



National Newspaper Association

Protecting, promoting and enhancing community newspapers since 1885

Publisher's Auxiliary
 P.O. Box 7540, Columbia, MO 65206-7540
 Published by the National Newspaper Association
PUB AUX
 THE NEWSPAPER INDUSTRY'S OLDEST NEWSPAPER
 November 2015 | 8 Dollars
 Serving America's Community Newspapers Since 1885

Torrential rain and flooding can't stop SC newspapers

BY TERI SAYLOR
Special to Publisher's Auxiliary

Despite a week's worth of dire weather warnings from forecasters, few residents could imagine the torrents of rain that swept through South Carolina the first week in October, and they certainly could not have expected to face a 1,000-year flood of Biblical proportions. Rainfall ranged from 6.3 inches in the western South Carolina town of Greer to 24.75 inches from the coast. In that historic flood, raging water completely cut off outside access to the tiny town of Kingsree. Although the state's romantic low country south of Myrtle Beach, is accustomed to flooding, anytime there's a heavy rainfall, the residents there were not prepared for the onslaught of water that flowed in from upstate. In the center of the state, Sumter was a mess. Through it all, newspapers serving those communities managed to report the news and find ways to get the news to their readers.



KINGSTREE NEWS
 Kingsree is a small town in eastern South Carolina, home to 3,321 people and marked by the Black River that runs right through the heart of the town. Many homes and businesses thrive along the picturesque river. At 12 feet, the Black River will over-

Kentucky pub

ST. CHARLES, MO. — Chip Hutcheson, publisher of The Princeton (KY) Times Leader, was elected president of the National Newspaper Association during the association's 129th annual convention and trade show Oct. 3, 2015. Hutcheson succeeded John Edgcombe Jr., publisher of the Nebraska Signal in Coevara, NE, who became immediate past president. Elected vice president was Matt Paxman, publisher of the News-Gazette in Lexington, VA. He had been treasurer. Susan Rowell, publisher/regional manager, The Lancaster News-Carolina Gateway, Lancaster, SC, was named treasurer. She had been Region 3 director. The NNA board voted to change which states are covered by the various regions earlier in the year, trimming the number of regional directors from 11 to 10. "I remember when I was in the Army Reserve and the division commander, Gen. Lindsay Freeman, would always start a briefing with soldiers by saying

A national presence celebrating the strength of community.
AthlonMediaGroup

NNA selects IPA for management services

National Newspaper Association President Chip Hutcheson, publisher of The Times Leader in Princeton, KY, has announced in October that NNA has selected Illinois Press Association to provide contract management services beginning in 2016. NNA and IPA entered into an intent letter agreement during the 129th NNA Convention in St. Charles, MO.



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Did you know...
 81 percent of community newspaper readers read public notices?



Celebrating 129 Years of NNA

Top Stories

Increase circulation with mail sampling, and sell extra advertising as a bonus
 November 2, 2015

An increase in calls and emails on sampling questions in recent weeks and months caused me to update this topic on the value of sending sample copies to nonsubscribers using your 10 percent in-county "sampling" entitlement.

NNA announces workshop for printers that mail newspapers
 November 2, 2015

The complexities of managing Periodicals newspapers in the mail have ballooned in the past decade as consolidated printing operations and the digital tools of the U.S. Postal Service have reshaped the

QUICK LINKS

- NNA's 129th Annual Convention Summit
- NNA's Community Newspaper Leadership Summit
- Latest Postal Information
- NNA Events and Activities
- Join Now
- Contact NNA
- NNA Business Law Hotline
- Pub Aux Live Programs
- National Newspaper Association Foundation
- Media Kit

Does Your Insurance Agent...

Insure over 1,000 newspapers and shoppers nationally?

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Look to the newspaper insurance professionals:

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ISSUE	THEME	AD DEADLINE
Jan. 1	All Things Classified	Dec. 21, 2015
Feb. 1	Buying & Selling Newspapers	Jan. 22, 2016
March 1	Content/Obituaries	Feb. 16, 2016
April 1	All Things Printing	March 21, 2016
May 1	All Things Circulation	April 20, 2016
June 1	Newspapers Print And Web Design	May 20, 2016
July 1	Everything Advertising	June 22, 2016
Aug. 1	Human Resources/Health Care (NNA Convention Pre-Show)	July 20, 2016
Sept. 1	Revenue Ideas	Aug. 24, 2016
Oct. 1	Promoting Your Newspaper	Sept. 15, 2016
Nov. 1	NNA Convention & Trade Show Wrap-Up	Oct. 19, 2016
Dec. 1	Estate Planning	Nov. 16, 2016

For advertising information, contact:

Wendy MacDonald
 Director of Advertising
 913-461-3721
 Fax: 913-859-9275
 wendy@nna.org

Stan Schwartz
 Publishers' Auxiliary Managing Editor
 573-639-1345
 stan@nna.org

National Newspaper Association
 900 Community Drive, Springfield, IL 62703



Readership

NNA Members Report...

Publishers' Auxiliary, a 3,900+ circulation monthly tabloid, is the go-to publication for more than 2,100 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:

- Landmark Community Newspapers
- Community Publishers Inc.
- Brehm Communications
- CNHI Inc.
- Ogden Newspapers
- Hersam Acorn Newspapers
- Granite Publications Inc.
- The Dolan Media Co.
- Lancaster Management
- Community Newspapers Inc.
- Packet Publications
- Civitas Media LLC

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

- The Taos (NM) News
- Jackson Hole (WY) News and Guide
- The Ellsworth (ME) American
- The N'West Iowa REVIEW, Sheldon, IA
- The Imperial (NE) Republican
- The Times Leader, Wilkes-Barre, PA

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

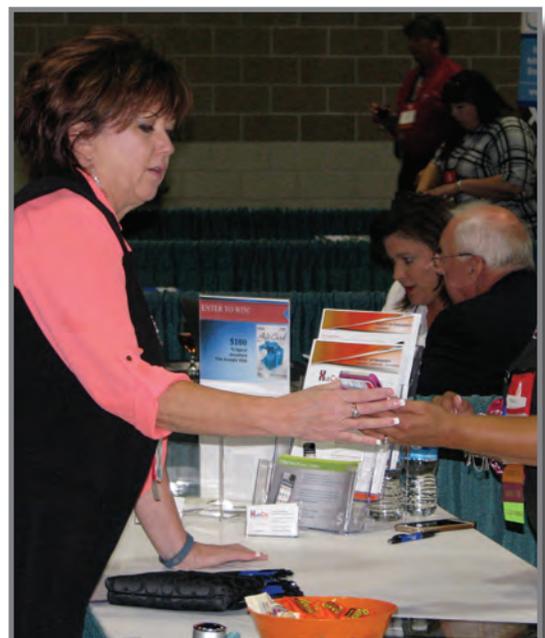
Join us in Franklin, TN, Sept. 22-24, 2016 for the NNA Annual Convention and Trade Show. Exhibiting at our annual Convention is a great way to connect with NNA members and an excellent complement to an advertisement in PubAux. Vendors get the opportunity to meet with members on the trade show floor for 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 2015 NNA Annual Convention and Trade Show in St. Charles, MO.





Publishers' Auxiliary Display Advertising Rates and Data—2016

	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

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*
 10% to NNA Allied Partners

Standard sizes

Ad Type	Size (W x H)
Full Page	10" x 13½"
Magazine Page	7½" x 9¾"
½ Vertical	5" x 13½"
½ Horizontal	10" x 6½"
¼ Standard	5" x 6½"
⅛ Standard	5 x 3¼"
1/16 Standard	2½" x 3¼"
Product Service	3¼" x 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" x 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
Total Value of Package			\$3,910	\$4,760
Friends Package Price			\$3,000	\$3,700

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—2016

Publishers' Auxiliary 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.

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		

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

Pub Aux 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 247 unique visitors each month.

E-mail Leaderboard Ad

728 x 90 pixels

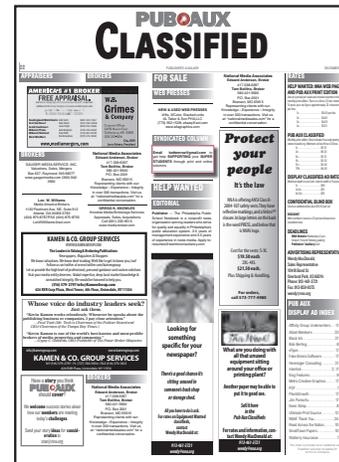
\$200

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 e-mail. Monthly e-mails go out to a distribution of about 5,900.

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 priced per month. The website currently averages 4,347 unique visits per month. Leaderboard ads average 22 click throughs and 4,000 impressions per month.

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



← Opposite Front Cover



← Leaderboard

← Button

← 3.1 Rectangle

For a free advertising quote or more advertising information contact:

Wendy MacDonald, Director of Advertising
 Publishers' Auxiliary | National Newspaper Association
 913-461-3721 | Fax: 913-859-9275 | wendy@nna.org