



National Newspaper Association

*Protecting, promoting and enhancing community
newspapers since 1885.*



National Newspaper Association is a not-for-profit trade association representing the owners, publishers and editors of America's community newspapers. NNA's mission is to protect, promote and enhance America's community newspapers. Today, NNA's 1,800+ members make it the largest national newspaper association.

The NNA member family includes newspapers from such groups as:

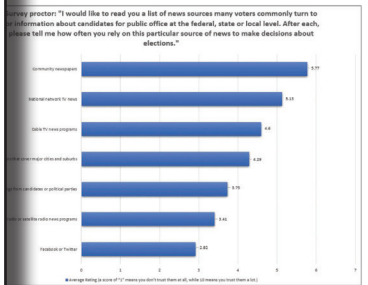
- 22nd Century Media
- Adams Publishing Group
- BHG Incorporated
- Big Fish Newspapers
- Brehm Communications
- Calaveras First Company
- Casa Grande Valley Newspapers Inc.
- Chronicle Media, LLC
- City of Roses Newspapers
- Cookson Hills Publishing Inc.
- Community Newspapers Inc.
- Courier Herald Publishing Co.
- Delphos Herald
- Emmerich Newspapers
- Enterprise Publishing Company
- EO Media Group
- Forum Communications Company
- Hagadone Corporation, The
- Hartman Newspapers LP
- Jerry Wiseman Group
- Lakeway Publishers Inc.
- Lancaster Management
- Landmark Community Newspapers
- Magic Valley Publishing
- Moser Community Media, LLC
- New Jersey Hills Media Group
- News Publishing Company Inc.
- Ogden Newspapers
- Reppert Publications Inc.
- South County Publications LTD
- Stevenson/Hicks/Mullen Newspapers
- StrausNews Inc.
- Trib Publications Inc.
- Wesner Publications
- Wick News Corporation
- Yellowstone Communications Inc.

And other prize-winning community newspaper groups and newspapers of excellence such as the:

- The Ark (Tiburon, CA)
- Buffalo (WY) Bulletin
- Daily Universe (Provo, UT)
- The Ellsworth (ME) American
- The Galena (IL) Gazette
- Highlands (NY) Current
- Jackson (WY) Hole News and Guide
- Livingston Parish (LA) News
- North Scott Press (Eldridge, IA)
- The N'West Iowa REVIEW
- Omak-Okanogan (WA) County Chronicle
- The Pilot (Southern Pines, NC)
- Sioux City (IA) Journal
- The Taos (NM) News
- Wilton-Durant (IA) Advocate News
- Wyoming Tribune Eagle (Cheyenne, WY)
- Yamhill Valley News-Register (McMinnville, OR)
- Yankton (SD) Daily Press & Dakotan



Annual readership survey confirms newspaper readers are voters



newspapers rated an 85% among readers for other information. "Overall, great news for local community newspapers," said NNA Vice President Matt Adelman, publisher of the Douglas (Wyoming) Budget.

When it comes to seeking out information about candidates for public office at the federal, state or local level, 68% of respondents turn to national network TV news "very or somewhat often," closely followed by community newspapers (61%) and cable TV news programs (60%). Less than half of the respondents seek out direct mailings from candidates or political parties (42%), talk radio or satellite radio news program (38%), metropolitan

The results show Facebook and even direct mail have far less impact and readership than the political consultants insist, especially on

newspapers that cover major cities and suburbs (53%) and Facebook or Twitter (25%) for information.

85% of community newspaper readers are "very likely" to vote in an election this year?

2013 Community Newspaper Readership Survey



Southwestern College Sun is one of the top college programs in country



The Sun newspaper's induction into the Associated Collegiate Press Hall of Fame in March

Southwestern College Sun is one of the top college programs in the country, according to a recent poll by the Associated Collegiate Press (ACP). The Sun newspaper was ranked as one of the top 10 college newspapers in the country.

The ACP is a national organization of college newspapers that was founded in 1911. It is the largest and oldest organization of college newspapers in the world.

The Sun newspaper is a student-run newspaper at Southwestern College in Yuma, California. It was founded in 1911 and serves about 10,000 students.

The newspaper's success is attributed to the talent and dedication of the students in the ACP Hall of Fame. The Sun newspaper is a member of the ACP and has been inducted into the Hall of Fame.

Court declines to review cases

BY TONIA RUSH
Deputy Staff Writer | National Newspaper Association

WASHINGTON, D.C. — The United States Supreme Court left the newspaper industry with more questions than answers during its first session in October by declining to review two cases that create new challenges for the industry.

The Court declined to consider a case brought by the Lexington (Kentucky) Herald-Leader against the Lexington Fayette County government trying to strike down an ordinance restricting delivery of unsolicited publications to six specific spots at residences: a porch, a screen door, a mail slot, a window, a door, a door between an exterior and interior door, a distribution box on premises or personally to the occupant.

The local government cited a desire to eliminate litter and blight and protect private property as reasons for the law. It also said some of the newspapers got onto public property and city servers where pollution of the water supply was at issue.

The Herald-Leader, which used private delivery for its free community newspaper called Community News, said delivering the paper would double its costs and lead to the demise of the newspaper altogether.

The Court of Appeals for the Sixth Circuit denied the Herald-Leader's appeal, despite the burden the law ordinance would place upon distribution. It said the fact that less-expensive alternatives exist did not mean the ordinance was unconstitutional. It blamed the newspaper's claim to those who argue graffiti in public places must be permitted because the carriers of graffiti messages cannot afford more costly distribution.

The Sixth Circuit said, "Although written materials thrown onto lawns and driveways are probably not as likely to become



As newspapers consolidate operations, weeklies work together to stay in print

BY TONI BAYLOR
Special to Publishers' Auxiliary

Despite having to find a new printer for his newspapers on short notice, Kirk Kern considers himself lucky.

Last July, Kern, the chief operating officer of Battle Born Media in Boulder City, Nevada, received a 30-day notice that the Salt Lake Tribune in Salt Lake City was cutting back its printing services.

The Tribune had printed four of Battle Born's six newspapers over the last decade. Battle Born's other two newspapers are printed by Swift Communications in Carson City.

"The Salt Lake Tribune served all our needs with full-color capability, fast turnaround, reasonable prices and great customer service," Kern said. While the distance from Salt Lake City to Battle Born's newspapers in central Nevada seems daunting, the Tribune was able to deliver the printed newspapers to Battle Born's Ely Times, about 280 miles, in a manageable drive time of three-and-a-half hours on Highway 10.

Luckily, when Kern got the bad news, he already had two printing options on the table.

"One of the printers would have required us to change our normal Thursday publication day until Friday," he said. The other offer came from the Las Vegas Review-Journal, the Ely Times' previous publisher under different ownership.

The Review Journal, which had been courting Kern's business for a month, won the contract. Delivery to Ely is the same distance as it was from Salt Lake City, but the route, along a two-lane road, takes about an hour longer.

The transition was not without challenges. With a different press comes a different web width. But Battle Born had purchased the four newspapers from the Review Journal more than a decade ago, and familiarity with the product helped smooth the transition.

"We had to change our page size,



The press is running at APG Printing Solutions' plant in Janesville, Wisconsin, under supervision of Press Manager Danny Stokowski.

column width and ad sizes, but it wasn't really a problem," Kern said. Another Nevada newspaper, the Humboldt Sun of Winnemucca, which also printed in Salt Lake City, transferred its printing to the Review Journal two and is piggybacking its delivery with the Battle Born papers to Ely.

"It turned out to be a win-win situation for all of us," Kern said.

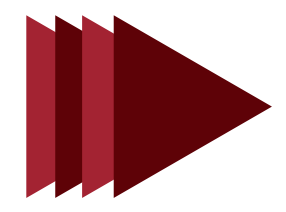
Small newspapers have long outsourced their printing to larger newspapers in their regions for savings, convenience and because they didn't have the physical space or page count, circulation and frequency to keep a press busy.

Now, some are starting to suffer hardships that come with media consolidation and cutbacks, according to Tony Smithson, regional director of printing operations for Adams Publishing Group's APG Printing Solutions in southern Wisconsin. Smithson, who writes a regular column for Publishers' Auxiliary (Page 5), said the search for greater efficiency is driving larger newspapers to consolidate many of their operations, including printing. This puts extra pressure on press capacities, and smaller newspapers are starting to feel the pinch.

"Eventually press age, and it's getting harder to find anyone

Publishers' Auxiliary...

is the go-to publication for more than 1,800 National Newspaper Association member newspaper companies – America's independent community papers, both weeklies and dailies. Pub Aux has 2,300+ circulation monthly tabloid subscribers and 3K+ monthly e-edition subscribers.



Publishers' Auxiliary Editorial Calendar and Ad Deadlines

ISSUE DATE:		DEADLINE:
January	ALL THINGS CLASSIFIED	December 17
February	BUYING & SELLING NEWSPAPERS	January 21
March	CONTENT	February 18
April	ALL THINGS PRINTING	March 24
May	GREAT IDEAS	April 21
June	DESIGN--DIGITAL AND PRINT	May 19
July	EVERYTHING ADVERTISING	June 23
August	SELLING FOR THE HOLIDAYS	July 21
September	HUMAN RESOURCES/PRE-NNA CONVENTION	August 25
October	CIRCULATION IDEAS	September 22
November	NNA CONVENTION & TRADE SHOW WRAP-UP	October 20
December	DIGITAL/DRIVING TRAFFIC	November 17

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Publishers' Auxiliary

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PUBAUX
 THE NEWSPAPER INDUSTRY'S OLDEST NEWSPAPER
 Serving America's Community Newspapers Since 1952 July 2013

Salt Lake Tribune seeks to become a nonprofit 'community asset,' a first for a legacy newspaper

BY TONY KEMERD
The Salt Lake Tribune



After years of heavy financial losses, the Salt Lake Tribune is pursuing federal approval to become a nonprofit operation sustained by donations, large and small.

Owner Paul Hesterman, who bought Utah's largest newspaper in 2010, confirmed his lawyers have approached the IRS about changing the Tribune from a privately owned business to a community asset.

The wealthy businessman said he sees the transformation as the best way to sustain the Pulitzer Prize-winning newspaper and maintain its independence.

Though in its early stages, the move by the 149-year-old publication would mark the first attempt by a legacy U.S. daily to switch to nonprofit status and come as hundreds of print outlets across the country are strained due to plunging advertising revenues.

Reaction to the move was mixed among observers of the U.S. news industry.

In a twofold strategy, attorneys have already sought IRS approval to create an endowed nonprofit foundation to support independent journalism in Utah, with The Tribune as a major recipient of its business. The newspaper will also pursue its own nonprofit status as a 501(c)(3), in effect transferring its ownership from Hesterman to a public trust.

The newspaper currently cannot legally accept tax-deductible donations.

"The Tribune is a vital community asset and should be owned by the community," said Hesterman, who added that he'd reached that conclusion after nearly a year of studying other news nonprofits and consulting with leading thinkers in the industry. It's unclear if the shift would change Hesterman's status as the newspaper's publisher.

None of the shift sources has been more than a year after Hesterman laid off a third of The Tribune's staff, citing an

unexpectedly steep dip in ad revenues. Newsroom staffing now stands about 10 percent below its level in 2011.

It also comes little more than a year after The Tribune put up a \$10 million offer for financing for a new building to house its operations.

"We have to survive," Napier-Pearce said. "Our community would be so much worse off without this publication, let alone independent journalism."

Hesterman in August 2010, said the move to a nonprofit is vital in light of the ongoing recession of The Tribune's bottom line as readers continue to shift to wide variety of digital sources for news.

Although Tribune online revenues continue to grow as readers sign up on digital subscribers, he noted, they remain a fraction of the paper's past earnings from print ads.

"We have to survive," Napier-Pearce said. "Our community

FORUM

Print is still king, but is shooting itself in the foot

Print is still king, but is shooting itself in the foot. The industry is losing ground to digital, and many publishers are struggling to adapt. The article discusses the challenges of the print industry and offers insights into how publishers can survive in a digital world.

Ed Henninger to retire at year end

Ed Henninger, publisher of the Salt Lake Tribune, will be retiring at the end of the year. The article discusses his career and the future of the newspaper.

PUBAUX

Publishers' Auxiliary 501 Plaza P.O. Box 1025, Pensacola, FL 32508 Published by the National Newspaper Association
 Serving America's Community Newspapers Since 1952

WRITE TO PUB AID

For more information on the above articles, contact the following:

Editorial: 813-999-1234
Advertising: 813-999-1234
Subscription: 813-999-1234

RESEARCHERS BY NAME AND THE UTILITY OF NEWS

The utility of news is a topic that has been debated for decades. This article explores the role of news in society and how it has changed over time.

Print & Digital Edition

- Printed, mailed and emailed 12x per year
- More than 3,000 subscribers from 1,800+ member newspaper companies

Print Issue Rates Monthly

	1x	3x	6x	9x	12x
Full Page	\$2,450	\$2,300	\$2,030	\$1,630	\$1,180
Magazine Page	\$1,620	\$1,520	\$1,340	\$1,075	\$780
One-Half Page	\$1,270	\$1,175	\$1,015	\$830	\$610
One-Quarter Page	\$645	\$595	\$520	\$415	\$345
One-Eighth Page	\$345	\$325	\$275	\$235	\$220
One-Sixteenth Page	\$260	\$245	\$225	\$205	\$180
Product & Services Directory	n/a	n/a	\$155	n/a	\$130

Special Positions

- Priority will be given to 6x and 12x contract advertisers. Applies to black and white rate only.
- Page 2 (opposite Profile).....15%
 - Back Page.....20%
 - Guaranteed Position.....10%

Color

- Four-Color-Process.....\$150
- 1/2 Page or Larger.....Free

Inserts

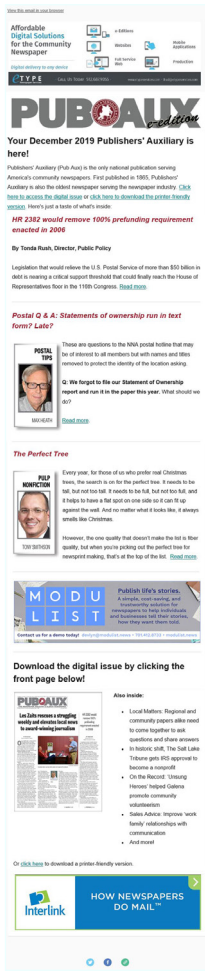
- Size cost per 1,000
- Up to Four-Page Tab.....\$150
- Contact us for larger sizes**

Discounts

- 5% to NNA Allied Members
- 10% to NNA Allied Partners

Digital Edition Email

- Be seen first each month as digital Pub Aux readers are notified the e-edition is available.
- Three prominent banners available each month.
- 2,700+ email subscribers



Top



Digital Edition Emails

600w x 200h ad

- \$300 top spot
- \$200 middle spot
- \$150 bottom spot

Middle



Bottom



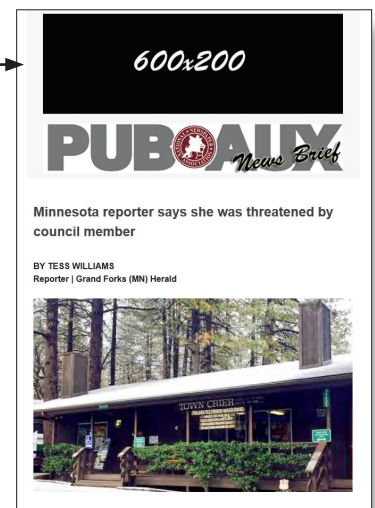
News Brief Emails

- Two or three times each month, emails are sent out promoting specific stories in the digital edition.
- Leaderboard banner ad appears first in each email providing prominent promotion of your company.
- 2,700+ email subscribers

News Brief Emails

600w x 200h ad

- \$200 per email



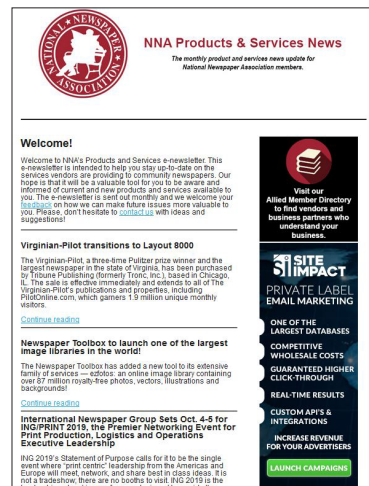
Digital Edition - Opposite Front Cover

- Your full page ad appears opposite the front cover of the digital edition
- Read by an average of 560 visitors each month
- Ad size: 10”w x 13.5”h
- \$250 per month



Products & Services e-Newsletter

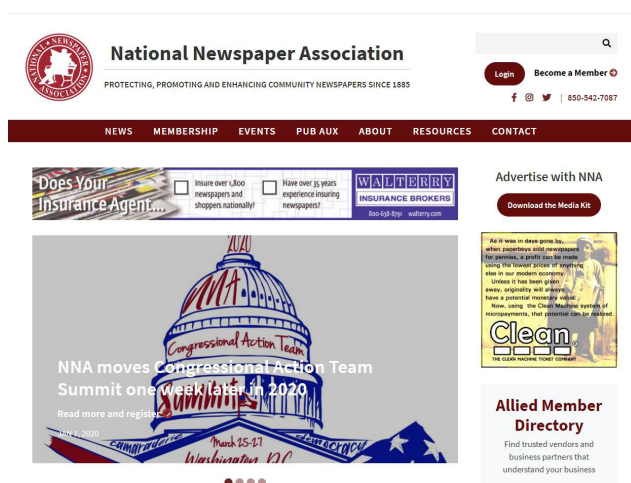
- Monthly e-newsletter highlights news from companies that provide services to community newspapers
- Published on the 15th of each month
- Ad size: 160px wide x 400px tall
- Advertise now at special rate of \$100 per month with 12 month contract
- Submit press releases for consideration to kate@nna.org



Website Ads

- 5K unique visits per month
- Average of 22 click-throughs and 3,900 impressions per month

	Size (px)	1x	6x	12x	Location
Leaderboard	728x90	\$175	\$150	\$125	run of site
Button	300x300	\$75	\$65	\$50	run of site
Button	300x300	\$375	\$325	\$250	no rotation



Pub Aux Live!

- Conduct a webinar on a topic relevant to NNA members.
- Includes:
 - » Introduction & closing by NNA staff member
 - » 3+ email blasts, ads in Pub Aux and on NNA website promoting the webinar
 - » Follow-up email to all registrants
 - » Copy of attendee list for follow-up
 - » Great value and exposure just \$750



Better Newspaper Contest Sponsorships

As part of our Better Newspaper Contest Awards in 2020 NNA offers the opportunity for companies to sponsor a particular award and establish themselves as industry leaders and experts. Sponsors are mentioned when we present the awards and read the results at convention and are named on all certificates and plaques. Sponsors can also be involved in the judging and selection of winners and have a 1/2 page ad in the convention program congratulating the winner. The contest supplement published in Publishers' Auxiliary will also refer to the sponsor as part of the award name.



- » Individual contest sponsorship \$750
- » Add 1/4 page ad congratulating the winner in the special supplement and on the email that comes out linking to the special section \$345

Mailing List Rental

- Allied members may purchase one-time use of mailing list up to 3 times per year: \$300

Classified Ads

Ads are priced per month and include free posting to www.nna.org for a calendar month. Minimum ad size is three lines. Approximately 33 characters per line.

		Cost Per Line	Display Rate Cost Per Inch
Frequency	1x	\$6.75	\$90
	3x	\$6.25	\$75
	6x	\$5.75	\$70
	9x	\$5.25	
	12x	\$5	
	TFN	\$4	

NNA members receive a 10% discount off all classified rates.

Print Specs and Terms & Conditions

		Size (WxH)
Ad Type	Full Page	10" x 13.5"
	Magazine Page	7.5" x 9.75"
	1/2 Vertical	5" x 13.5"
	1/2 Horizontal	10" x 6.5"
	1/4 Standard	5" x 6.5"
	1/8 Standard	5" x 3.25"
	1/16 Standard	2.5" x 3.25"
Product Service	3.25" x 2"	

Color Requirements

- Minimum of 12pt for any type reversed out of 4 color
- Minimum of 10pt for any type reversed out of one process color
- Do not use 3-color black. Use pure color only (CMYK)
- Resolution on photos should be 200-300 dpi
- Ink saturation should be below 240

Cancellation

Cancellations must be made in writing one month prior to the closing date.

General

All advertising is subject to publisher's approval. The publisher reserves the right to reject advertising that he feels is not in keeping with the publication's standards or the policies of the NNA.

Advertising and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed, and for any claims arising in connection against the publisher.

Reading notices must include the word "advertisement." Frequency rates apply based

on a 12-month period from first insertion. Spread counts as two single pages. When a contract is not completed, the advertiser will be short-rated to the rate earned.

Publisher shall not be liable for any failure to print, publish or circulate all of any portion of an issue containing an advertisement if the failure is caused by acts of God, strikes, accidents of other circumstances beyond the publisher's control. In consideration of the publication of an advertisement, the advertiser and its agency jointly agree to hold harmless the NNA from and against all liabilities.

Mechanical Requirements

In order to provide you with the best possible reproduction and to avoid problems with missing fonts or artwork, we prefer to receive

advertisements as PDFs. Your PDF must be created using Acrobat Distiller and all fonts and art must be embedded. When creating a PDF, please make sure the OPI function is turned off. Should you be unable to produce a PDF, you may send your ad to us in any of the following formats: Adobe InDesign, QuarkXPress 4.1 or Photoshop 7. If you choose any of these methods, you must include artwork and fonts. Please stuff any files, including PDFs that are larger than 1MB.

- Printed on a web offset press on 27.6 pound newsprint
- Depth of column is 13.5"
- Width of display ad column is 2.5"
- Advertising page size is 10" x 13.5"
- 85 line screen
- No bleeds

For more information, contact Wendy MacDonald at wendy@nna.org.

Allied Membership

Become an Allied Member to take advantage of the following benefits:



Trade Show Booth

NNA hosts an annual convention and trade show each fall for owners, publishers and senior staff from community newspapers around the country. As a member, you will enjoy discounted booth rates.



Priority Booth Selection

The exhibitor prospectus is e-mailed to Allied Members and those who exhibited in the prior year's show two weeks in advance of the prospect list, giving you priority booth selection. You will also have priority notice of convention sponsorships opportunities.



Publishers' Auxiliary

NNA's premier publication keeps our members abreast of what's happening in the industry. As a member, you will receive complimentary subscriptions.



Advertising

Receive discounts on classified and display advertising in Publishers' Auxiliary, logo buttons and rotating ads on NNA's website.



Mailing lists

As a member, you can rent use of the NNA membership list for one-time use up to three times per year.



Acknowledgments

Your company will be highlighted twice a year in Publishers' Auxiliary and will have links from NNA's website to your company's website.

**Annual Allied Membership:
\$500 per year**



NNA Annual Convention & Trade Show

Join us in Jacksonville, Florida, Oct. 1-3, 2020, for the National Newspaper Association Annual Convention and Trade Show. Exhibiting at our annual convention is a great way to connect with the NNA members and an excellent complement to an advertisement in Pub Aux. Exhibitors get the opportunity to meet with members on the trade show floor for that one-to-one interaction that's so conducive to making qualified contacts. Many meal functions and coffee breaks will be held in the exhibit hall, giving attendees more time to speak with exhibitors in a relaxed atmosphere.

The convention program includes a great idea exchange for pre-selected exhibitors, called Solutions Start Here, which provides three-minute time slots for exhibitors to share examples of their solutions in action.

Special discounts and preferred locations are available for Allied Members and Allied Partners. Contact Lotta Kagell at lotta@nna.org or Wendy MacDonald at wendy@nna.org for more details and to reserve your space.

NNA Convention Promo Packages

The NNA Convention (formerly Friends) and Enhanced Convention (formerly Friends Plus) Packages let you stay in front of key decision makers at the community newspapers across the country by providing a cost-effective package price to reach NNA members throughout the year.

Convention Package (formerly Friends Package)

Allied Membership - 12 months.....	\$500
Convention Booth.....	\$950
Product & Services Directory Ad - 12 times in print & digital edition.....	\$1,482
Website button ad - 12 months.....	\$600
Digital Edition email bottom spot - 3 times per year.....	\$450

Value → \$3,982

Price → \$3,000

Enhanced Convention Package (formerly Friends Plus Package)

Features all of the above, plus:	
Full page color program ad.....	\$400
Convention program - logo enhanced company listing	\$50
Friends conference sponsorship.....	\$500

Value → \$4,932

Price → \$3,700

Other Benefits: Includes a 5% discount on all additional advertising. Additional ads available at the 12x rate, or use the value of the Product and Services Directory ad toward a larger ad.

Allied Member "Staying Connected" Packages

(available to Allied Members on 12 month contracts)

Platinum Package

Website Leaderboard Ad (run of site).....	\$1,425
Full page ad - 12 times in print and digital edition.....	\$13,452
News Brief email leaderboard ad - 6 times.....	\$1,140
PR Releases in Product & Services e-newsletter at discretion of editor.....	\$0

Value → \$16,017

\$850 mthly **Price** → \$10,200

Gold Package

Website Leaderboard Ad (run of site).....	\$1,425
1/2 page ad - 12 times in print and digital edition.....	\$6,954
News Brief email leaderboard ad - 6 times.....	\$1,140
PR Releases in Product & Services e-newsletter at discretion of editor.....	\$0

Value → \$9,519

\$500 mthly **Price** → \$6,000

Silver Package

Website Leaderboard Ad (run of site).....	\$1,425
1/4 page ad - 12 times in print and digital edition.....	\$3,933
News Brief email leaderboard ad - 6 times.....	\$1,140
PR Releases in Product & Services e-newsletter at discretion of editor.....	\$0

Value → \$6,498

\$333 mthly **Price** → \$4,000

Bronze Package

Product & Services Directory Ad - 12 times in print and digital edition.....	\$1,482
Digital Edition email bottom spot - 6 times.....	\$855
News Brief email leaderboard ad - 6 times.....	\$1,140
PR Releases in Product & Services e-newsletter at discretion of editor.....	\$0

Value → \$3,477

\$210 mthly **Price** → \$3,000