

FOCUS: **DESIGN — DIGITAL & PRINT**

You think I'd have learned this advertising lesson long ago

It dawned on me this morning that my schedule changes significantly from day to day. There are always some things that have to get done most days. Regardless of what else is on my schedule, I spend an hour or two contacting customers and developing marketing ideas.

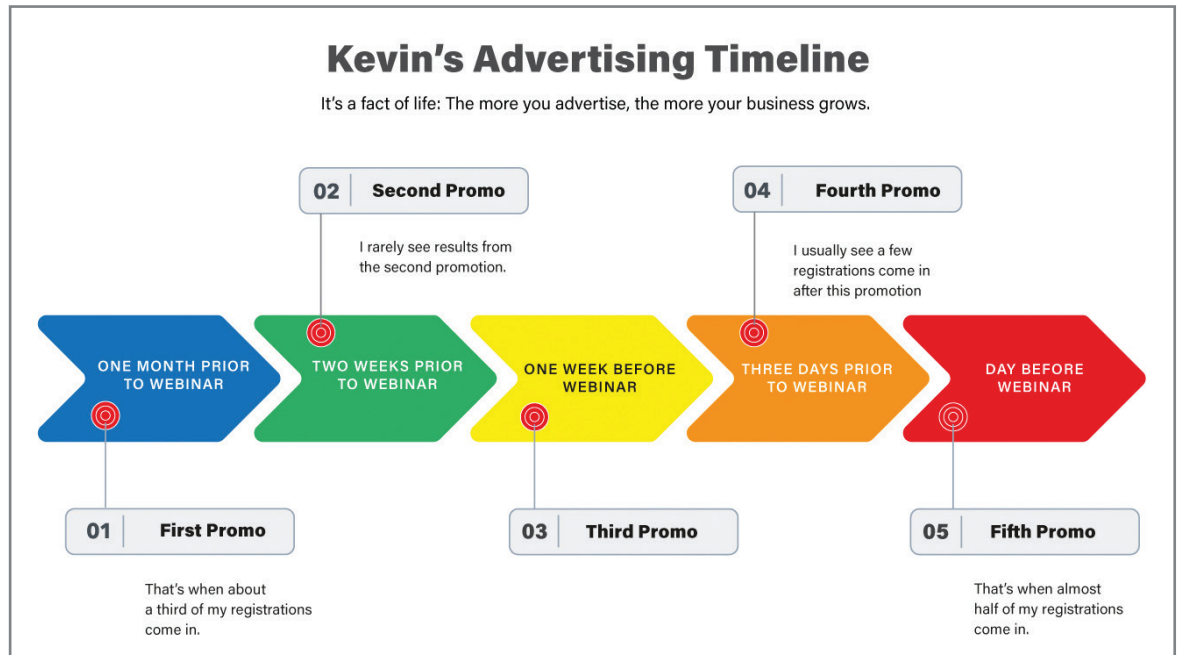


NEWS GURU

KEVIN SLIMP

One thing I've learned about marketing: the more time I spend on it, the more it pays off. In addition to my other businesses, I own two businesses in the online training arena. Most of you have probably visited newspaper-academy.com (<https://bit.ly/3odg5o9>) at some time. I also own a company that provides online training and CECs (continuing education credits) for folks outside the newspaper world. Most people began attending webinars as a result of

SEE **ADVERTISING**, PAGE 20



PUB AUX CLASSIFIED

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SEE OUR BROKER MAP AT
NNA.ORG/CLASSIFIEDS



EQUIPMENT FOR SALE

Kirk-Rudy model 600 newspaper inserting machine. Has 9 pockets/stations. Runs 5k to 7k per hour. Machine in good condition. Specs available at <https://bit.ly/3MYNEY9>

Contact Scott Buffington at MainStreet Newspapers in Jefferson, Ga. Email scott@mainstreetnews.com.

PHOTOGRAPHY

The Pub Aux Photo Contest is open to any photographer employed by/freelancing for an NNA member newspaper: one photo per category (News, Features, Sports); free; photos must be from June 17, 2022–June 17, 2023. Must include photographer, newspaper, rundate, cutline and category. Deadline: **June 17, 2023**. By entering, you agree that Pub Aux has the right to publish the photo(s). Email kate@nna.org.

RATES

PUB AUX CLASSIFIED
 Monthly print edition. Rate includes free web posting at www.nna.org. Minimum ad size three (3) lines.
 1x\$6.75
 3x\$6.25
 6x\$5.75
 9x\$5.25
 12x\$5.00
 TFN\$4.00

DISPLAY CLASSIFIED AD RATE
 Minimum depth is one inch; column width is 11 picas.
 1x\$90
 3x-5x\$75
 6x-12x\$70

DISCOUNT
 NNA members receive a 10% discount on classified rates.

DEADLINES
NNA Website: Wednesday 5 p.m. Eastern Time for Monday posting
Publishers' Auxiliary: Call

ADVERTISING REPRESENTATIVE

Wendy MacDonald
 Sales Representative
 Phone: (913) 461-3721
 Email: wendy@nna.org

PUBLICATIONS FOR SALE

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- GA Lake Country weekly paid community newspapers & regional glossy magazines
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