

A MONTHLY PUBLICATION SUPPORTING APA-MEMBER ADVERTISING PROFESSIONALS

Arkansas Press Services, Inc. is a subsidiary of Arkansas Press Association,
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CALENDAR

NOVEMBER 3-4

ArkLaMiss Circulation Conference, Vicksburg, Miss. (Arkansas Hosts)

NOVEMBER 18

10:30 a.m. CDT
Inland Webinar: "How to Go From Successful Print Sales to Successful Online Sales"

Working for you...

SEPTEMBER

Gross Advertising Sales
\$466,757.40

Lost Revenue
(Ads Not Run by Newspapers)
\$3,773.98

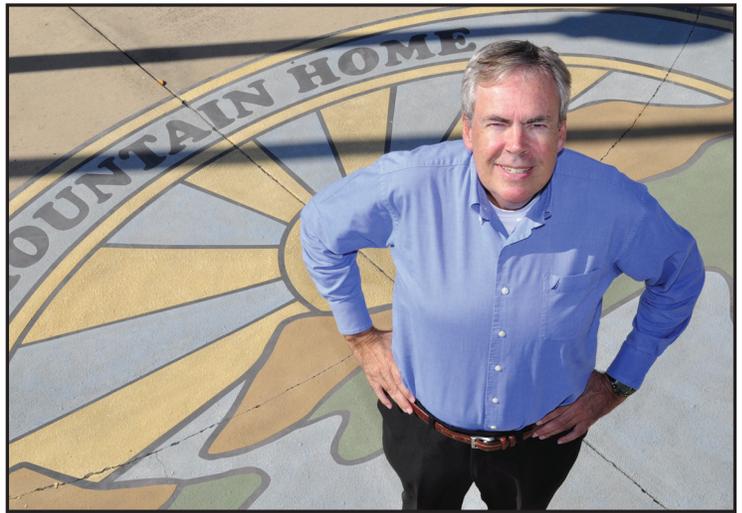
From The Field **Feature** *Sales the same no matter where you live*

You might think that living in New Hampshire would be quite different from life in Arkansas. But **Mark Elliott**, advertising director for *The Baxter Bulletin*, says that moving from the Northeast to Mountain Home hasn't been that big of an adjustment for him.

Elliott took the advertising job at *The Baxter Bulletin* 11 months ago. He said the newspaper is similar in size to the one where he was working in Dover, N.H. – *Foster's Daily Democrat*.

"Both publications are located in rural, recreation-oriented towns. The one big difference," he said, "is that in New Hampshire if you drive three hours you would be in a different state. In Arkansas, you can drive three hours, and you are still in Arkansas. The best thing about Mountain Home is that the weather is great here, and it is beautiful. I like the rivers and lakes."

A native of Connecticut, Elliott worked for several different newspapers in Connecticut,



MARK ELLIOTT, advertising director at *The Baxter Bulletin*, has made a smooth transition from the Northeast United States to Mountain Home.

Vermont and New Hampshire after graduating from St. Michael's College in Burlington, Vt., with a degree in economics 28 years ago.

However, he said newspaper sales is the same no matter where a person works because the process is

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New advertising series touting strength of Arkansas newspapers to roll out in November

The Arkansas Press Association (APA) is finalizing a series of print ads to remind people that the newspaper industry is still going strong. The first ad of the series will be released to Arkansas newspapers in November.

"The newspaper readership study APA commissioned earlier this year is proof that newspapers are still very well read – especially here in Arkansas," said **Ashley Wimberley**, APA director of marketing.

"The results reported newspapers are also the primary source for shopping information and are

the preferred delivery method for public notices. It's clear newspapers are still a vital resource for Arkansas residents and communities."

Wimberley said the ad series will take on rumors of the industry's weakening quite candidly.

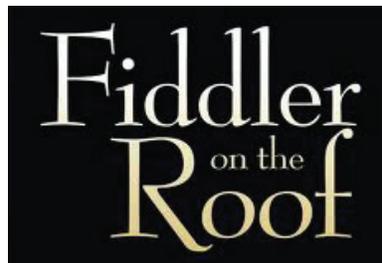
"Eighty-five percent of Arkansas adults read a daily, Sunday or weekly newspaper or access a newspaper website during an average seven-day week," she said. "Each of the ads in the series will pinpoint specifics of the study's results. Newspapers are far from going away, and we want the public to be certain of that."

LET YOUR REVENUE FLOW WITH THE NETWORKS!

WIN \$100 CASH!

OR...

2 tickets to the opening night performance of the timeless classic



on November 29th

Sell one **NEW** regional or statewide ad into any of the Arkansas Press Services Networks PROGRAMS between Oct. 5th - Nov. 25th and **WIN \$100 CASH** or **2 FIDDLER ON THE ROOF** tickets.

Order must be faxed to 501-374-7509, or emailed to linda@arkansaspress.org or eva@arkansaspress.org by Nov. 25th, 5:00 pm, to be eligible to win.

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



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