



National Newspaper Association

Protecting, promoting and enhancing community newspapers since 1885



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Publishers' Auxiliary 2018 Editorial Calendar and Ad Deadlines

| Issue | Theme | Ad Deadline |
|-----------|--|----------------|
| January | All Things Classified | Dec. 20, 2017 |
| February | Buying and Selling Newspapers | Jan. 24, 2018 |
| March | Content | Feb. 21, 2018 |
| April | All Things Printing | March 21, 2018 |
| May | All Things Circulation | April 25, 2018 |
| June | Newspapers Print and Web Design | May 23, 2018 |
| July | Everything Advertising | June 20, 2018 |
| August | Selling for the Holidays | July 25, 2018 |
| September | Human Resources/Pre-NNA Convention | Aug. 22, 2018 |
| October | Revenue Ideas | Sept. 19, 2018 |
| November | NNA Convention and Trade Show Wrap-Up | Oct. 24, 2018 |
| December | Digital/Driving Traffic | Nov. 21, 2018 |

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Readership

NNA Members Report...

Publishers' Auxiliary, a 3,600+ circulation monthly tabloid, is the go-to publication for more than 2,300 National Newspaper Association member newspaper companies—America's independent community papers, both weeklies and dailies.

The NNA member family includes newspapers from such groups as:

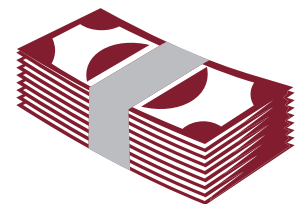
- 22nd Century Media
- Adams Publishing Group
- American Hometown Publishing, Inc.
- BHG Incorporated
- Brehm Communications
- Casa Grande Valley Newspapers, Inc.
- CNHI Inc.
- Community Newspapers Inc.
- Cookson Hills Publishing, Inc.
- Courier Herald Publishing Co.
- Delphos Herald
- Emmerich Newspapers
- Enterprise Publishing Company
- Forum Communications Company
- GateHouse Media
- Granite Publications Inc.
- Hagadone Corporation, The
- Hartman Newspapers LP
- Hersam Acorn Newspapers
- J G Media
- Landmark Community Newspapers
- Lancaster Management
- Moser Community Media, LLC
- New Jersey Hills Media Group
- News Publishing Company Inc.
- Ogden Newspapers
- Reppert Publications Inc.
- Shaw Media
- South County Publications LTD
- Stevenson/Hicks/Mullen Newspapers
- Swift Communications
- Trib Publications Inc.
- Wick News Corporation

Circulation



Pub Aux pass-along rate:
2.9 readers per copy

Readership



Pub Aux readers have
the power to purchase

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

- Antelope Valley Press (CA)
- The Ark (CA)
- Buffalo Bulletin (WY)
- Community Impact Newspapers (TX)
- The Ellsworth (ME) American
- Jackson Hole (WY) News and Guide
- The N'West Iowa REVIEW
- Pilot, The (NC)
- Sioux City (IA) Journala
- The Taos (NM) News
- Wise County Messenger (TX)
- Wyoming Tribune Eagle, Cheyenne
- Yamhill Valley News-Register (OR)

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 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.
- 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.
- Although 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.



NNA Annual Convention and Trade Show

NNA Exhibitors Find Qualified Leads at the Annual Convention and Trade Show

Join us in Norfolk, VA, Sept. 27-29, 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, 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 Wendy MacDonald at wendy@nna.org for more details and to reserve your space.

Testimonials From Previous Exhibitors

“One of the best shows we have attended in terms of encouraging participants to talk to exhibitors.”

“Face time and building relationships is important in the newspaper industry. So if your business can benefit from doing business with small to mid-size daily and weekly newspapers, this is the place to be.”

“There is a high percentage of decision makers at the show and publishers from around the country.”

“If you are looking to do business with newspapers you need to be at NNA to meet with them face to face and showcase what you have to offer. It is money well spent!”

“Best organization of any trade show I've ever attended (unfortunately, that's been a lot!) Quality attendees. Interested and engaged. The schedule and stamp game encouraged them to come by exhibits. Staff truly concerned that we had a productive experience - from beginning to end. Was REALLY impressed when members of the board stopped by our booth to thank us for exhibiting. Have never had that happen before at a trade show. Having the shows in smaller (but accessible markets) makes it more economical to attend - hotels much more reasonable than big cities.”

“Great opportunity to meet up with decision makers that have time to talk and are eager to learn about new ways to improve their business.”

Photos taken at NNA's 131st Annual Convention in Tulsa, OK.





Publishers' Auxiliary Display Advertising Rates and Data —2018

| | | 1x | 3x | 6x | 9x | 12x |
|-------|---------------------------|---------|---------|---------|---------|---------|
| SIZES | 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 Service Directory | n/a | n/a | \$155 | n/a | \$130 |
| | Allied Member Profile Ad | \$345 | n/a | n/a | n/a | n/a |

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

Black Plus One Color.....\$125
 Four-Color Process.....\$150
 1/2 Page or Larger.....Free

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

Discounts

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

Inserts

Size Cost Per 1,000
 Up to Four-Page Tab\$150
Contact us for larger sizes

Mailing List Rental

Available to Allied Members and Partners Call

Policies

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



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 the 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 a year in Publishers' Auxiliary. | \$500 | Included | Included |
| Convention Booth | Join us at our annual conference in Tulsa, OK, where you can meet key decision makers face to face. Also take advantage of the opportunity for pre- and post- convention emailings to convention attendees, and exposure in Publishers' Auxiliary. | \$950 | Included | Included |
| 12x Pub Aux 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 | Once a 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 | 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 Program Listing | Logo included in convention program exhibitor listing. | \$50 | | Included |
| Friends Conference Sponsorship | 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 |
| Total Value of Package: | | | \$3,910 | \$4,760 |
| Friends Package Price: | | | \$3,000 | \$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.



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Become an Allied Member and 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.



Acknowledgements

Your company will be highlighted twice a year in Publishers' Auxiliary and will have links from NNA's website to your company's website. Partner members can take advantage of a free magazine page advertorial in Publishers' Auxiliary.

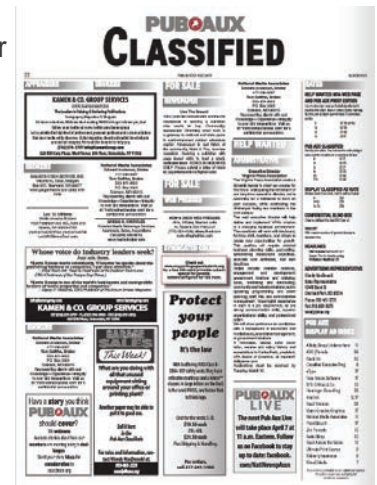


Publishers' Auxiliary Classified and Web Rates

Classified Rates

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

| | 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 | \$5.00 | |
| | TFN | \$4.00 | |



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

Digital Edition Rates

Four-Color Opposite Front Cover

10 inch by 13.5 inch
1 Page \$250

This space offers the unique position to be seen first by all Pub Aux digital edition readers and can include digital links. The digital edition is read by an average of 209 unique visitors each month.

Email Leaderboard Ad

728 x 90 pixels
\$200

Be seen first each month as digital Pub Aux readers are notified that the e-edition is available. Your leaderboard ad will appear at the top of each email. Monthly emails go out to a distribution of approximately 3,800.

Opposite Digital Front Cover



Web Rates

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 priced per month. The website currently averages 5,668 unique visits per month. Leaderboard ads average 22 click throughs and 3,975 impressions per month.

| | Size (px) | 1x | 6x | 12x | Location | |
|---------------|---------------|-----------|-------|-------|----------|-------------|
| Monthly Rates | 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 |

Leaderboard



Button

3.1

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