising Contest in Hot Springs in March. The first is a staff photo and news story in the *The Saline Courier* in Benton, and the second is a full promotional page in the *Harrison Daily Times*, which also recognizes winning local advertisers.

Ad department wins over 30 awards

The Saline Courier advertising staff received four of the top 20 award-winning ads from the 2011 APA Better Newspaper Advertising Contest in Hot Springs, Arkansas. The department also received a special award for best use of Post-It notes. The staff includes: (left to right) Editor-in-Chief, Steve Smith; Advertising Manager, Kelly Smith; and Advertising Assistant, Kelly Smith. The department also received a special award for best use of Post-It notes. The staff includes: (left to right) Editor-in-Chief, Steve Smith; Advertising Manager, Kelly Smith; and Advertising Assistant, Kelly Smith.

We get Results for Local Businesses

Arkansas Press Association Advertising 2011 Contest Winners

This year the Harrison Daily Times turned out more award-winning ads than any other medium-sized daily newspaper in Arkansas, and we're damn proud! But we're not ones to rest upon our laurels. Call us and put our winning team to work for your business today!

Sweepstakes Award - 1st Place!!

HARRISON DAILY TIMES

Call 870-743-9624 today to start putting our team to work for your team!

Find us on Facebook

Thank You Judges!

Thanks to the APA members who came to Little Rock last week to judge the South Carolina Press Association’s advertising contest. The judging was a reciprocation of the judging SCPA members gave the APA ad contest earlier this year. Among those judging were: **A.J. Freeman**, *Little River News*, Ash-down; **Kristin Davis**, *Texarkana Gazette*; **Sandra Ward**, *Arkansas Democrat-Gazette*; **Rusty Fraser**, *Stone County Leader*, Mountain View; **John Speck** and **Leanna Davies**, *Times-Record*, Fort Smith and **April Scott**, *Pine Bluff Commercial*.

Have a New Hire or a Hot Idea?

E-mail Ashley at ashley@arkansaspress.org or Dave at dave@arkansaspress.org for inclusion in AdNews.



**APRIL
2011
CASH
WINNERS**

Merry Bellamy

Hot Springs
DC Program

Marie Norris

Russellville
DAN/SCAN/DC

Mae Watson

Forrest City
DC/SCAN

Carolyn Hight

Magnolia
DC/SCAN

Geneva McDaniel

Malvern
DAN



Congratulations to Heather Lawrence of the Dumas Clarion. Cash Winner of \$50 for April Sales Contest. Heather sold a 2 x 4 regional ad to Ainsworth Pet Nutrition. Runner-up Shelly Garth of the Batesville Daily Guard won \$25 for selling a DC regional ad.



Make your client's day!

BY LINDA HIGGS, ADVERTISING NETWORKS MANAGER

Make your client's day by creating a "DAN" (Display Ad Network) or "CAN" (Classified Ad Network) Day at your newspaper. See attached flyer for contest rules and how the event works. The first sales rep or ad manager who sells a new ad during the month of May into one of the network programs wins \$100 cash bonus.

Tips for a successful sales event:

- **SCAN YOUR NEWSPAPERS** for clients that might benefit from statewide or regional coverage. This is an opportunity to offer clients value and more coverage. Contact clients that you may have not been able to sell on newspapers advertising before.
- **CALL YOUR LOCAL CHAMBER OF COMMERCE** and/or research upcoming festivals or other events in your area that people in other parts of the state would love to know about.
- Offer your client the option of special discounts for multiple runs. (Clients will receive one ad. Free when they place four consecutive ads during the month of May.)
- Suggest to your existing classified clients that they can reach more readers by upgrading their ad to a statewide or regional classified ad, or – offer clients "The Daily Connection."
- Offer your client the option of placing a business card size ad in one region of Arkansas or statewide to promote their organization.
- Offer your clients a classified 1x2, 1x3 or 1x4's to promote their employment needs in regions near your area or statewide.

**CALL LINDA OR EVA at 800-569-8762
AND WE WILL ASSIST YOU WITH YOUR AD QUESTIONS!**



Testimonial

Networks: A package that will fit advertiser's budget

BY SHELLY GARTH, BATESVILLE GUARD

Statewide Classifieds have changed so much over the past few years. With so many different options available, there is a package that will fit into almost any advertiser's budget. When I talk to smaller businesses, I love being able to tell them that prices start at only \$100. Even though most don't settle for just a one region ad, it breaks the price down in a way that is quick and easy to understand. Anyone who has ever purchased advertising can't argue that covering so many areas for the price per newspaper is a great deal. That doesn't even account for the amount of time they will save!

The most important thing in selling these ads is as the salesperson not to be intimidated by all the different sizes, regions, daily, and weekly options. The answer to that problem is simple, Linda and Eva! They are more than happy to answer my questions. (No matter how many times I ask the same ones!). I have often been on the phone with a client, sent an email to one of them and had the answer back while still on the phone.

APS offers great incentives for salespeople and their newspapers to give statewides a try, but one of my best incentives was when a client called to rerun his ad after making a \$7,000 profit from one order he received from the ad I sold him!



MAY DAY! MAY DAY!

**MAKE YOUR CLIENT'S DAY...
BY CREATING "DAN" OR "CAN" DAY
AT YOUR NEWSPAPER IN MAY**

HOW DOES THIS EVENT WORK?

- Set aside a day or week in the month of May to focus on selling DAN or CAN ads.
- Distribute all sales materials for the programs to appropriate sales persons.
- Prospect for clients that might benefit from the programs.
- Fax back your "agreement to participate" form.

DURING THE MONTH OF MAY...

The first sales rep who sells a DAN or CAN ad into the network will receive **\$100 cash bonus**. (1/2 of the total sales goes to your newspaper) 2nd and 3rd runners up receive \$50 bonus cash.

- All cash awards are in addition to cash bonus points earned.
- The ad manager of the winning newspaper(s) will also receive special award to be determined by networks manager.

CONTEST RULES:

- Client must agree to buy an ad during the month of May.
- Insertion order must be faxed and ad copy accepted by the APS office.
- Money must be collected from client and APS paid before ad is placed.
- APS must have a signed agreement to participate on file.
- Client must be new to network or not have purchased ad within the last 12 months.

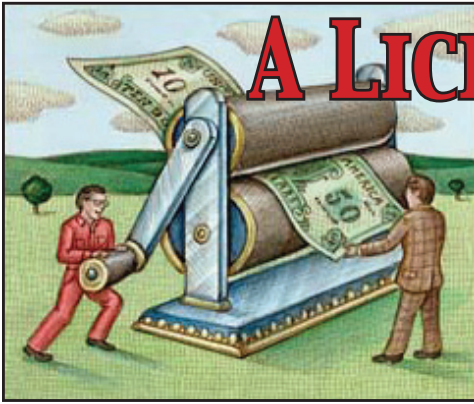
_____ Yes, our newspaper will participate

_____ No, our newspaper will not participate

Ad manager's signature _____

Member newspaper _____

CONTACT EVA OR LINDA @ APS OFFICE 1-800-569-8762 WITH ANY QUESTIONS.



A LICENSE TO PRINT MONEY!

WITH ED HENNINGER

MAY 13, 2011 (DEADLINE TO REGISTER MAY 10)

10:00AM TO 3:00PM

APA CONFERENCE ROOM,

411 S VICTORY, LITTLE ROCK

COST: \$60, LUNCH AND MATERIALS INCLUDED

Here are a few of the items he'll cover:

1. **Sequencing:** Making it easier for readers to find what they want. Creating premium positions for advertisers—including some in places you've never thought of before.

2. **Color:** Using it better to attract readers. Using it better to upsell advertisers. Black and white are colors, too!

3. **Photos:** Using photos better—and selling them to readers.

Greater size=greater impact. Be selective but don't be afraid of people pix. Sell the photo in the credit line—with a link to your web site.

4. **Ads in ears:** How to design them better, how to use them better.

5. **Spacing and structure:** Creating a more readable page—and creating better spaces for advertisers.

Plus more!

Newspaper : _____

Address: _____

City: _____ Zip: _____

Phone: _____ Fax: _____

Name(s): _____ E-mail: _____

Total: _____ @ \$60 = _____ Payment enclosed Charge my credit card

Credit card #: _____ Exp. _____ Vcode: _____

Visa/Mastercard/AmEx

Address: _____ Zip: _____

Amount to be charge \$ _____ Date: _____

Authorized signature: _____

E-mail form to terri@arkansaspress.org or fax to 501-374-7509
or mail form and payment to: Attn: Terri Cobb, Arkansas Press Association,
411 South Victory Street. Little Rock, AR 72201



Ed Henninger has been an independent newspaper consultant since 1989 and is the Director of Henninger Consulting in Rock Hill, S.C.

Ed's redesign of the *Business Courier* in Cincinnati helped that newspaper earn recognition as one of the top five business weeklies in the United States.

His column on newspaper design appears regularly in *Publishers' Auxiliary*, the publication of the National Newspaper Assn. His column also appears in the bulletin of the Southern Newspaper Publishers Assn. as well as newsletters of press organizations throughout the U.S. and Canada.