



National Newspaper Association

Protecting, promoting and enhancing community newspapers since 1885

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PUBLISHERS' AUXILIARY
PUBAUX
THE NEWSPAPER INDUSTRY'S OLDEST NEWSPAPER
NOVEMBER 2012 | 8 Dollars
Serving America's Community Newspapers Since 1885

Grenade brings paper's office to a screeching halt

With friends like this ...

BY STANLEY SCHWARTZ
Managing Editor / Publishers Auxiliary

ANNA, IL.—When arriving at work, most community newspaper publishers rarely find a grenade resting comfortably on their desks.

For Jerry Reppert, president of Reppert Publications in Anna, IL, it was something that was totally unexpected when he got to work. "I came into work," he said, "and there it was." There have been times when people would leave gifts on his desk, and at first Reppert suspected it was one of those grenades that had been turned into a cigarette lighter. "But I carefully ran my hand around it and realized the pin was still in it."

Reppert, who operates his company out of the Anna office, went and got his military experience and recognized the green item as a grenade. They immediately evacuated the building and called the Anna Police. But the town of 5,000 does not have its own bomb squad, so the Illinois Secretary of State Bomb Squad was called in. According to the FBI, the squad is one of 470 nationally accredited public safety bomb squads in the U.S. and one of 12 squads in Illinois. The state police and local fire department were called in as well.

Streets were blocked, schools were put on lock down and more than half the town was brought to a standstill as authorities worked the crime scene.

"Southern Illinois does not have a bomb squad," he said. "It took four hours to get the bomb squad here. It took a lot of time and money. They came that day and they were there for a week."

A both Anna 4-hour operation

SEATTLE—The U.S. Court of Appeals for the 9th Circuit has ruled that "yellow pages" directories, like newspapers, are entitled to full First Amendment protection, reversing an earlier finding from the lower court and invalidating a Seattle

BY SARA DEFORGE HOUGH
GOVERNMENT RELATIONS MANAGER / NNA

Court: free press protects directories, too

WE'VE CHANGED OUR NAME. NOT WHAT WE STAND FOR.

Watch the Video

Alliance for Audited Media
The First Audit Member of Circulation

National Newspaper Association

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Did you know...

81 percent of community newspaper readers read public notices?

QUICK LINKS

- Latest Postal Information
- NNA Events and Activities
- Join Now
- Contact NNA
- Business Law Hotline
- NNA's 125th Annual Convention
- Fight For Fairness

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Join Us. Fight For Fairness For Newspapers

We Believe in Newspapers

Celebrating 126 Years of NNA

Top Stories

NNA to market AP News Choice

January 2, 2013

COLUMBIA, MO.—The National Newspaper Association on Jan. 2 will roll out a new marketing partnership with The Associated Press to encourage weekly newspapers to take advantage of the AP's new wire service for weeklies—AP News Choice.

New serial story to start in January

January 3, 2013

Life's no field of clover for Manny. Over the years, his kind has gotten stuck with a bad rep. They're believed to be lazy, ugly and dumb. Manny has had it up to his long ears with this pile of mule hooley—and in a new eight-week serial story, he's going to set the record straight.

Valassis to roll out its weekend ad package

January 2, 2013

Oregon paper

BY TONDA F. RUSH
2011/NA4

If ever there were a double-edged sword for publishers, the real estate market collapse after 2006. First, the advertising revenue from real estate. The Pew Research Center, quoting Newspaper Association of America data for daily newspapers, reported real estate advertising was down more than 19 percent in 2011 alone. No comment on anecdotal data are available for weeklies, but they show their revenues were down as well. Then with the real estate crash came new print layoffs resulted and local economies stalled. Then the foreclosure began. Newspapers in some lost ground with public notice advertising. Now some newspapers are taking it on the counter-cyclical market, too. The forecast

Analysis



Publishers' Auxiliary Editorial Calendar and Ad Deadlines—2013

ISSUE	THEME	AD DEADLINE
Jan. 1	All Things Classified	Dec. 19, 2012
Feb. 1	E-Editions/Long Distance Subscribers	Jan. 23, 2013
March 1	Human Resources	Feb. 20, 2013
April 1	All Things Printing	March 20, 2013
May 1	All Things Circulation	April 17, 2013
June 1	Newspapers And Education	May 22, 2013
July 1	Everything Advertising	June 19, 2013
Aug. 1	Mom and Pop Newspapers	July 17, 2013
Sept. 1	Revenue Ideas (NNA Convention Pre-Show)	Aug. 21, 2013
Oct. 1	NNA Convention & Trade Show Wrap-Up	Sept. 18, 2013
Nov. 1	Let's Get Real-Promoting Your Newspaper	Oct. 16, 2013
Dec. 1	Estate Planning	Nov. 20, 2013

For advertising information, contact:

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Readership

NNA Members Report...

Publishers' Auxiliary, a 3,500+ circulation monthly tabloid, is the go-to publication for more than 2,200 National Newspaper Association member newspaper companies—America's independent community papers, both weeklies and dailies. It reaches a wide array of newspapers in the industry ranging from The Washington Post to The Frederick (OK) Leader.

The NNA member family includes newspapers from such groups as:

- Landmark Community Newspapers
- Community Publishers Inc.
- MediaNews Group (Digital First)
- Heartland Publications (now Civitas)
- Brehm Communications
- CNHI Inc.
- Ogden Newspapers
- Hersam Acorn Newspapers
- Granite Publications Inc.
- The Dolan Media Co.
- Lancaster Management
- Community Newspapers Inc.
- Packet Publications

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

- Taos (NM) News
- Jackson Hole (WY) News and Guide
- The Ellsworth (ME) American
- N'West Iowa REVIEW, Sheldon, IA
- The Blackshear (GA) Times
- The Mountain Mail, Salida, CO

Pub Aux is the place for publishers to find the how-to articles they need for success. Compatible editorial in themed issues help your message reach interested readers.

Issues are sent to decision makers. Three times a year, in addition to its regular circulation, Pub Aux saturates newspaper offices in a given region, reaching both members and non-members.

Other interesting facts about Pub Aux readers:

- Members are entitled to three copies of each issue, enabling distribution within circulation, advertising, IT, editorial and promotion departments, as well as publishers and GMs
- Pass along rate makes readership around 13,000 per issue
- About a third of NNA members own printing operations and report growth in their plants
- Most use the mail for delivery but are looking increasingly at news racks, alternate delivery and e-editions.
- Members respond to regular, informal surveys prior to our themed issues by Pub Aux Editor Stan Schwartz, gathering responses to industry trends, products and ideas. Advertisers booked for the issue receive summary results and tips on whether readers are interested, aware and open to new products and services.
- While Pub Aux stories are never "sold" to advertisers, readers appreciate stories about our advertisers' successful customers, particularly with some how-to notes. Getting a customer mentioned is a great way to build brand awareness.

Circulation

Pub Aux pass-along rate: 2.9 readers per copy

Readership

Pub Aux readers have the power to purchase



NNA Trade Shows

NNA Vendors Find Qualified Leads at the Annual Convention

Join us in Phoenix September 12-15, 2013 for the NNA Annual Convention and Trade Show. Exhibiting at our annual Convention is a great way to connect with NNA members and an excellent complement to an advertisement in PubAux. Vendors get the opportunity to meet with members on the trade show floor for that one-to-one interaction that's so conducive for making qualified contacts. Many meal functions and coffee breaks will be held in the exhibition hall, giving attendees more time to speak with vendors in a relaxed atmosphere.

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



STAN SCHWARTZ | PUBLISHERS' AUXILIARY

NNA members meet with vendors during the 2012 NNA Annual Convention and Trade Show in Charleston, SC.





Publishers' Auxiliary Display Advertising Rates and Data—2013

	1X	3X	6X	9X	12X
Full Page	\$2,800	2,695	2,530	2,360	2,100
Magazine Page	2,450	2,300	2,090	1,630	1,180
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 Service Directory	n/a	n/a	155	n/a	130

Special positions

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

Color

Black Plus One Color \$125
 Four-Color Process \$225

Inserts

Size Cost Per 1,000
 Under Four-Page Tab \$130
 Four-Page Tab \$220
 Eight-Page \$270
 Twelve-Page \$300

Contact us for costs for larger sizes.

Mailing List Rental

Available to Allied Members & Partners Call

Discounts

5% to NNA members, 5% pre-pay discount

Standard sizes

Ad Type	Size (W × H)
Full Page	10" × 13½"
Magazine Page	7½" × 9¾"
½ Vertical	5" × 13½"
½ Horizontal	10" × 6½"
¼ Standard	5" × 6½"
⅛ Standard	5 × 3¼"
⅙ Standard	2½" × 3¼"
Product Service	3¼" × 2"

Policies

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

General: All advertising is subject to publisher's approval. The publisher reserves the right to reject advertising which he feels is not in keeping with the publication's standards or the policies of the National Newspaper Association.

Advertiser 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.

Cancellations must be received in writing one month prior to closing. Reading notices must include the word "advertisement." Frequency rates apply based on a 12-month period from first insertion. Spreads count as two single pages. When a contract is not completed, the advertiser will be short-rated to the rate earned. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient insertions to warrant a lower rate than that at which they have been billed.

Publisher shall not be liable for any failure to print, publish or circulate all or any portion of an issue containing an advertisement if the failure is caused by acts of God, strikes, accidents or 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 National Newspaper Association 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 1 MB.

- Printed on a web offset press on 27.6 pound newsprint
- Depth of column is 13½"
- Width of display ad column is 2½"
- Advertising page size is 10" × 13½"
- 85 line screen
- No bleeds



Publishers' Auxiliary Classified and NNA Web Rates & Data—2013

Publishers' Auxiliary Classified Rates

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

Classified rates

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

Blind box

Count as additional line + \$10.50 for box number.
 NNA members receive a 10% discount off all classified rates.



www.nnaweb.org Rates & Data

NNA's homepage is an excellent resource tool for NNA members and those surfing the Web to find important links, service providers, breaking news and take advantage of membership benefits. There is a public and members-only section. Ads are posted on Monday and will be prorated for partial month runs.

Monthly Rates	Size (pixels)	1X	6X	12X	Location
Leaderboard	728 x 90	\$175	\$150	\$125	run of site
Button	300 x 300	\$75	\$65	\$50	run of site
Button	300 x 300	\$375	\$325	\$250	no rotation
3.1 Rectangle	300 x 100	\$70	\$60	\$40	run of site



For a free advertising quote or more advertising information contact:

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