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believe
in newspapers**



National Newspaper Association

Protecting, promoting and enhancing community newspapers since 1885

PUB-AUX
THE NEWSPAPER INDUSTRY'S OLDEST NEWSPAPER
Serving America's Community Newspapers Since 1885
Published by the National Newspaper Association
P.O. Box 7540, Columbia, MO 65205-7540
Phone: 572-777-4080 | Fax: 572-777-4085 | pubaux@nna.org | www.nna.org

Panel: Police training could improve media relations

Free speech and the right to cover the news brought into focus during meeting

BY STANLEY SCHWARTZ
Managing Editor (Publisher's Auxiliary)

COLUMBIA, MO—Journalists arrested, tear-gassed, shot at with rubber bullets, manhandled and restricted from areas in Ferguson, MO. It seemed as though the local authorities were at war with the media as much as they were with those who were rioting in the streets.

Ferguson, a suburb of St. Louis, was the scene of great unrest in August and September after a police officer shot and killed Michael Brown, a young black man who was unarmed. What started as a peaceful protest of that shooting grew quickly into a riot, with local businesses looted and burned. The shooting and aftermath has sparked two federal investigations and a grand jury investigation.

Journalists found themselves being pushed along with the crowds or corralled into a "media area," away from where the actual news was taking place. Information on what was happening out in the streets was not forthcoming from the authorities. At least one news organization including the National Newspaper Association have urged the Justice Department to look into the interactions that occurred between the police and the media.

During the Missouri Press Association's annual convention, a panel was convened to discuss what lessons

HOW NEWSPAPERS DO MAIL.
Interlink

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Did you know...
79 percent of community newspaper readers read grocery ads and inserts?

Celebrating 129 Years of NNA

Top Stories
Full-Service IMb to soon hold more value for newspapers
October 17, 2014
Newspapers and other mailers have been getting calls from their district office of Business Mail Acceptance asking them to consider converting to Full-Service Intelligent Mail barcode. The U.S. Postal Service withdrew its rate case proposal for mandatory Full-Service IMb in 2014 after the Postal Regulatory Commission ruled it a price increase, affirming the National Newspaper Association's opposition to making it mandatory. The goal is to get 8 percent sign-up quota from those contacted by USPS.

House passes funding resolution
October 17, 2014
WASHINGTON—The House of Representatives on Sept. 17, 2014, passed a short-term funding resolution to keep the federal government operating through Dec. 11. The measure continues the congressional requirement for the U.S. Postal Service to deliver mail six days a week.

John Edgcombe Jr., right, accepts the NNA gavel from outgoing NNA President Robert M. Williams Jr.

QUICK LINKS

- NNA's 128th Annual Convention
- NNA's We Believe in Newspaper Summit
- Latest Postal Information
- NNA Events and Activities
- Join Now
- Contact NNA
- NNA Business Law Hotline
- Pub Aux Live Programs
- National Newspaper Association Foundation
- Media Kit

Sunrise Premiums Travel Incentives
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Publishers' Auxiliary Editorial Calendar and Ad Deadlines—2015

ISSUE	THEME	AD DEADLINE
Jan. 1	All Things Classified	Dec. 19, 2014
Feb. 1	Native Advertising/Content	Jan. 21, 2015
March 1	Death & Dying/Obituaries	Feb. 18, 2015
April 1	All Things Printing	March 25, 2015
May 1	All Things Circulation	April 22, 2015
June 1	Newspapers And Web Design	May 20, 2015
July 1	Everything Advertising	June 24, 2015
Aug. 1	Drones	July 22, 2015
Sept. 1	Revenue Ideas (NNA Convention Pre-Show)	Aug. 19, 2015
Oct. 1	Promoting Your Newspaper	Sept. 23, 2015
Nov. 1	NNA Convention & Trade Show Wrap-Up	Oct. 21, 2015
Dec. 1	Estate Planning/Buying & Selling Newspapers	Nov. 18, 2015

For advertising information, contact:

Wendy MacDonald
 Director of Advertising
 913-461-3721
 Fax: 913-859-9275
wendy@nna.org

National Newspaper Association
 P.O. Box 7540, Columbia, MO 65205-7540

Tonda F. Rush
 Chief Operating Officer
 703-237-9802 ext. 101
tonda@nna.org

Stan Schwartz
 Publishers' Auxiliary Managing Editor
 573-777-4981
stan@nna.org



Readership

NNA Members Report...

Publishers' Auxiliary, a 3,500+ circulation monthly tabloid, is the go-to publication for more than 2,500 National Newspaper Association member newspaper companies—America's independent community papers, both weeklies and dailies.

The NNA member family includes newspapers from such groups as:

- Landmark Community Newspapers
- Community Publishers Inc.
- MediaNews Group (Digital First)
- Heartland Publications (now Civitas)
- Brehm Communications
- CNHI Inc.
- Ogden Newspapers
- Hersam Acorn Newspapers
- Granite Publications Inc.
- The Dolan Media Co.
- Lancaster Management
- Community Newspapers Inc.
- Packet Publications
- Civitas Media LLC

And other prize-winning community newspaper groups and newspapers of excellence such as the

- The Taos (NM) News
- Jackson Hole (WY) News and Guide
- The Ellsworth (ME) American
- The N'West Iowa REVIEW, Sheldon, IA
- The Imperial (NE) Republican
- The Times Leader, Wilkes-Barre, PA

Pub Aux is the place for publishers to find the how-to articles they need for success. Compatible editorial in themed issues help your message reach interested readers.

Issues are sent to decision makers. Three times a year, in addition to its regular circulation, Pub Aux saturates newspaper offices in a given region, reaching both members and non-members.

Other interesting facts about Pub Aux readers:

- Members are entitled to three copies of each issue, enabling distribution within circulation, advertising, IT, editorial and promotion departments, as well as publishers and GMs
- Pass along rate makes readership around 13,000 per issue
- About a third of NNA members own printing operations and report growth in their plants
- Most use the mail for delivery but are looking increasingly at news racks, alternate delivery and e-editions.
- Members respond to regular, informal surveys prior to our themed issues by Pub Aux Editor Stan Schwartz, gathering responses to industry trends, products and ideas. Advertisers booked for the issue receive summary results and tips on whether readers are interested, aware and open to new products and services.
- While Pub Aux stories are never "sold" to advertisers, readers appreciate stories about our advertisers' successful customers, particularly with some how-to notes. Getting a customer mentioned is a great way to build brand awareness.

Circulation

Pub Aux pass-along rate: 2.9 readers per copy

Readership

Pub Aux readers have the power to purchase



NNA Trade Shows

NNA Vendors Find Qualified Leads at the Annual Convention

Join us in St. Charles, MO, Oct. 1-3, 2015 for the NNA Annual Convention and Trade Show. Exhibiting at our annual Convention is a great way to connect with NNA members and an excellent complement to an advertisement in PubAux. Vendors get the opportunity to meet with members on the trade show floor for that one-to-one interaction that's so conducive for making qualified contacts. Many meal functions and coffee breaks will be held in the exhibition hall, giving attendees more time to speak with vendors in a relaxed atmosphere.

Special discounts and preferred locations are available for Allied Members and Allied Partners. Contact Wendy MacDonald wendy@nna.org for more details and to reserve your space.



STAN SCHWARTZ | PUBLISHERS' AUXILIARY

NNA members meet with vendors during the 2012 NNA Annual Convention and Trade Show in Charleston, SC.





Publishers' Auxiliary Display Advertising Rates and Data—2015

	1×	3×	6×	9×	12×
Full Page	\$2,800	2,695	2,530	2,360	2,100
Magazine Page	2,450	2,300	2,090	1,630	1,180
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 Service Directory	n/a	n/a	155	n/a	130

Special positions

Priority will be given to 6× to 12× contract advertisers. Applies to black and white rate only.

Page 2 (opposite Profile)	15%
Back Page	20%
Guaranteed Position	10%

Color

Black Plus One Color	\$125
Four-Color Process	\$150

Inserts

Size Cost Per 1,000

Under Four-Page Tab	\$130
Four-Page Tab	\$220
Eight-Page	\$270
Twelve-Page	\$300

Contact us for costs for larger sizes.

Mailing List Rental

Available to Allied Members & Partners Call

Discounts

5% to NNA members, 5% pre-pay discount*

10% to NNA Allied Partners

Standard sizes

Ad Type	Size (W × H)
Full Page	10" × 13½"
Magazine Page	7½" × 9¾"
½ Vertical	5" × 13½"
½ Horizontal	10" × 6½"
¼ Standard	5" × 6½"
⅛ Standard	5 × 3¼"
⅙ Standard	2½" × 3¼"
Product Service	3¼" × 2"

Policies

Cancellation: Cancellations must be made in writing one month prior to closing date.

General: All advertising is subject to publisher's approval. The publisher reserves the right to reject advertising which he feels is not in keeping with the publication's standards or the policies of the National Newspaper Association.

Advertiser 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.

Cancellations must be received in writing one month prior to closing. Reading notices must include the word "advertisement." Frequency rates apply based on a 12-month period from first insertion. Spreads count 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 or any portion of an issue containing an advertisement if the failure is caused by acts of God, strikes, accidents or 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 National Newspaper Association from and against all liabilities.

*Pre-Pay Discounts

- Pre-pay discount applies if payment is received in advance of the month of publication. Credit card payments must be processed in the month preceding publication.

Color requirements

- Minimum 12pt for any type reversed out of 4 color
- Minimum 10 pt for any type reversed out of one process color.
- Do not use 4-color black. Use pure black only.
- Resolution on photos should be 170-200.
- Ink Saturation should be below 240.

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 1 MB.

- Printed on a web offset press on 27.6 pound newsprint
- Depth of column is 13½"
- Width of display ad column is 2½"
- Advertising page size is 10" × 13½"
- 85 line screen
- No bleeds



National Newspaper Association Friends Package

NNA Friends and NNA Friends Plus Packages

The NNA Friends and NNA Friends Plus Packages let you stay in front of key decision-makers at community newspapers across the country by providing a cost-effective package price to reach NNA members throughout the year.

		Value	NNA Friends Package Price	NNA Friends Plus Package Price
Allied Membership	Allied Membership shows your industry support and gives you credibility. Included in your membership is a monthly subscription to Publishers' Auxiliary—our member newspaper and gives you a 5% discount off all advertising. You'll also receive a listing in the Allied member directory on the website and published twice per year in Publishers' Auxiliary.	\$500	Included	Included
Convention Booth	Join us at our annual Conference in San Antonio where you can meet key decision makers face to face. Also take advantage of the opportunity for pre and post-convention e-mailings to convention attendees, and exposure in Publishers' Auxiliary	\$950	Included	Included
12x Publishers' Auxiliary Product Service Directory Ad	Ensure your services stay top of mind throughout the year with an ongoing advertisement in Publishers' Auxiliary. Use the ad as included or upgrade to a larger ad. When a publisher goes looking for services like yours they'll be sure to find you!	\$1,560	Included	Included
Full NNA Mailing List – for one-time use	Once each year you may send a mailing to all NNA members. This list will be provided for one-time use.	\$300	Included	Included
Website Button Ad – 12 months run of site	Website Button Ad – 12 months - Receive front page visibility on our website with a button ad.	\$600	Included	Included
Full Page Program Ad	Get valuable exposure with an ad included in our Convention program.	\$300		Included
Logo Enhanced Program Listing	Logo included in convention program exhibitor listing.	\$50		Included
Friends Conference Sponsorship And Registration Bag Insert	Receive increased visibility at our Annual Convention as a Friends Sponsor. You'll receive recognition in Publishers' Auxiliary, in our Convention program, on Convention signage and you may include an insert in our Registration Bags.	\$500		Included
Total Value of Package			\$3,910	\$4,760
Friends Package Price			\$3,000	\$3,700

Other Benefits of the NNA Friends Packages

- Includes a 5% discount on all additional advertising.
- Additional ads available at the 12x rate, or use the value of the Product & Services Directory ad toward a larger ad.



Publishers' Auxiliary Classified and NNA Web Rates & Data—2015

Publishers' Auxiliary Classified Rates

Ads are priced per month and include free posting to www.nnaweb.org for four weeks. Minimum ad size is three lines. Approximately 33 characters per line.

Classified rates

Frequency	Cost Per Line	Display Rate Cost Per Inch
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.



www.nnaweb.org Rates & Data

NNA's homepage is an excellent resource tool for NNA members and those surfing the Web to find important links, service providers, breaking news and take advantage of membership benefits. There is a public and members-only section. Ads are posted on Monday and will be prorated for partial month runs.

Monthly Rates	Size (pixels)	1X	6X	12X	Location
Leaderboard	728 × 90	\$175	\$150	\$125	run of site
Button	300 × 300	\$75	\$65	\$50	run of site
Button	300 × 300	\$375	\$325	\$250	no rotation
3.1 Rectangle	300 × 100	\$70	\$60	\$40	run of site



← Leaderboard

← Button

← 3.1 Rectangle

For a free advertising quote or more advertising information contact:

Wendy MacDonald, Director of Advertising
 Publishers' Auxiliary | National Newspaper Association
 913-461-3721 | Fax: 913-859-9275 | wendy@nna.org