



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
- 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

Publisher's Auxiliary 101 S. Palmetto Pk. Unit 13223, Pensacola, FL 32506 Published by the National Newspaper Association
PBAUX
 THE NEWSPAPER INDUSTRY'S OLDEST NEWSPAPER
 Serving America's Community Newspapers Since 1885 September 2019

Annual readership survey confirms newspaper readers are voters

Every printer: "I would like to read you a list of news sources many voters commonly turn to for information about candidates for public office at the federal, state and local level. After three years, we tell me how often you rely on this particular source of news to make decisions about elections."

Source	Percentage
National TV news	5.13%
Local TV news	4.08%
Cable TV news	3.94%
Radio	3.89%
Print news	3.84%
Social media	3.84%

Court declines to review cases

BY TOMMY BUSH
Director, Public Policy |
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 its specific spots at residences; a porch nearest the front door; attached to the front door through a mail slot; 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 protecting private property as reasons for the new law. It also said some of the newspapers got onto public property and city streets where pollution of the water supply was at issue.

Newspapers rated an A-33 among readers for other information from local, state or national television news "very or somewhat often," closely followed by community newspapers (61%) and cable TV news programs (58%). Less than half of the respondents seek direct mailings from candidates or political parties (41%), talk radio or satellite radio news programs (35%), metropolitan

newspapers that cover major cities and suburbs (31%) and Facebook or Twitter (29%) for information. "Overall, great news for local community newspapers," said NNA Vice President Matt Addelman, publisher of the Douglas (Wyoming) Budget. "The results show Facebook and even direct mail have far less impact and readership than the political consultants insist, especially on the

SEE SURVEY PAGE 2

Did you know...

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

2019 Community Newspaper Readership Survey

The Court of Appeals for the Sixth Circuit denied the Herald-Leader's appeal, despite the burden the new ordinance would place on the newspaper's business and all students who want to write and cover news that is important to the campus community and the community at large. Southwestern College is a two-year community college in Chula Vista, California. It was founded in 1961 and serves about 19,000 students. A border community, both the college and the newspaper serve a diverse population. The staff reflects that diversity.

According to Branscomb, promissory is the essential component of The Sun's success. "The Sun is an independent

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

Hall of Honor Inductees
The Sun

Their newspapers' induction into the Associated College Press Hall of Fame in March

...was with his staff when they accepted the award at APC's Midwestern National College Journalism Convention in La Jolla, Calif. They also won a Best in Show award that night. "Induction into the APC Hall of Fame is the standing on top of the mountain," said Branscomb in a news release. "It speaks to the talent and dedication of the students in our community. It is proof that Southwestern College students have done brilliant work on par with the elite national journalism programs in the Hall of Fame."

Southwestern College is a two-year community college in Chula Vista, California. It was founded in 1961 and serves about 19,000 students. A border community, both the college and the newspaper serve a diverse population. The staff reflects that diversity.

SEE SUN PAGE 5

SEE MATERIALS PAGE 2

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

BY TONY GAYLOR
Special to Publisher's 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 240 miles, in a manageable drive time of three-and-a-half hours on Highway 15. 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 deadline by a day, delaying 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 covering 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 design. 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 Branscomb.

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 Review Journal's Ely Times. "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 presses age, and it's getting harder to find anyone

to run them or repair them when they break down," he said. Press shutdowns just added pressure on regional printing capacities. Last year, Adams Publishing Group bought the family-owned Bliss Communications, which had built a state-of-the-art commercial printing and production facility in Janesville, Wisconsin. In 2007, it printed its two daily newspapers and a variety of weekly community newspapers from Chicago to northern Wisconsin. Today, APG keeps the production facility busy, printing 180

SEE PRINTING PAGE 3

Publishers' Auxiliary Editorial Calendar and Ad Deadlines

ISSUE DATE:		DEADLINE:
January 1	ALL THINGS CLASSIFIED	December 17
February 1	BUYING & SELLING NEWSPAPERS	January 21
March 1	CONTENT	February 18
April 1	ALL THINGS PRINTING	March 24
May 1	GREAT IDEAS	April 21
June 1	DESIGN--DIGITAL AND PRINT	May 19
July 1	EVERYTHING ADVERTISING	June 23
August 1	SELLING FOR THE HOLIDAYS	July 21
September 1	HUMAN RESOURCES/PRE-NNA CONVENTION	August 25
October 1	CIRCULATION IDEAS	September 22
November 1	NNA CONVENTION & TRADE SHOW WRAP-UP	October 20
December 1	DIGITAL/DRIVING TRAFFIC	November 17

For information, contact:

Wendy MacDonald
Director, Sales
913-461-3721
wendy@nna.org

Lotta Kagell
Sales Consultant
760-557-0800
lotta@nna.org

Kate Richardson
Managing Editor
(217) 820-0212
kate@nna.org

**National Newspaper
Association**
101 S. Palafox PI Unit 13323
Pensacola, FL 32591-7835
(850) 542-7087

Print & Digital Edition

- ## Print Issue Rates

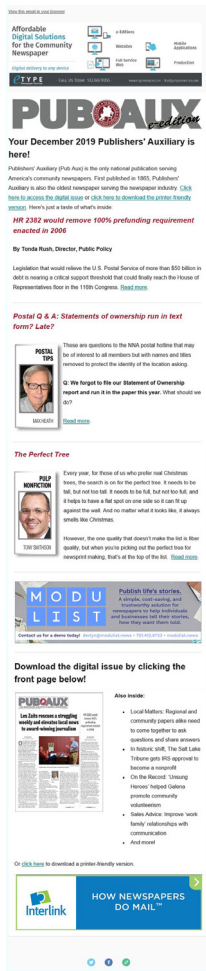
		1x	3x	6x	9x	12x
Sizes	Full Page	\$2,450	\$2,300	\$2,030	\$1,630	\$1,180
	Magazine Page	\$1,620	\$1,520	\$1,340	\$1,075	\$780
	One-Half Page	\$1,270	\$1,175	\$1,015	\$830	\$610
	One-Quarter Page	\$645	\$595	\$520	\$415	\$345
	One-Eighth Page	\$345	\$325	\$275	\$235	\$220
	One-Sixteenth Page	\$260	\$245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

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

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.



Top

Digital Edition Emails

600w x 200h ad

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

Middle

Bottom

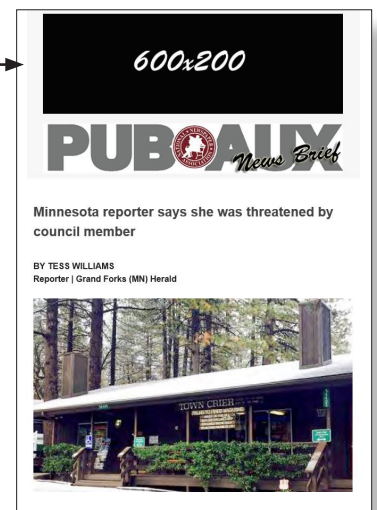
News Brief Emails

- 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.

News Brief Emails

600w x 200h ad

- \$200 per email



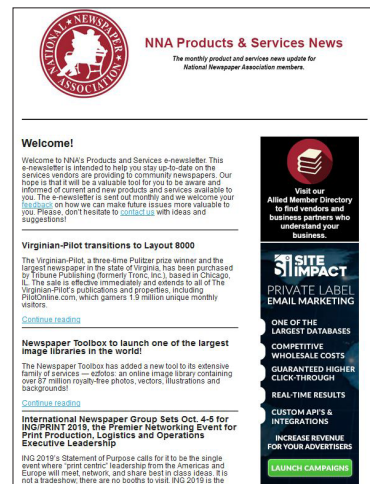
Digital Edition - Opposite Front Cover

- Your full page ad appears opposite the front cover of the digital edition
- Read by an average of 583 (previously 209) unique 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	280x280	\$75	\$65	\$50	run of site
Button	280x280	\$375	\$325	\$250	no rotation

Leaderboard



*NNA.org is currently undergoing a facelift!

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 Wendy MacDonald at wendy@nna.org or Lotta Kagel at lotta@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**