

PROPER PAPER DOLLARS

THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET



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Unique community support pages will become an even more important revenue source for print publications



Even before the current COVID-19 virus the traditional large advertisers – supermarkets, furniture stores, department stores, automobile dealerships, building centers and even home owned women’s and men’s clothing and shoe stores were disappearing from the community.

Many of today’s boutique stores are too small to be able to invest much of their operating budget on traditional advertising. Additionally, many younger entrepreneurs establishing small shops in the marketplace have been lead to believe they can succeed using just their website, Facebook and Tweeter.

Newspaper and shopper publishers, in response, have to had offer lower priced community support promotions to a larger number of prospects to fill their lost display revenue.

That group should include local medical services, law offices, accounting firms, manufacturers and banks along with traditional advertisers. One community support package that has worked well for our firm for many years has been our Red Ribbon series. These five annual pages – promoting student safety during Homecoming (September), October’s Red Ribbon Day (SAMPLE ONE), Christmas/New Year vacation (December), Prom (March) and Graduation (May) – are sold to an interested groups of advertisers for the entire year early in the fall. But there is no reason it couldn’t be sold any time in the year for all five insertions. In our market the support spots are most easily sold when priced between \$37.50 and \$50.00 each.

We always ask the advertisers if they would like to be part of a valuable “support” page and never a “signature” page. The dollar goal for the page should be equal to or more than the paper’s price for a process color full page.

This year has been different since most public schools are closed before the school proms and potentially will be closed for graduation. We have had to come up with a more general “be safe” message for our high school and college age readers. (SAMPLES TWO AND THREE).

As always if you have questions or would like additional earlier sample pages you can contact me at pww@iowainformation.com or my cell at 712-358-3550.

DON'T DRINK AND DRIVE

You may think you're in control but any amount of alcohol affects your ability to drive safely.

Did you know...
 Children of parents who talk to their teens regularly about drugs are 42% less likely to use drugs than those who don't, yet only a quarter of teens report having these conversations.

Different drugs do different things
 They all affect the brain - that's why drugs make you feel high, low, excited, or in a daze, or do things that aren't them.

Repeated drug use
 can mess the brain's pleasure center, so that without feeling, you feel happy and sad. Eventually, everyday life will feel good only when you're using drugs.

Drinking and driving
 can kill or injure - including, unfortunately, you. And it's not just you. If already you have a license, you're already driving. So don't drink and drive.

If you smoke marijuana a lot in your teens, you could be in pain that you might never get back.

Meth
 can mess the brain's pleasure center, so that without feeling, you feel happy and sad. Eventually, everyday life will feel good only when you're using drugs.

More people die from prescription drugs than from heart and cancer medicine.

Logos: R Plastics, Sanford, Demco, Den Hartog, VanDer Pijl, JTY, Connections, etc.

Drugs & Alcohol: SHATTER The Myths

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