



# MNA Bulletin

October 30, 2012 - Issue 41

## **PLAN NOW TO INCLUDE THE MNA ANNUAL CONVENTION IN YOUR BUDGET**

**MNA Convention dates are: January 24 & 25, 2013**

## **2013 USPS PRICES, SERVICES ANNOUNCED**

USPS, in its annual rate filing with the Postal Rate Commission, included a new rate category, high density plus, for Standard Mail flats such as newspapers' total market coverage products and eliminated the surcharge for repositionable notes.

The overall increase for periodical rates is the maximum permissible – 2.56 percent. The within-county rate will rise 2.91 percent; for outside-county, it will go up 2.546 percent. Periodical rates do not cover costs, so the Postal Service will impose the maximum increase for the overall class under the statutory price cap established by the 2006 postal reform law.

The annual filing recommends the removal of charges for Repositionable Notes that had been imposed a few years ago. The 1.5-cent charge for Standard Mail and Outside-County Periodicals, and 0.5-cent charge for in-county will be eliminated effective January 27. The National Newspaper Association strongly opposed the Repositionable Notes charge from day one, arguing that it was not a fair charge, based on “value-added” rather than costs.

The high density plus rate proposal comes at the urging of the Newspaper Association of America, which had questioned the rate disparity between standard high density enhanced carrier route mail (used for newspapers' TMC products) and standard saturation enhanced carrier route mail (used by our direct-mail competitors and some newspapers in areas where circulation is low). The new rate category would be between high density and saturation.

This new category is for mailings of at least 300 pieces per carrier route. Newspapers' TMC mail qualifying for the new category would receive no rate increase in 2013, compared to today's high-density rates.

High-density mailings not meeting the new “plus” threshold will be subject to rate increases that vary based on packaged weight. High-density flats less than 3.3 ounces will be increased by 2.33 percent. The per piece increase for items weighing more than 3.3 ounces will range from 2.2

percent to 4 percent. However, after factoring in the pound rate, net increases will be 2.33 percent or less. Saturation mailers will see increases slightly higher than those for high-density rates, roughly 2.76% up to 3.3 ounces. All new rates are effective January 27.

## **MNA/MNI BOARD MEETING MINUTES**

MNA Board of Directors meeting minutes [can be found here](#).

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## **CANDIDATES' RESPONSES TO MNA'S ELECTION QUESTIONNAIRES AVAILABLE**

Responses from candidates for Federal office and judges are posted to MNA's website.

Check the MNA website frequently for new responses that will be added as we receive them.

Sample questions are also available for your paper to use for Legislative races.

## **VETERANS DAY, FLAG FEATURES AVAILABLE FOR NIE**

Veterans Day is Nov. 11 and this year will be commemorated on Monday, Nov. 12. The Missouri Press Association is offering a feature they created on the history of Veterans Day, including a timeline of how the commemoration moved from a one-time Armistice Day remembrance in 1919 to an annual holiday recognized across our nation.

In 2011, Missouri Press produced a feature on flag etiquette and released it for Veterans Day. More than 250 newspapers nationwide downloaded the Flag Etiquette feature. This feature is still available as well.

Both the Flag Etiquette feature and the new Veterans Day feature were created in partnership with The Missouri Bar association. Newspapers may download the features at [www.mo-nie.com](http://www.mo-nie.com). For the Veterans Day feature use download code: veterans. For the Flag Etiquette feature, use the download code: usflag.

## **SEND A COPY OF YOUR STATEMENT OF OWNERSHIP TO MNA.**

Please remember to mail or fax or email a copy of your Statement of Ownership once it has been published in your newspaper.

All circulation figures that MNA uses for advertising, directory information and contest classification purposes must come from a published Statement of Ownership.

If we do not receive a new Statement of Ownership for your newspaper, we will use the circulation figures from the most recent one we have for your paper, which may be quite old, or we may have to indicate that your paper's circulation is "not verified."

Please fax your Statement of Ownership to 612-342-2958 or 612-342-2064 or email [member@mna.org](mailto:member@mna.org)

## MINNESOTA HIGH SCHOOL LEAGUE CREDENTIAL DEADLINES

A 2012-2013 Media Policy Manual will be mailed from MSHSL to each member newspaper later this month. Please review the manual for rules and regulations for news media coverage of state tournament competition conducted by the League.

GIRLS' VOLLEYBALL.....  
..... MON. NOV. 5

ADAPTED SOCCER.....  
..... MON. NOV. 12

FOOTBALL

QUARTERFINALS.....  
..... MON. NOV. 5

SEMIFINALS.....  
..... MON. NOV. 12

<sup>2</sup> FINALS (PREP BOWL).....  
MON. NOV. 19

GIRLS' SWIMMING & DIVING.....MON.  
NOV. 12

<sup>2</sup> Television broadcast rights are not available for championship finals of this state tournament.

All requests for credentials must be submitted online at the League website. Contact Yvonne Walsh at the League office, 763-560-2262, ext. 486, or [ywalsh@mshsl.org](mailto:ywalsh@mshsl.org), or Ellen Giloy-Rajkowski, 763-560-2262, ext. 542, or [ERajkowski@mshsl.org](mailto:ERajkowski@mshsl.org), to obtain access information. Further information can be found at [www.mshsl.org](http://www.mshsl.org).

## 2013 MINNESOTA NEWSPAPER ASSOCIATION CONVENTION

**SUPPORT MNA BY SPONSORING THE CONVENTION**

Consider becoming a convention sponsor. We have opportunities ranging from \$100 to \$3,500. To learn more, contact David Kaplan ([david@mna.org](mailto:david@mna.org))

### **ADVERTISE IN THE CONVENTION BOOKLET AND THE BNC TAB**

Promote your organization or business in the pocket-sized convention booklet and the keepsake booklet listing all winners of the MNA's annual Better Newspaper Contest. Prices start as low as \$175. Contact David Kaplan for more information ([david@mna.org](mailto:david@mna.org))

### **SILENT AUCTION ITEMS NEEDED**

Support the Minnesota News Media Institute through our annual Silent Auction as part of the 146th Annual Minnesota Newspaper Association Convention by donating auction items. Past items have included hotel and resorts stays, airline tickets, gift baskets, artwork, wine, electronics, apparel, newspaper memorabilia, books, DVD sets, and much, much more.

To donate, contact David Kaplan ([david@mna.org](mailto:david@mna.org)) with a description of the item you are donating and the approximate retail value.

All proceeds of the silent auction directly benefit the training programs produced by the Minnesota News Media Institute.

### **MNA CONVENTION TRADE SHOW**

It's almost time again for the annual Trade Show as part of the 146th Annual MNA Convention. Do you know of a great company who should be taking part as a vendor? Contact David Kaplan ([david@mna.org](mailto:david@mna.org)) and let us know about it.

If your new vendor agrees to exhibit at the Trade Show, you'll get 50% off your convention registration!

To reserve a trade show booth, contact David Kaplan ([david@mna.org](mailto:david@mna.org))

### **CAMPAIGN LITERATURE MUST INCLUDE DISCLAIMER**

The 2010 Legislature once again restored the disclaimer requirement for political ads, which had been gone for several years because it was declared unconstitutional by the Court of Appeals. Indeed, over the past 10-15 years, the disclaimer mandate has been declared unconstitutional three different times, but on each occasion, the Legislature has eventually tried to restore it by enacting slightly different language.

Campaigns covered by Minnesota law: All statewide races (such as those for governor or attorney general); legislative contests; judicial elections; and those for municipal posts, such as city council, county board, and school board. Also, campaigns relating to “ballot questions.” These are elections conducted by government bodies that involve issues on which the public is to express its views by voting. Examples include school bond elections and elections on constitutional amendments.

[Minn. Stat. 211B.04](#), which was the section amended by the 2010 Legislature, describes the current version of the disclaimer requirement.

(a) A person who participates in the preparation or dissemination of campaign material other than as provided in section 211B.05, subdivision 1, that does not prominently include the name and address of the person or committee causing the material to be prepared or disseminated in a disclaimer substantially in the form provided in paragraph (b) or (c) is guilty of a misdemeanor.

(b) Except in cases covered by paragraph (c), the required form of disclaimer is: “Prepared and paid for by the ..... committee, .....(address)” for material prepared and paid for by a principal campaign committee, or “Prepared and paid for by the ..... committee, .....(address), in support of .....(insert name of candidate or ballot question)” for material prepared and paid for by a person or committee other than a principal campaign committee.

(c) In the case of broadcast media, the required form of disclaimer is: “Paid for by the ..... committee.”

(d) Campaign material that is not circulated on behalf of a particular candidate or ballot question must also include in the disclaimer either that it is “in opposition to.....(insert name of candidate or ballot question.....)”; or that “this publication is not circulated on behalf of any candidate or ballot question.”

(e) This section does not apply to objects stating only the candidate’s name and the office sought, fund-raising tickets, or personal letters that are clearly being sent by the candidate.

(f) This section does not apply to an individual or association who acts independently of any candidate, candidate’s committee, political committee, or political fund and spends only from the individual’s or association’s own resources a sum that is less than \$2,000 in the aggregate to produce or distribute campaign material that is distributed at least seven days before the election to which the campaign material relates.

(g) This section does not modify or repeal [section 200B.06](#).

Minn. Stat. 211B.05 requires that the term “paid advertisement” be included in a political ad.

Indeed, this part of the law was never invalidated by the courts.

[www.revisor.mn.gov/statutes/?id=211B.05](http://www.revisor.mn.gov/statutes/?id=211B.05)

Keep in mind all newspapers may adopt individual policies that require disclaimers on all political ads.

### **Federal Disclaimers**

There are three varieties of federal political disclaimers, depending on who places the advertisement. Virtually all federal election ad copy will already contain the disclaimer. The disclaimer must appear on any type of advertisement, including leaflets and campaign signs.

Federal law does not specify the exact disclaimer language, but here are some sample disclaimers for each of the three varieties of advertisement covered by the law. Names but not addresses are required in each of the federal disclaimers.

Federal law covers advertising for the election or defeat of a clearly identified candidate for federal office (president, vice-president and member of the U.S. House or Senate) and advertising that solicits any contribution in connection with a federal election.

1. Advertisements authorized and paid for by (a) a candidate or (b) an authorized political committee of the candidate or its agent (including solicitations for contributions):
  - a. Paid for by John Doe on his own behalf.
  - b. Paid for by the John Doe for Congress Committee.
2. Advertisements authorized by (a) the candidate or (b) the candidate's authorized committee but paid for by other persons (including solicitations):
  - a. Paid for by Pat Platt and authorized by John Doe.
  - b. Paid for by Pat Platt and authorized by the John Doe for Congress Committee.
3. Advertisements on behalf of or in opposition to a candidate but not paid for and not authorized by either a candidate or an authorized political committee of a candidate (including solicitations):  
Paid for by Jane Jones and not authorized by any candidate or candidate's committee

Advertisements soliciting contributions from the general public on behalf of a political committee that is not an authorized committee of a candidate must "clearly state the full name of the person who paid for" the advertisement.

### **Size and Placement**

Federal law does not specify the size or placement of the disclaimer, but it is typically at the beginning or the end, and in at least 8-point type.



**Honor the memory of a friend or colleague**

**with a MEMORIAL GIFT to the Minnesota News Media Institute.**



[Click Here](#) to make your donation.



# Advertising

## **OCTOBER MCAN, 2X2 AND MINN HONOR ROLLS**

Five newspapers placed MCAN ads, three newspapers placed 2x2 ads, and one newspaper places MINN ads in the month of October

## **MCAN**

Bagley – Farmers Independent – 2  
Crookston Daily Times – 3  
Hallock – Kittson County Enterprise – 2  
Howard Lake, Herald Journal – 4  
Mankato Free Press – 4

## **2x2**

ECM-SUN – 2  
Howard Lake, Herald Journal – 13  
Rochester Post-Bulletin – 3

## **MINN**

Howard Lake, Herald Journal – 1

**A bonus went to the following salespeople who sold an ad into the networks.**

### **Congratulations!**

Tom Burford  
Jeanne Cannon  
Roxanne Deegan  
Kim Helgeson  
Alex Herman  
Randy Heuer  
Bruce Johnson  
Bill Norman  
Chris Schultz

## **NOT PUBLISHING ON THANKSGIVING DAY?**

Please let MNA know. [Email the advertising department here.](#)

## **IT'S TIME! MNA REINTRODUCES THE QUARTER-PAGE (QP+) DISPLAY ADVERTISING NETWORK**

Originally discussed but temporarily tabled in mid-2011, MNA is excited to reintroduce the Quarter-Page (QP+) Display Advertising Network. Success in other states has proven there is now an appetite for a larger space statewide saturation advertising program aimed directly at non-traditional newspaper advertisers. Sold as a “high reach/low cost multi-market turnkey advertising solution,” the QP+ Network will offer unparalleled reach of Minnesota households, but with larger page presence that advertising clients who are looking to test newspaper campaigns are seeking.

To create a sense of urgency and increase demand with potential advertisers, only ONE QP+ Network ad will be available for sale per week. As with all MNA advertising networks, each participating newspaper has the option to accept or refuse an ad that is sold into the network.

Depending upon member newspaper participation interest, multiple networks may be created (eg. Dailies, Dailies + Weeklies, Statewide.) Participating newspapers will receive 20% of their general net rate, paid monthly. In addition, any participating newspaper that sells a QP+ ad into the network will keep 10% of the total sale.

The QP+ Network will provide an innovative opportunity to many new print advertising prospects, the benefit of which is an incremental new business revenue source for our member newspapers. If your newspaper is interested in being a part of this exciting new display ad network, you can find the [QP+ Agreement Form here](#). Please contact Dan at MNA – 612.278.0223 or [dan@mna.org](mailto:dan@mna.org) if you have any questions or for more details.

## **MNA STATEWIDE NETWORKS: HEALTHY MEMBER PARTICIPATION, IDEAL OPTION FOR ALL ADVERTISING CLIENTS**

MNA has 343 active newspaper members, with a total circulation of 2,786,916. Of the active newspapers, only 46 do NOT participate in at least one statewide network advertising program! MNA networks provide participating members with a cost effective turn-key advertising option for their clients. Earn more revenue for your newspaper, earn more revenue for your territory, and earn personal sales bonuses also! MNA advertising networks are simple to execute and deliver proven results! For more information on how your newspaper can participate in the MDAN (Display Ad Network), MCAN (Classified Ad Network), or MINN (Interactive Newspaper Network) please contact Randy – 612.278.0225/[randy@mna.org](mailto:randy@mna.org) or Dan – 612.278.0223/[dan@mna.org](mailto:dan@mna.org) today!

## **ANNOUNCED: NEW NETWORK SALES BONUS AND INCENTIVE STRUCTURE**

The MNA Board of Directors has approved a new sales bonus and incentive structure making it more lucrative than ever for the sales staffs of MNA member newspapers to cash in and earn big bonuses for MDAN and MCAN network sales!

New 2x2 advertisers = \$150 bonus! New 2x4 advertisers = \$300 bonus. New MCAN advertisers = \$50 bonus

## **PROTECT YOUR REVENUE: AVOID “DID NOT RUN’S” (DNR’S)**

We continue to receive complaints from clients about incorrect ad creative running or insertion dates being missed. It’s crucial to provide the highest level of service to ensure our customers are confident in the value they receive from our newspapers. If you have any questions regarding insertion orders, dates, placement, or creative please contact MNA immediately for clarification. We’re here to help!

## **FACEBOOK: CAN IT MONETIZE AD GROWTH?**

It’s official. Facebook is serious about making money, and its turning its mobile problem—mobile growth was eating into margins—into an opportunity. CEO Mark Zuckerberg kicked off



the call by saying he wants to “dispel the myth that Facebook can’t make money on mobile,” saying “people underestimate how good mobile is for Facebook.” Why? COO Sheryl Sandberg said mobile ads work better than desktop ads, and Zuckerberg says people on mobile use Facebook more often. So, bottom line, Zuckerberg says “We’ll monetize better on mobile than on the desktop.”

Read the entire article here: <http://bit.ly/RkhJx7> (Courtesy of *CNBC.com*)

## **BLOG: IT’S TIME FOR THE AD TEAMS TO LAUNCH MOBILE AND TABLET DIGITAL PRODUCTS AT NEWSPAPER COMPANIES**

I came up in the newspaper and magazines at a time when the ad people were calling the shots. Today I think it is the suits that are running the show, though the content folks like to flatter themselves into thinking they are. During the eighties and nineties, the ad folks created the new sections, determined the folio sizes and launched new products. The idea was that nothing new could be created unless it could produce nice looking P&L. Today it is possible for a newspaper chain to launch dozens of tablet editions with absolutely no business model attached to it, with little space reserved for ad space, and no requirement that the reader pay a subscription. OK, so be it. But that some of the best opportunities for digital media are being ignored because the power has shifted to the content guys.

Read the entire article here: <http://bit.ly/XuJrLm> (Courtesy of *TalkingNewMedia.Blogspot.com*)

## **POLL: WORD OF MOUTH IS PRIMARY DRIVER OF LOCAL BUSINESS**

A new Street Fight poll finds that even with a slew of new locally targeted marketing platforms at local merchants’ disposal, word-of-mouth is still a primary driver of local consumer behavior. The poll of 500 U.S. consumers found that 43% of consumers are most likely to shop or dine at a local business after a recommendation from a friend or colleague. 30% are primarily motivated by daily deals, 15% after seeing a locally or behaviorally targeted advertisement, and 12% after reading a positive review about the merchant online.

Read the entire article here: <http://bit.ly/S7QCUJ> (Courtesy of *StreetFightMag.com*)

## **ADVERTISING: RELEARNED FOR MOBILE**

Say you are in a strange city and need a hotel for the night. You pull out your phone, search for hotels on Google and see a nearby one listed at the top of the rankings, with a little phone icon that says, “Call.” You tap it, reach the hotel and ask for a room. As more of us have access to the Internet and apps through our cellphones and tablets, advertisers are looking for new ways to reach us there.

Read the entire article here: <http://nyti.ms/S7Retv> (Courtesy of *NYTimes.com*)

## **MNA SALES QUOTE OF THE WEEK:**

*“It takes 12 positive impressions to overcome 1 negative impression. That’s why roses come in dozens.” – Jeffrey Gitomer, Sales Guru*



## EDUCATE YOUR CLIENTS



Dan Lind  
MNA Managing Director  
[dan@mna.org](mailto:dan@mna.org)

Without personally knowing many of your advertising clients, here are four things I can tell you about them:

1. They are busy
2. They are skeptical
3. They are cautious
4. They are confused

Does this sound accurate? It should, because whether we are talking about your advertising clients, or ourselves as consumers, the same holds true. To combat these four issues, you need to do *one simple thing* to ensure that your clients are investing money with you to help build their business. You need to EDUCATE them.

Today’s consumers use an information oriented decision making process. This involves gathering information, reviewing alternatives, making a choice, and evaluating their decision after the fact. The more information a consumer has about a product or service, the more confidence they’ll have in making a decision.

Since we already know that our clients want – and need – information so that they can make an informed decision, it’s up to YOU to become the primary source of that information. It’s up to YOU to prove to them that you understand their business. It’s up to YOU to reassure them that you can help them grow their business. It’s up to YOU to become the very first person your client calls when they need something.

Have a terrific week,  
Dan

*If there are specific topics you’d like to see discussed in a future issue of The Sales Cycle, please let me know! [dan@mna.org](mailto:dan@mna.org) or 612.278.0223*



The Minnesota News Media Institute of the Minnesota Newspaper Association provides regular training opportunities for its members. Visit this section of the Bulletin each week to find information on new programs, in-person training sessions and webinars. Contact Program Director Sarah Bauer with any questions, comments or programming suggestions: [sarah@mna.org](mailto:sarah@mna.org) or 612-278-0250.

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## CHECK OUT THE REYNOLDS CENTER'S UPCOMING FREE TRAINING

From finding investigative stories to interviewing to branding yourself and setting up your own business, we've got you covered with online training you can do at your desk. Please check out [offerings – online and in-person — from the Donald W. Reynolds National Center for Business Journalism](#) and sign.

Learn in just one hour a day with these free webinars:

- [SEC Filings Master Class](#), Nov. 13-15, with Michelle Leder of Footnoted.com
- [Investigating Public Pensions](#), Dec. 4, with Barlett & Steele Award winner Craig Harris
- [5 Local Economic Stories to Jump on Now](#), Jan. 15-16, with NPR's Marilyn Geewax
- [Finding Your Best Investigative Business Story](#), Feb. 5, with Pulitzer winner Michael J. Berens
- [Branding for Journalists: You Being You...Online](#), March 5, with Reynolds Center Digital Director Robin J. Phillips
- [Power Searching for Business Journalists](#), March 19, with Google research scientist Dan Russell
- [Getting the Goods – Interviews that Work](#), May 8-9, with Pulitzer winner and Knight Chair Jacqui Banaszynski
- [The Business of Me](#), June 4-6, with 10,000 Words blog founder Mark S. Luckie

## UPCOMING MNI TRAINING OPPORTUNITIES

### **WEBINAR: Postal: Making The Transition To IMb**

*Presented by Online Media Campus in Partnership with the Minnesota News Media Institute*

Friday, November 2 | 1:00 – 2:00p | \$35 | [Register Online](#)

Effective January 2013 newspapers must implement Intelligent Mail barcode (IMb) in order to be eligible for USPS automation rates. This webinar will provide an understanding of how you can continue to take advantage of automation pricing. It will cover migration to the Intelligent Mail barcode including creating the barcode, obtaining a Mailer ID, working with your software vender and much more.

Topics to be covered:

## About the Intelligent Mail Barcode

- What it is and what it means for newspapers
- Differences between Basic and Full-Service IMb
- Different types of IMb (piece, sack/tray, container)
- USPS requirements for IMb transition

## What is needed to produce and use a Basic IMb

- Business Customer Gateway account
- Mailer ID (MID)
- Compatible software and hardware
- Possible adjustments to mailpiece design

## Resources

- Links to USPS information on IMb
- Links to various software vendor instructions

**Presenter: Brad Hill** is one of the National Newspaper Association's representatives on the USPS Mailer's Technical Advisory Committee.

## **WEBINAR: Reporting on the Tough Issues: The Role Media Can Play in Suicide Education**

*Presented by Online Media Campus in Partnership with the Minnesota News Media Institute*

Friday, November 9 | 1:00 – 2:00p | \$35 | [Register Online](#)

The media can play a powerful role in educating the public about suicide, including ways to prevent it and ways to help readers deal with it and other emotional issues.

In this webinar we will discuss:

- The relationship between bullying and suicide.
- Safe and responsible ways media can cover suicide.
- How to use stories to inform readers of causes, warning signs, trends and treatment advances.
- How to avoid reporting ways that may lead to suicide contagion.
- National media recommendations for safe reporting.

In today's society, reporters must report on an alarming number of sensitive stories, particularly those involving young people. Each of the techniques and tools discussed in this program will be applicable for coverage of delicate topics.

**Presenters:** **Wylie Tene** is the public relations manager of the American Foundation for Suicide. **Emily Bazelon** is the author of “Sticks and Stones: Bullying and How To Solve It,” to be published by Random House in February 2013.

**WEBINAR: Investigative Story Ideas For Small Newspapers**

*Presented by Online Media Campus in Partnership with the Minnesota News Media Institute*

Friday, November 16 | 1:00 – 2:00p | \$35 | [Register Online](#)

Original enterprise news exists in plenty of small towns and counties. Your newspaper can secure its position as a community leader when you tell your readers about it, using investigative reporting that is achievable with small staffs. This session shows techniques, habits and practices to help you identify explanatory and investigative stories that give meaning to ongoing controversies, issues, government actions and decisions you are covering.

***Presenter: Stephen J. Berry**, co-founder, former interim executive director-editor and advisor for the Iowa Center for Public Affairs Journalism, is a journalism professor at the University of Iowa, teaching introductory, intermediate and investigative reporting and writing to undergraduates and graduate-level courses on reporting and contemporary problems in journalism.*

**UPCOMING INLAND WEBINARS**



Webinars cost only \$75 for MNA members.

To view all upcoming webinars, or to register, [click here](#).

**Building Revenue: Four Secret Weapons to Grow Email Marketing Revenue**

**[REGISTER NOW!](#) Thursday, November 8 | 2:00 p.m. CDT**

Newspapers attract record audiences to their websites, and many have created large databases of subscribers. But not all have created the revenue to match. Email marketing is the third-largest category of interactive spending—and a huge opportunity for newspapers. Join database marketing expert Ruth Presslaff of Presslaff Interactive Revenue, as she cites case studies from newspapers who are tapping into these dollars. She shares the four secret weapons that will generate traditional and digital revenue at your newspaper.

*With Ruth Presslaff, owner, Presslaff Interactive Revenue*

**Mobilize Your Classifieds:**

**[REGISTER NOW!](#) Wednesday, Dec. 5 | 2 p.m. CDT**

In this webinar, Adpay shares the strategies for success in classified advertising drawn from its 10 years of serving the media industry. Learn the best practices that generated increased traffic, ad counts and revenues for their partners in mobile, digital and print platforms. Robert Granfeldt, Digital Vice President at Southern Community Newspapers, Inc. will outline how their papers achieved classified gains by following these clear steps.

As a bonus, the webinar will conclude with an offer of a free classified evaluation by Adpay to all attendees. This evaluation will uncover the tweaks to your current system that will quickly make an impactful and positive change.

*With Deb Dreyfuss-Tuchman, Executive Vice President of Sales Adpay Inc. and Robert Granfeldt, Vice-President of Digital Media Southern Community Newspapers, Inc.*

***View a full list of upcoming Inland Press webinars here:***

<http://inlandpress.org/training/webinars/>

## **POYNTER'S NEWS UNIVERSITY**

Poynter.

The Poynter Institute's News University serves more than 130,000 users through courses, group seminars, and Webinars, covering subjects from multimedia techniques, to writing, to reporting, and beyond.

Some interesting upcoming training events:

- [November 9: Measuring Your Social Media Impact](#)
- [On Demand \(FREE!\): Covering Islam in America](#)
- [Training Package: Essential Skills for the Digital Journalist: The Webinar Series](#)
- [On Demand: Medicare Reform: Reporting Past the Rhetoric](#)
- [On Demand: Five Steps to Multimedia Storytelling 2012](#)

[CLICK HERE](#) for a complete list of upcoming training opportunities.