



wisconsin community papers

“wisconsin’s one stop print media source”

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March of Dimes Credits PaperChain and it's Member Publishers as KEY ELEMENT in Furthering it's Message and Attaining their Goals

This powerful testimony from Suzanne Cale-Young of the March of Dimes, demonstrates the power of the free papers.

The national partnership with the PaperChain has been a very fruitful one for March of Dimes. When PaperChain ignited the resources of its many member newspapers nationwide, the March of Dimes experienced phenomenal growth. The result of PaperChain member papers publishing hundreds of thousands of dollars in public service advertising for the March of Dimes annual WalkAmerica campaign has been the steady increase in income of this popular event. In 2005, when PaperChain made a generous commitment of \$500,000 in public service advertising to the March of Dimes, the annual WalkAmerica fundraising campaign hit an all time high in revenue - more than \$101 million!

With the support of PaperChain

member newspapers, the March of Dimes launched a campaign in early 2003 focused on the serious and pervasive problem of premature birth. PaperChain members were ready and anxious to carry the important, lifesaving messages to readership across the country and in every community, so that all babies can have a healthy start in life. Many of the PaperChain members have been personally affected by the March of Dimes mission, strengthening PaperChain's resolve to be a most valuable partner in this ambitious, but critically important endeavor.

PaperChain members reach communities large and small, from Fresno, California to Freeport Maine, from Miami to Seattle and everything in between, with important local information and unique content. PaperChain

newspapers are a 'must read' and have carried the March of Dimes messages to millions of people nationwide. This kind of publicity and promotion enables March of Dimes to recruit more volunteers, secure more donations, educate more pregnant woman and their families about good prenatal care, preconception health and the signs and symptoms of pre-term labor. Community newspapers are a trusted, credible source of information that allow the March of Dimes to tell our story and touch the hearts and minds of people of all walks of life. March of Dimes chapters around the United States have come to depend upon the community newspapers of PaperChain to build our events and convey our important health messages, the primary vehicle for us, year in and year out!

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DECA Competition March 15th LOOKING FOR JUDGES

Wisconsin Community Papers (WCP), is Wisconsin DECA's longest standing partner. In fact they were DECA's first sponsoring partner when it formed in Wisconsin in 1965.

DECA (a sister organization of the FFA) is a student organization of marketing students. It is a basic component of a Marketing Education program which supports and enhances related school based and work based learning. More than 140 high schools and 11,000 students participate in DECA. Each chapter has the high school marketing teacher as an advisor.

Wisconsin Community Papers is the exclusive sponsor of the Advertising Campaign Series. They award the top five teams with scholarships for the National Competition, as well as pro-

viding judges to help at both the district and state levels. The state level competition will take place on Wednesday, March 15th in Lake Geneva at the Grand Geneva Resort, where students will participate for scholarships to attend the international competition, this year to be held in Dallas, TX.

Foundation CEO, Maggie Rathert asks the WCP members please consider volunteering to serve as a judge for their State Conference. These eager high school students will present their solutions to challenging situations in their field of career interest.

You can enjoy the thrill of watching these eager competitors and help them achieve their best - simply go to the judges registration website at http://www5.dpi.state.wi.us/deca/Judges.asp

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## WCP & PAPERCHAIN

### From the President Jesse Aspenson



Jesse Aspenson  
WCP President

The upcoming year looks to be a very challenging one for our industry. Increasing insurance, fuel, utility and newsprint costs will continue to drive up our expenses while increasing competition will continue to put pressure on revenue. Now more than ever it is important that publishers think outside the box and look for new, creative ideas to increase revenue and control expenses.

Our association also needs to continue to think outside the box as we always have. WCP was the first state association to purchase audits for all the publications in our membership. At the upcoming convention you will be asked to vote on by law changes that will allow us to expand our membership. The Board of Directors has put forth a resolution that would allow certain niche, monthly and rack delivered publications to join our association. In many cases these publications are the

entrepreneurs that the free shopper publishers were 25 years ago. They are individuals and families that took a risk and left their careers to pursue a dream, often publishing their publication out of their homes or garages. By the way, several state associations across the country already allow these types of publications to join. The Board of Directors feels that the energy and ideas that these publications could bring to our association would be a great asset to all our members.

I hope that all of you will attend the upcoming convention on March 17th and 18th in Lake Geneva. It's a great place to pick up new ideas and network. Best of all, it's FREE! All you have to do is get there. WCP pays for your meals, hotel and related convention expenses.

### Executive Director's Message Janelle Anderson

Dear WCP publishers and staff:  
Look inside this issue to discover some of the many benefits and great information provided by Wisconsin Community Papers designed to give you a competitive edge.

The cover story of our newsletter is a powerful testimonial from the March of Dimes thanking us for our efforts and clearly demonstrating the strength of the free paper industry. This testimonial is the culmination of the hard work and co-operative effort of the PaperChain Committee, the March of Dimes and You, our publishers.

Keeping on the PaperChain front, be sure to check in and see what's coming - our Database! We are launching the database in March with an ad for Free Paper Week and the upcoming March of Dimes Walk America. Please participate in this test! We need you in this dry run. To start, make sure that you

have signed your participation Agreement and checked your information on the Database.

Then move to the news on our exciting new member benefit - the extremely expanded Publishers Edge. This is Publishers Edge on Steroids - guaranteed to add dollars to your bottom line.

Sneak a peak on the details of the Spring Conference held March 17-18 in Lake Geneva, the greatly anticipated bi-annual Circulation and Distribution Forums in June and how to get involved in Wisconsin DECA judging.

We wrap up with articles for sales "The Power of a Name", on production, "Do your ads pass Inspection?" and an article with Q & A on the latest "Technology for Newspapers", lots of information and news to give you the competitive edge. Thanks for tuning in.

### March of Dimes Support Numbers

Thank you to everyone for your help on the November March of Dimes - Prematurity Awareness Campaign. This campaign nationwide donated \$275,650. Combined with our 2005 Walk-A-Thon contributions of \$370,000 puts us well over our \$500,000 target for 2005. Wisconsin's contribution for the Prematurity Campaign was \$13,452 in advertising. Stay tuned for upcoming info on this year's 2006 Walk America.

## WCP NEW MEMBER BENEFIT

Wisconsin Community Papers (WCP) has teamed up with Publishers-Edge to provide a new benefit to its member papers.

Thanks to your association, you now have immediate on-line access to all the content you need for special sections, weekly columns and How-To articles for your papers.

The new service includes full access to more than 30 special sections including articles, photographs, sales helps, a pre-designed section, cover design and even a list of the types of businesses your paper should be contacting to advertise in each section. These special sections include all the common ones like Home Improvement, Bridal, Car Care, Lawn & Garden, etc., but they also include some unusual content like Playing Poker, Preventing & Treating Drug Abuse, Summer Cookout and lots more.

The new on-line service also includes complete access to more than 300 "How-To" articles. How-To sections have been sweeping the country in popularity during the past 3 years bringing

new revenue to papers and providing an interesting special section for readers. The How-To articles include everything from How To Buy a New Car to How To Select a Family Physician. More than 300 articles covering 11 categories including Advertising, Automotive, Business, Cooking, Family, Finance, Health, Hobbies & Crafts, Home, Insurance, Legal & Accounting, Miscellaneous Retail, Outdoor Home, Pets, Recreation and Weddings. This How-To collection is by far the largest resource available on the planet.

Plus, this service includes full access to HotterPrice.com. This new on-line auction and marketplace helps local papers compete against on-line threats like eBay and Craig's List. Member papers receive 75% off all the seller's fees just for offering the service to their readers. HotterPrice.com staff will take care of all the listing and customer service help.

In addition, as a WCP member, you receive free access to the soon-to-begin weekly syndicated content. New weekly content featuring columns your readers

will love.

Plus, as an introductory offer, any WCP member receives free access to the soon-to-begin SalesClassroom.com. An on-line sales training course specifically designed for print salespeople. Classes include Basic Training, Developing an Advertising Budget, Competing Against Radio, Working with Auto Dealers, Keeping the Fire and lots more. Each class is set up in short one to two hour class times so sales staff can easily fit the training into their schedule.

Papers all over the country are finding all their content for special sections and How-To sections on-line at [www.Publishers-Edge.com](http://www.Publishers-Edge.com). Members of WCP, FCPNE and MACPA enjoy a heavy discounted rate as a member benefit. Other associations will soon be adding this to their line-up of popular member benefits. For information on how to sign your paper up, contact Dave Baragrey at Publishers-Edge, 989-732-2640 or e-mail [Dave at dBaragrey@Publishers-Edge.com](mailto:Dave@dBaragrey@Publishers-Edge.com).

## Public-Notice Web Site Created By Newspapers

To promote better citizen awareness of local government actions, public notices published around the state are now available on a statewide Web site hosted by member newspapers of the Wisconsin Newspaper Association (WNA).

The free site is available at [www.WNAnews.com](http://www.WNAnews.com). Visitors can click on the public-notice icon and select published notices from a drop-down menu of WNA member newspapers.

Public notices will be accessible on the WNA Web site for 90 days after publication date. Visitors are able to select a newspaper to view printable municipal, school district and court notices at no cost. An additional level of service beginning March 1 will allow subscribers to conduct automated searches for a fee. However, the automated search is free to all users through Feb. 28.

Public notices announce day-to-day government activities important to citi-

zens. State law sets out requirements for what information must be shared with citizens and to what degree of detail for cities, counties, villages, towns, school districts and other government entities. Public notices carry information about public budgets, agendas and minutes of meetings, sample ballots, court actions, construction projects from roads to sidewalks, public hearings and other topics.

Weekly and daily newspapers across Wisconsin are participating in this public service, said Carl Hearing, WNA president and publisher of the Monroe Times. "This site is a 'value added' service that extends the reach of our members' printed pages. We think this Web site will help local government keep important information in front of the public, and it will increase public awareness and understanding of their local governments."

As is the case now, citizens needing public notices older than 90 days can consult the issuing municipality, school

district, government agency or court, or back issues of their local newspaper.

The new service is made possible through new technology adopted by WNA Clipping Bureau, said WNA Executive Director Peter D. Fox. The new method involves digital imaging of member newspapers and sophisticated keyword search ability, Fox said.

"This allows WNA to identify member newspaper pages containing public notices and post those pages to the public-access site," he explained.

WNA is the oldest newspaper press association in the world, dating to 1853, representing 260 daily and weekly newspapers in Wisconsin. The WNA Clipping Bureau has operated since 1933. Public notice laws designate newspapers as the most effective and verifiable method of delivering this information to citizens. Newspapers must meet certain criteria in order to be certified to publish public notices.

# Wisconsin Community Papers Circulation & Distribution **Networking Forums**

WEDNESDAY, JUNE 14TH - APPLETON

THURSDAY, JUNE 15TH - MADISON

It's been two years since the last Circulation Roundtable, but the events scheduled for June 14th (Appleton) and 15th (Madison) are expected to be bigger than ever. Sid Scott of Woodward Communications and Dan Daniels of the Wausau Buyers' Guide will once again lead the roundtables. Along with Daniels and Scott, Journal Communication lawyer, Paul Kritzer will be on hand to handle independent contractor questions, Tim Bingaman of CVC Auditing will be there to advise, and a representative from the USPS will be on hand.

"We didn't know what to expect the first year," facilitator Dan Daniels of the Wausau Buyers Guide commented. "It's not like fine tuning your circulation practices is on the top of many paper's to do list. But, believe it or not, cost of delivery, independent contractor regulation, increased fuel prices and finding good carriers is making it an area that every publication should take a good long look at," Dan added.

In the last roundtable, statistics showed that the average foot carrier was being paid on an average of 8¢ for each paper they delivered in 2004. That's a 25% increase from the 6¢ average reported in 1994. "The foot carrier increase isn't that critical," Daniels said. "The increase made foot delivery attractive to adult carriers, who have proven to be more reliable and less of a risk." Daniels thinks the focus will certainly be on motor route carriers this year. "In the 10 year study done between 94 and 04, rural delivery costs went from 9.4¢ to 16¢, and that doesn't factor in the inflated fuel costs of the past couple years," Daniels points out.

Who should attend? "If your business is delivering publication to homes, your paper should have a representative at the roundtables," suggests Daniels. "If they come away with one idea to enhance your circulation practice, or if they can ward off one area of concern, your publication will benefit."

### AMONG SOME OF THE TOPICS THAT WILL BE DISCUSSED ARE:

- Independent Contractor contracts - Are you sure that yours are up to date and will prove to be legally complete?
- How does your compensation compare to other papers in the state? - Not only will you see the comparison between 1994 and 2004, but also how much has delivery increase between 2004 and 2006?
- How do you determine what to pay your carriers? - If you use the wrong formula, you may be in violation of independent contractor regulation.
- Need contracts in other languages? - A no cost option is available in most communities.
- What's the most successful way to recruit carrier?
- What is the average percentage of turnover?
- Should I be in the mail?
- Should I be out of the mail?

In a time where cost cutting is equally important as increasing revenues, your paper will benefit from the WCP membership benefit program. To register or to get more information call the WCP office at 1-800-727-8745.



## Uses Free Paper Week for Data Base Roll-Out and Test Run

It's a great time to be a free paper! You've heard about our database, you've gone in and checked your information now it's time to "test" the system. We want you to be ready for any advertising buys that might come your way. To run this test we're going to send you a PaperChain insertion order to run a "Free Paper Week" ad and a "Walk America" ad. These need to run "free on a space available basis" just like you've done in the past.

You will get the insertion order sent to you by email and will be told where to go online to pick up the ads. If you do not retrieve the ad by a certain date a reminder will be sent to you automatically. You will be asked to send in a tearsheet every time you run the ads. Should you fail to send in a tearsheet you will get an automatic reminder to do so. Once the tearsheets have arrived, PaperChain will continue to go through the steps of the sale to check the system, even to the point of printing dummy checks.

This is truly an amazing time! After so many years of trying to get recognition for community papers we are on the threshold of being capable of placing an advertising buy with PaperChain papers all across the US and Canada. Remember, only those papers that have signed the agreement will be a part of this test.

So, if you haven't signed your agreement, sign and send it back to the WCP office today to make sure you will be included in the database and "The Buy".

In addition, you need to make sure that your data is correct. First watch the DVD sent to you by the database committee. Then check your information to make sure that it is correct. Send any changes to Tim Bingaman at CVC [tbingham@cvc.com](mailto:tbingham@cvc.com). Changes or corrections can only be made through CVC. To view your information go to [www.sapatoday.com](http://www.sapatoday.com), click on PaperChain Database, your user name is PaperChain, your password is guest, then be sure to click through all the headings. It is especially important to list all the major advertisers in your paper. Media buyers want to know what company they'll be in. Be sure the field as to a signed agreement is checked yes.

# The Power of a Name



Submitted by  
Kelley Robertson

Remembering a customer's name can improve your sales. However, people in my workshops often tell me that they have a difficult time remembering names. I sometimes think we tend to get too hung up on trying to recall a person's name, especially if we have only met them once. Like anything else mental, the harder you try to remember someone's name, the more it will elude you. However, there are a few things you can do that will help;

1. One of the most common tips is to repeat their name as they introduce themselves. "Hi Chris, it's a pleasure to meet you." As you introduce yourself think of a mental or visual image that can help you recall their face. For example, if your customer appears somewhat gruff you could say to yourself, "Chris is cross." This process helps you connect their name and physical appearance and can make it easier to recall their name at a later date.

An interesting challenge occurs when we meet someone for the first time. Many people forget the other person's name immediately after meeting them - I know this has happened to me at conferences and networking meetings. The reason is simple; as the other person is introducing themselves, we are usually thinking about our introduction and what we'll say to make a good first impression. We think about the handshake and hope we connect properly. And in some situations our attention is focused elsewhere.

2. The next step is to use their name a few times during your conversation. This will help you remember that person's name during your meeting and for a short period of time afterwards. An easy way to do this is to ask them a question and include their name. Here's an example, "So, what type of business of you in Jim?" or "Jim, what is the biggest business challenge you're currently facing?" This approach appears relaxed and comfortable and is a natural way for you to use the other person's name. One important note - do not overuse their name or you will come

across as insincere and phony.

3. When you return to work record that person's information in your organizer along with any personal or business information you learned during your conversation. If the person said or did something that stood out, record this information as well. As you do this, visualize that person and repeat their name aloud a few times. This will help drive their name further into your memory and make it easier to recall at a later date.

4. To recall that person's name at anytime in the future requires some additional work. You need to picture their face as you state their name aloud several times. This should be done several times a week for the first month and then on a weekly basis for several months afterwards. While it seems like a lot of work, it is an extremely effective approach and is virtually guaranteed to help you remember someone's name.

5. It's also important to understand that the setting will help you recall names. For example, I can quickly remember the names of people who attend my workshops but if I bump into them in a shopping centre, it is highly unlikely I will recall their name. That's because we run through our mental Rolodex trying to figure out where we met that individual. I remember That means you should take the time to picture them in different settings - imagine where you could run into them and visualize what they would look like in that environment.

6. The last suggestion is to focus on remembering the person rather than their name. People are very forgiving about name if you are able to recall their face. I have had people attend a workshop and even though they participated in a previous program, I can't remember their name. I admit that by saying, "I recognize the face but I can't recall your name." I have never had anyone express disappointment that I didn't remember their name.

There is no question that it is more difficult to remember names if you meet

dozens of people everyday. However, people in these situations seldom expect you to remember their name after just one meeting. Also, remember that most people have a difficult time recalling names. I remember delivering a full-day workshop for a company and a year later conducting another program at their annual conference. When I arrived at the second conference, I instantly recognized one of my contacts but I did not remember the other person even though we had met and spoken at the previous conference.

Like anything else, we can improve our ability to remember the names of our customers and people we meet. It takes some effort and practice but the result is worth it.

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Kelley Robertson, President of the Robertson Training Group, works with businesses to help them increase their sales and motivate their employees. Receive a FREE copy of "100 Ways to Increase Your Sales" by subscribing to his free newsletter available at <http://www.RobertsonTrainingGroup.com>. For information on his programs, contact him at 905-633-7750 or [Kelley@RobertsonTrainingGroup.com](mailto:Kelley@RobertsonTrainingGroup.com).

## WISCONSIN A Test Site For Automaker's Free Insurance Offer

Volkswagen is using Wisconsin and Illinois as a testing ground for what the automaker says is a novel idea - buy a new Volkswagen and drive off with a year's worth of free car insurance.

Under the pilot program, called "In the Car," Volkswagen pays the auto insurance for customers who buy or lease a 2004 or 2005 Volkswagen Golf, Beetle or Beetle convertible. Volkswagen started the promotion in January and it runs through March 31. Volkswagen is running advertisements on television, on radio and in print. Some dealers also are running their own ads in local media.

# Kevin Answers Many COMMON QUESTIONS From Publishers

Submitted by  
Kevin Slimp  
www.kevinslimp.com



It has to be some kind of record. At least it's a record for me. Over the past week, I've spoken at four press association conferences in four states. Speaking on the topic, "New Technology for Newspapers," I noticed that the same questions resurfaced repeatedly during the Q&A portion of the presentations:

## IS INDESIGN REALLY THAT MUCH BETTER THAN QUARKXPRESS?

I get this question more than any other. I'm not on payroll of Adobe or Quark, so it doesn't really matter to me which software a newspaper uses. But the question is asked, so I acquiesce. Yes, the version (CS2) of InDesign currently available is, in my opinion, superior to the version of QuarkXPress that is currently available (6.5). I don't have any inside information, but I wouldn't be surprised if QuarkXPress 7.0 is on the market by the time many of you read this. If you want to know how QuarkXPress 7 will compare to InDesign CS2, I'll let you know after I've had a chance to test the new software.

## IF YOU WERE SPENDING YOUR MONEY, WHICH DIGITAL CAMERA WOULD YOU PURCHASE FOR NEWSPAPER PURPOSES?

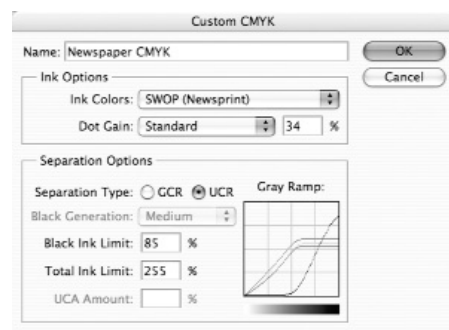


I was spending my money and I purchased the Canon Digital Rebel XT. People who know a lot more than I do tell me it's the best camera available for less than \$1,500. I took their word for it and I've been pleased with my purchase.

## HOW HARD WILL IT BE FOR MY NEWSPAPER TO MOVE UP TO OS X AND INDESIGN FROM OS 9 AND QUARKXPRESS (OR PAGEMAKER)?

That depends on the size and makeup of your newspaper staff. There's always some resistance to change. Having worked with hundreds of newspapers who have made similar conversions over the years, I've learned it can take as little as two days and as long as a few months. When I've been involved, it usually includes time to determine software and hardware needs and purchase new equipment. This is followed by installation of the new hardware and software (1 to 3 days, depending on the size of the staff), two or three days of training in the new software, followed by transition to the new workflow. In the best case scenario, the entire process can happen as quickly as a few days (after the equipment and software has been installed). In larger operations involving a pagination workflow (similar to Baseview or Managing Editor), additional time is involved for training in the workflow process.

## OUR PHOTOS ALWAYS SEEM TO BE TOO DARK. IS THERE SOMETHING WE'RE MISSING?



Most newspapers I visit haven't adjusted their color settings in Photoshop to match their printing process. Photoshop's default settings are created with magazines in mind. Photos saved with these settings will produce too much ink which, in turn, soaks into the newsprint and comes out dark and muddy. To get better results, adjust the

color settings in Photoshop, especially the black ink limit.

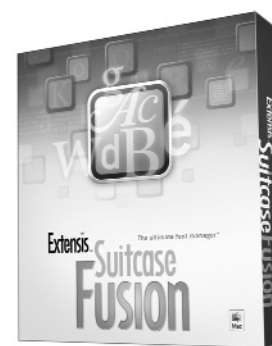
## ARE MACS REALLY BETTER FOR NEWSPAPER PAGINATION THAN PCS?

Yes. I have no stock in Microsoft or Apple, so it matters not to me which you use. Coming from a guy who spent most of his years on the PC side of things, I've learned the hard way that Macs have far fewer printing issues, are faster and aren't susceptible to all those viruses that plague Windows-based machines. The idea that PCs are cheaper than Macs is false. Similarly equipped machines are pretty similar in price on both platforms. Besides, most of the money goes into software and maintenance, not hardware costs.

## WHAT'S YOUR FAVORITE FONT MANAGEMENT UTILITY?

It's always been a toss-up between Extensis Suitcase and Font Reserve. They've recently been combined into one utility called Suitcase Fusion, so I guess that will be my new favorite.

## WHAT ARE THE BEST RESTAURANTS



## YOU'VE FOUND IN YOUR TRAVELS?

The Sunset Diner in Lebanon, Tennessee and Jersey Joe's in Tucson, Arizona.

OK. There you have it. The most common questions posed during my speaking engagements. That doesn't mean you should skip my next session in your area. I might find a new restaurant between now and then.

# Can your ads pass inspection?



Submitted by  
John Foust  
Raleigh, NC

I selected a tie in a department store and took it to the cash register. The sales person held it up and frowned. "See that thread hanging out about an eighth of an inch? That's a defect in a prime target area."

I took a closer look. "I'd better find another tie."

As we walked to the tie display, he explained. "I used to work in the garment manufacturing industry. For the inspection process, each piece of clothing has designated target areas. In a shirt, for example, the number one area is the v-shape that extends from each side of the collar to the point where a jacket is buttoned. If I'm remembering correctly, the rest of the front is area number two, the sleeves are number three, the sides are number four, and the back is number five. The higher the ranking, the higher the inspection standards.

"For a tie," he continued, "the number one area is in the front, below the knot. You probably wouldn't mind a picked thread in the back, but it's bad when it's right up front."

Hmm. If we were to apply this concept of target areas to advertising, let's see

how the rankings would look.

1. The headline. This is the most important part of an ad. It's a well known fact that for every ten people who read an ad's headline, only two will read the rest of the copy. That means the headline outranks everything else by 80 to 20 percent.

Consider news articles. You can read just the headlines - and nothing else - and get an idea of what's going on in those stories. If you can't say the same for an ad's headline, it's time for a rewrite.

As you're writing, remember that people buy benefits - not unsubstantiated claims and exaggerations.

2. The illustration. Obviously, some ads don't have illustrations (just like some shirts don't have collars). But for the ones that do, this is a key element.

An illustration is defined as "a picture or diagram that helps make something clear or attractive." This could lead us to say that an illustration in an ad - whether it's a photograph or a drawing - has two purposes: 1) to attract attention, and 2) to clarify the headline.

3. The body copy. Whether it's long or short, the copy should continue the

theme that is introduced in the headline. And it should be set in a readable font, against a clean background. Reverses (light text on a dark background) should never pass inspection.

4. The logo. Here, the most common flaw occurs when an advertiser uses a logo for a headline. Certainly, the name of a business can be included in a headline. But the logo - by itself - is not a headline.

In most cases, the logo should appear below the copy. This creates a logical sequence: 1) here's what our widget can do for you, and 2) here's where you can buy one.

Pass inspection in all four areas - and your ads will be dressed for success.

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*CREDIT PARAGRAPH...*

*John Foust conducts on-site and video training for newspaper advertising departments. His three new video programs are designed to help ad managers conduct in-house training for their sales teams. For information, contact: John Foust, PO Box 97606, Raleigh, NC 27624 USA, E-mail: jfoust@mindspring.com, Phone 919-848-2401.*

## INSIDE TRADING When increased revenue is something fishy!

I have gotten a great number of responses to the "Show Me the Money" ideas that I publish every issue, but I did get a comment from Barb Bricco, an inside sales account salesperson for Journal Community Publishing Company. Barb says, "Even though outside salespeople are regarded as the champions of advertising sales, nobody would make their budgeted numbers if you don't have a few good ideas and great salespeople on the inside to compliment them. And most of us don't even have a window to look outside!"

Well before I had the chance to tell her to "Show Me The Money", she actually put the money where my mouth is. Being in an area where more than 50% of the residents observe meatless Friday's during Lent, Barb came up with a great idea. Why not showcase all of the bars, restaurants and activities that have Friday night fish fries? In 2005, Barb and her manager went through the 7 week ad period

that would constitute Lent. They added up all of the advertising that had to do with Friday fish fries. The 7 week total was just about \$1000. Mostly small advertisers, they even counted the dollars spent by larger restaurants that included the Friday specials as part of their main ad. Her idea was to group all advertisers on a single page that were advertising Friday fish specials. The page was set up modular (15 ads) with each advertiser buying a single or double spot on the page. The page would run every other week for a total of 4 times during the Lent season. She sold 30 of the spots for a total of \$700 per insertion, or \$2800 for the Lent season. Barb did notice though, after filling the pages, other people wanted to advertise on the page, but she could only offer them ads in the regular dining section of the paper because there were no open spots. She did however, offer to call them if she had any cancellations. In the first year, she had

one advertiser cancel. In 2006 she decided to sell the page again, but instead of every other week, the pages would run every week (7 weeks). Only 3 of the 30 spots were left to fill after she made all of her calls. She quickly filled those spots and 2006 revenues are expected to be \$4900.

A quick and easy way to turn \$1000 dollars in revenues into \$4900 may sound fishy to some, but for those doubters, you can ask Barb just how easy it was by contacting her at [bbricco@jcp-group.com](mailto:bbricco@jcp-group.com) - and by the way some of the regular advertisers ran ads on the fish pages and in the regular dining section of the paper.

Got a great sales idea? Inside sales or out on the street, if you have a good idea that you send in and it gets published, I'll send you a \$25 gift card from Best Buy. Send your ideas to:

[bmelendes@jcpgroup.com](mailto:bmelendes@jcpgroup.com)

# 2006 INDUSTRY EVENTS

## **IFPA 2006 Spring Meeting and Boot Camp**

March 8, 2006  
March 9, 10, 11, 2006  
Sales Boot Camp,  
Leadership Excellence.  
Advanced Sales Camp  
Florida Mall Hotel  
Orlando, Florida  
For Information: (609) 408-8000  
Email: gary@ifpa.com

## **Wisconsin Community Papers Spring Conference**

Grand Geneva and Timber Ridge Lodge (Lake Geneva)  
Date: March 17 & 18, 2006  
For Information: (800) 727-8745  
Email: janelle@wisad.com

## **AFCP & CPF Conference**

May 4 - 6, 2006  
Hotel Doral  
Miami Florida  
For information: 877-203-2327  
craig@afcp.org

## **Circulation Roundtables**

June 14 - Appleton, WI  
June 15 - Madison, WI

## **Wisconsin Community Papers and Community Papers of Michigan Joint Fall Conference**

September 15-16, 2006  
Hotel Allegro Chicago  
For Information: (800) 727-8745  
Email: janelle@wisad.com

## **PaperChain Link & Learn Audit Ads**

By this time, each of you should have received the most recent Link and Learn tip sheet and self promotional audit ad designed to assist you in promoting your paper through the power of your audit. Please distribute the tip sheets to your staff, and run the latest audit ad "Big Idea" whenever you have space available. The high resolution ads are available in both black and white and full color at [www.paperchainnetwork.net](http://www.paperchainnetwork.net). Please keep in mind that these tip sheets and ad series have received very positive feedback. In addition to self promotion, the ads very strongly identify each of you as part of the bigger picture - PaperChain, thereby promoting our industry and PaperChain as well. We are always interested in your feedback to this or any of our membership benefits. Please contact our office with your feedback. Call Janelle at 800-727-8745.

## *Get Signed Up!*

PaperChain, the weekly community paper network that gives you more power in placing media. The Big Idea that's revolutionizing community paper placement throughout North America.

Sign the enclosed agreement. Check your listing. File any changes with Tim Bingaman at CVC (see contact information below)

## **Media's missing link!**



WCP NEWS, the official newsletter of Wisconsin Community Papers, is published six times per year and distributed free of charge to members.

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