



## National Newspaper Association

Protecting, promoting and enhancing community newspapers since 1885

Published by the National Newspaper Association  
P.O. Box 1540, Columbia, MO 65205-7040  
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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 managing editor. Both men have prior military experience and recognized the green item 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

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

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### Oregon paper

BY TONDA F. RUSH  
2011/NNA

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 Newsprint 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

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

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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

**DEMOTIX WIRE**  
A breaking news image subscription at an unbeatable price.  
COROIS IMAGES Learn more

**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  
Lila'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

**Join Us. Fight For Fairness For Newspapers**  
We Believe in Newspapers



## Publishers' Auxiliary Editorial Calendar and Ad Deadlines—2014

ISSUE	THEME	AD DEADLINE
Jan. 1	<b>All Things Classified</b>	Dec. 19, 2013
Feb. 1	<b>E-Editions/Long Distance Subscribers</b>	Jan. 20, 2014
March 1	<b>Human Resources</b>	Feb. 17, 2014
April 1	<b>All Things Printing</b>	March 17, 2014
May 1	<b>All Things Circulation</b>	April 21, 2014
June 1	<b>Newspapers And Education</b>	May 19, 2014
July 1	<b>Everything Advertising</b>	June 16, 2014
Aug. 1	<b>Mom and Pop Newspapers</b>	July 21, 2014
Sept. 1	<b>Revenue Ideas (NNA Convention Pre-Show)</b>	Aug. 18, 2014
Oct. 1	<b>Let's Get Real-Promoting Your Newspaper</b>	Sept. 15, 2014
Nov. 1	<b>NNA Convention &amp; Trade Show Wrap-Up</b>	Oct. 20, 2014
Dec. 1	<b>Estate Planning</b>	Nov. 17, 2014

### 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 San Antonio, TX, Oct. 2-4, 2014 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](mailto: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—2014

	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	\$150

## Inserts

<b>Size Cost Per 1,000</b>	
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\*  
10% to NNA Allied Partners

## 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"
1/16 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.

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.

## \*Pre-Pay Discounts

- Pre-pay discount applies if payment is received in advance of the month of publication. Credit card payments must be processed in the month preceding publication.

## Color requirements

- Minimum 12pt for any type reversed out of 4 color
- Minimum 10 pt for any type reversed out of one process color.
- Do not use 4-color black. Use pure black only.
- Resolution on photos should be 170-200.
- Ink Saturation should be below 240.

## 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



# National Newspaper Association Friends Package

## NNA Friends and NNA Friends Plus Packages

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

		Value	NNA Friends Package Price	NNA Friends Plus Package Price
Allied Membership	Allied Membership shows your industry support and gives you credibility. Included in your membership is a monthly subscription to Publishers' Auxiliary—our member newspaper and gives you a 5% discount off all advertising. You'll also receive a listing in the Allied member directory on the website and published twice per year in Publishers' Auxiliary.	\$500	Included	Included
Convention Booth	Join us at our annual Conference in San Antonio where you can meet key decision makers face to face. Also take advantage of the opportunity for pre and post-convention e-mailings to convention attendees, and exposure in Publishers' Auxiliary	\$950	Included	Included
12x Publishers' Auxiliary Product Service Directory Ad	Ensure your services stay top of mind throughout the year with an ongoing advertisement in Publishers' Auxiliary. Use the ad as included or upgrade to a larger ad. When a publisher goes looking for services like yours they'll be sure to find you!	\$1,560	Included	Included
Full NNA Mailing List – for one-time use	Once each year you may send a mailing to all NNA members. This list will be provided for one-time use.	\$300	Included	Included
Website Button Ad – 12 months run of site	Website Button Ad – 12 months - Receive front page visibility on our website with a button ad.	\$600	Included	Included
Full Page Program Ad	Get valuable exposure with an ad included in our Convention program.	\$300		Included
Logo Enhanced Program Listing	Logo included in convention program exhibitor listing.	\$50		Included
Friends Conference Sponsorship And Registration Bag Insert	Receive increased visibility at our Annual Convention as a Friends Sponsor. You'll receive recognition in Publishers' Auxiliary, in our Convention program, on Convention signage and you may include an insert in our Registration Bags.	\$500		Included
<b>Total Value of Package</b>			<b>\$3,910</b>	<b>\$4,760</b>
<b>Friends Package Price</b>			<b>\$3,000</b>	<b>\$3,700</b>

## Other Benefits of the NNA Friends Packages

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



## Publishers' Auxiliary Classified and NNA Web Rates & Data—2014

### Publishers' Auxiliary Classified Rates

Ads are priced per month and include free posting to [www.nnaweb.org](http://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:

Wendy MacDonald, Director of Advertising  
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 913-461-3721 | Fax: 913-859-9275 | [wendy@nna.org](mailto:wendy@nna.org)