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# EXCITING Revenue- Generating IDEAS

By Jane Hungarter

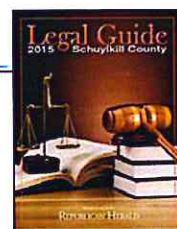
Director of Marketing, PNA

As your news media organization looks for new ways to generate revenue in 2016, consider implementing some of the best and brightest ideas that were shared by PNA members at the PNA Advertising Conference in Valley Forge.

### NEW PRODUCTS IDEAS:

#### Legal Guide – The Republican-Herald

A new product for the newspaper in 2015, an incentive was offered to advertisers to buy an ad and receive a story. Editorial assistance was provided when necessary. Click [here](#) to see a copy of the publication.



#### Restaurant Menus – The Morning Call (Allentown)

Restaurant menus were redesigned and reprinted, if necessary, and were inserted in the newspaper.

#### Sports Flyers – The Times News (Lehigh)

Flyers were produced for 21 local high school sports teams that included their schedules and sponsorship ads. In addition to being inserted into the newspaper, overrun flyers were distributed to the schools and sponsors. Click [here](#) to see a sample.



#### Back to School Special Section – Hazleton Standard-Speaker

Partnering with the local mall, client ads appeared in the newspaper. Readers had to list the names of businesses that had logos on the bus artwork to be eligible to win a prize. Content was featured for each grade level. School calendar page offered one premium ad position.

#### Ten Ways to Save Coupon Booklet –

##### Williamsport Sun-Gazette

Advertisers offered special discounts on products and services with coupon. Ad sales reps were offered a spiff of a vacation package, so they were eager to sell this product. Click [here](#) to see a sample.



#### Father's Day Special Sections – The Sentinel (Lewistown)

Included a "Look Like Dad" contest along with pictures of fathers drawn by their children. Click [here](#) to see the cover image.



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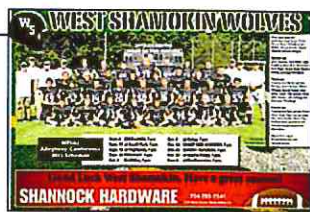
### Wedding Planner – *Pittsburgh Tribune-Review*

Revamped tab that is direct mailed to 3,500 brides-to-be. Click [here](#) to see a sample.



### Football and Wrestling flyers – *The Indiana Gazette*

Local businesses, as well as the U.S. Army, sponsored glossy football and wrestling flyers as part of a recruitment initiative. Click [here](#) to see a sample.



### Trick or Treat for Adults Only – *The Indiana Gazette*

Merchants advertise an offer on the Trick or Treat newspaper page, and readers must visit each merchant's location to enter to win a prize. Click [here](#) to see a copy of the sales flyer.



### Plow fold flyer – *Pittsburgh Tribune-Review*

An oversized, plow-fold insert requiring a minimum run – perfect for auto and special events. Click [here](#) to see a sample.



## NEW PROMOTION IDEAS:

### Holiday Blitz Promotion – *The Indiana Gazette*

Newspaper staffs a booth at the local mall to sign up subscribers, and offers a tablet giveaway, along with other mall gift certificates, on Black Friday. Click [here](#) and [here](#) to see a copy of the marketing flyer, and sample ad pages.



### Corks and Kegs Festival – *Observer-Reporter* (Washington)

Co-branded event at the Meadows Casino with free admission. Included craft beer and wine vendors, flights of beer tasting, and numerous sponsorship opportunities. Click [here](#) to see a sample of the ad.



## TRAINING IDEAS:

### Individualized Focus Meeting – *The Times News* (Lehighton)

Advertising manager meets with the ad sales reps to review how they are progressing for the month. The reps bring this completed form to their meeting to review any opportunities and ask for help where needed. Click [here](#) to see a sample of the form.

### Employee Satisfaction Survey – *Observer-Reporter* (Washington)

A proactive employee satisfaction survey was developed and distributed, through Survey Monkey, to advertising staff members. Constructive feedback was received, and resulted in the implementation of some new ideas. Click [here](#) to see a sample of the survey.

### Digital Seminar – *Observer-Reporter* (Washington)

Marketed through the local Chamber of Commerce, the newspaper presented a three-part digital seminar, for local businesses, to educate them about digital and social media, as well as digital advertising. Background research was done for each client, and a recommendation was presented.

PNA Advertising Conference participants often remark that the ideas they gather at the annual revenue generation roundtable are worth the conference cost alone. Mark your calendars now to attend [this year's event](#) that will be held on Sept. 21-23 at the Kalahari Resort and Convention Center in Pocono Manor.



**Save the Date!**

2016 PNA Ad Conference  
September 21-23  
Kalahari Resort & Convention Center  
Pocono Manor, PA



# Recent Studies Confirm the Effectiveness of Newspaper Inserts

By Jane Hungarter

Director of Marketing, PNA

**M**ore than 3,600 newspaper readers were recently surveyed by Coda Ventures' Triad Newspaper Ad Effectiveness Service to determine how effective newspaper inserts are as an advertising medium. The study found that two-thirds of newspaper readers report that they "always" or "regularly" read preprinted inserts when they appear with issues of their regular newspapers.

The most current "How America Shops and Spends" study from the Newspaper Association of America discovered that adults actively engage with newspaper inserts in many ways, and for many reasons, complementing the findings of the Triad study. This includes:

- Inserts show what's on sale, or other special savings<sup>1</sup>
- Checking inserts saves time and money<sup>1</sup>
- Inserts make it easy to comparison shop<sup>1</sup>
- Inserts are used to plan regular shopping
- Inserts are a good resource when in the market for what they are selling<sup>1</sup>
- I enjoy reading newspaper inserts – I often save it until it's time to use it<sup>1</sup>
- Inserts are enjoyable to browse through even when not looking for anything in particular<sup>1</sup>
- Checking inserts is a part of a routine since they are in the paper every week<sup>1</sup>
- Inserts are helpful to check for higher quality brands, as well as for bargains<sup>1</sup>
- I sometimes purchase products that I wasn't planning on buying after reading a newspaper insert<sup>1</sup>
- Inserts are a good way to see all of the products a company offers, find out more about them, and learn more about products that I'm not familiar with<sup>1</sup>
- It's easier to browse through ad inserts than search the Internet for the same information<sup>1</sup>

The Newspaper Association of America found that nearly eight in 10 (78%) of adults have taken some action in the past



**'Seventy-six percent of newspaper readers prefer to receive inserts in their regular newspaper.'**

month from an ad in a circular appearing in the newspaper package, with the majority indicating that they have clipped a coupon.

Seven out of 10 adults (71%) agreed that newspaper advertising inserts help them make better purchasing decisions.

The Coda/Triad study determined that the most common actions taken as a result of reading a newspaper insert include:

- Visit a store, dealer or other location<sup>2</sup>
- Purchase an advertised product<sup>2</sup>
- Consider purchasing an advertised product<sup>2</sup>
- Brought the insert along when shopping<sup>2</sup>
- Saved the insert for future reference<sup>2</sup>

Seventy-six percent of newspaper readers prefer to receive inserts in their regular newspaper, and 65 percent believe that the best deals on products can be found in newspaper inserts<sup>2</sup>. Three-fourths (74%) of those who use inserts in the Sunday newspaper keep them for more than one day.<sup>2</sup>

Sources: <sup>1</sup>Newspaper Association of America "How America Shops and Spends 2014"

<sup>2</sup>Coda/Triad Newspaper Insert Study





# 6 Mantras for Newspaper Sales Reps

*Selling ads is hard work.  
These tips from media buyers should help.*

*By the editors of Media Life Magazine*

Newspapers are still seen by media buyers as a vital part of the media mix in any community. What follows are tips from media buyers to help newspaper reps compete in this new, tougher environment. These tips have been culled from reader surveys over the years, as well as from industry analysts and insiders.

## 1) "Let me tell you who reads my newspaper."

You may be selling ad space in your newspaper, but the advertiser is buying your readership, and your readership is your greatest single asset on a sales call.

Newspapers are the medium of choice of people who matter in any community: These people own businesses, own homes, pay taxes, vote and have children in school. Those are the people advertisers most want to reach. You can't know too much about those people. The more you know, the better you'll be at selling them.

## 2) "My newspaper can boost your sales. I can prove it."

Listen to a digital sales rep and you'll hear a stream of numbers. Are the numbers any good? Who's to say, but they serve to explain the major reason digital is exploding.

Advertisers want and expect data on what they can expect of their ad dollars, but newspapers must have the research to prove their publications can deliver.

In fact, driving sales is one thing newspapers are particularly good at (see chart, below).

So get the research going. Get testimonials where you can. Make the argument.

## 3) "I'm a believer. I believe in my paper, I believe in newspapers."

You have to believe. If you don't believe, you'll sell fewer ads. You'll also do deals you shouldn't, giving in to cockamamie demands. You can become a believer by



mastering mantras one and two: Know your reader and be able to prove advertising in your newspaper can deliver.

## 4) "I can sell against anyone. Bring it on."

To sell in today's environment, you need to know your paper but you also need a deep understanding of your competitors' strengths and weaknesses. All have weaknesses.

Catalog all the arguments against newspaper advertising and marshal arguments knocking down each.

Put yourself in the position of the advertiser facing five choices. How does he choose? How do you help him choose? By understanding all five choices.

## 5) "Yes, I know what's in my paper because I read every page of it."

The worst thing a rep can do on a sales call is flub a simple question about the paper. It looks dumb. You come off as not caring, and in front of someone who you want to invest ad dollars.

Assume the person you are selling to reads the paper every day and has for years.

You need to read the paper every day and be able to discuss what's in it. You, the rep, are likely that advertiser's one human link to the paper. You are, in his or her mind, the publisher, editor, favorite columnist, despised columnist and delivery boy, all wrapped into one. Their engagement in your paper is a blessing. Put it to work for you.

## 6) "I will stay ahead of the curve of change in media."

What is true one day may not be true the next, and vice versa. Such is the nature of change. For all the forecasting done in media, the sad fact is we are invariably taken by surprise by the biggest developments. Who anticipated social media? Or Google even?

Newspapers have had a rough slog this past decade or so. But that could change tomorrow, or next Thursday - the result of this or that development in the media marketplace.

You need to know about it in order to sell with it.

The only way you are going to know about it if you closely follow not just newspapers but all media: Radio, TV, out of home, direct mail and of course all things digital.

So stay tuned in.

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# Editorial Comments from the PNA....

The PNA provides resources to our members that address many of the concerns listed in the adjoining article.

**1. "Let me tell you who reads my newspaper."** – PNA subscribes to Nielsen Scarborough Research, the gold standard in news media research information. For a number of our members, we can provide you with statistics and intelligence about newspaper readers in your market – including their demographic profile, media usage habits, purchase intentions, and more. This information will allow you to better educate your advertising clients about your readers.

**2. "My newspaper can boost your sales. I can prove it."** – Under the "Why Newspapers" section on the PNA website ([panewsmedia.org](http://panewsmedia.org)), there is an area devoted to marketing sheets. When you select "category-specific marketing sheets," you will find over 30 industry-specific customizable marketing sheets that use Nielsen Scarborough statistics to demonstrate the strength of newspapers compared to other traditional media outlets. Use this information to prove that your publication can deliver advertising results.

**3. "I'm a believer. I believe in my paper, I believe in newspapers."** – Under the "Why Newspapers" section on the PNA website ([panewsmedia.org](http://panewsmedia.org)), select "Marketing Sheets," and then "General Marketing Sheets." You will find several customizable sheets that talk about the strength of newspaper and insert readership, the attributes of community

newspapers, along with flyers specific to newspapers' ability to reach Baby Boomers and Millennials, and more. This information will remind you that the newspaper industry is very much alive and thriving.

**4. "I can sell against anyone. Bring it on."** – Knowing and understanding your competition is critical to sales success. The PNA offers each member a personalized "Competitive Media Analysis" that provides detailed information about the traditional media outlets in your circulation area, including their coverage areas, and a cost per thousand analysis. We also provide training, via webinar, regional events, or on-site visits, to discuss the competitive media environment including the strengths and weaknesses of each medium.

**5. "I will stay ahead of the curve of change in media."** – It is easy to stay abreast of trends in media by subscribing to some media-related e-newsletters such as:

- a. [Media Life Magazine](#)
- b. [NAA's Presstime Update](#)
- c. [NetNewsCheck](#)
- d. [MediaPost](#)
- e. [AdvertisingAge](#)
- f. [Adweek](#)

If you have any questions about any of the marketing services provided by PNA, or to request research information or schedule a training session, please contact Jane Hungarter – 717-703-3041 or [jane@pa-news.org](mailto:jane@pa-news.org).

## Enhance Your Next Sales Call by Contacting PNA's Sales and Marketing Hotline

**A**s you prepare for your next sales call, be sure to contact PNA's Sales and Marketing Hotline. Whether you're looking for information about a particular category of business, consumer media preferences, co-op related data, or just "something" that will give you the sales edge, we will provide you with materials and statistics that will make a positive impression with your clients.

Here is a sampling of the information that we can provide to you – all at no cost, as a benefit of membership with the PNA!

- Demographic information to help identify a target audience
- Media consumption reports
- Peak sales months by category of business
- Industry opportunities/challenges/trends
- Average sales information by category of business
- Suggestions for ad copy
- Customized marketing flyers

Make your next sales call your best sales call by contacting PNA's **Sales and Marketing Hotline at 717-703-3041.**





# Advertising Prospecting Categories for Spring

As the snow melts away, and the trees begin to bud, the spring season is a peak sales period for many categories of business. Help retailers in your market rake in the green by advertising in the medium favored by valuable consumers – the local newspaper.

## Education:

Colleges, universities and professional schools

## Entertainment:

Bars/Night clubs\*  
Bowling centers  
Family entertainment centers  
Symphony orchestras

## Financial:

Accountants\*  
Check cashing/Payday loan services  
Credit unions\*  
Investment firms\*

## Health and Fitness:

Diet/Weight loss centers  
Health clubs\*

## Home Decorating:

Bedding/mattress stores\*  
Children's/Teen furnishings retailers\*  
Furniture stores\*  
Outdoor furniture retailers

## Home Maintenance and Repair:

Architectural services  
Fire and water damage restoration contractors  
Furniture repair and upholsterers  
Home builders  
Home improvement services\*  
Modular home retailers

## Medical:

Allergists  
Alternative Medicine Facilities  
Cosmetic surgeons  
Dentists and orthodontists\*  
Drug stores\*  
Hair replacement centers  
Hearing aid centers  
Orthopedic physicians  
Medical supply stores  
Mental health professionals  
Ophthalmologists/Laser eye surgeons\*  
Pediatricians  
Vascular Surgeons

## Recreation:

Spas\*

## Religious:

Houses of worship  
Religious bookstores

## Retail:

Athletic footwear stores\*  
Auto dealerships\*  
Boat dealers  
Bookstores\*  
Bridal shops\*  
Children's and infants' clothing retailers\*  
Jewelry stores\*  
Maternity shops  
Motorcycle dealers  
Office furniture dealers\*  
Pawnshops  
Power sports retailers  
Rent-to-own stores  
RV dealers

## Services:

Caterers  
Car washes  
Child day care services  
Resume services

## Specialty:

Banquet/Party centers  
Conference centers and Exhibition halls  
Florists\*  
Tanning salons

\*Customizable marketing sell sheets are available for these categories of business [here](#).



**AMERICA EAST**  
*Media Business & Technology Conference*

April 4-6, 2016  
The Hershey Lodge and Convention Center  
Hershey, Pa.

[www.america-east.com](http://www.america-east.com)

## Don't Miss these Special Sessions for Advertising and Marketing Personnel:

### The Importance of SMBs



Christine Stonecipher,  
Treasure Coast Newspapers



Vicky Flandt, Recas

The local SMB is becoming more of a coveted target advertiser for digital-only players. This session will discuss bundling, messaging, marketing and sales approaches to grow share, revenue and profit with SMBs.

### Recruiting the Millennial Digital Seller



Katherine Donahue, Google



Cayman Coleman Yarnik,  
Alabama Media Group

It is a sellers' market for hiring good talent. Publishers are vying for talent and millennials are in high demand. This panel will provide tips and tactics to recruit them and share what is most important to retaining them.

### Change Agent Sales Leaders



Sam Brown,  
Miami Herald



Stephanie Boggins,  
Memphis Commercial Appeal



Dani Longoria,  
Milwaukee Journal Sentinel

These leaders will share how they manage sales teams in this era of digital migration and business evolution and discuss their cultural change paths, their tactics for achieving successful outcomes.



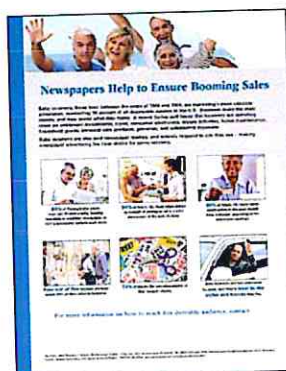
# Updated Marketing Sheets are Now Available

The marketing sell sheets available on the **"Why Newspapers"** section of the **PNA website** have been updated with the most recent Nielsen Scarborough Research statistics.

There are more than 40 advertising category-specific customizable sheets that can be used to demonstrate the strength of newspapers compared to other traditional media outlets.

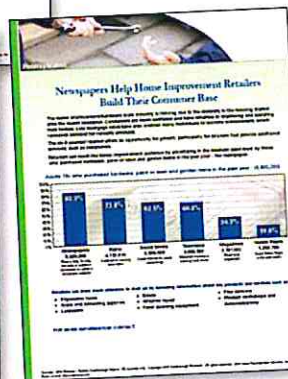
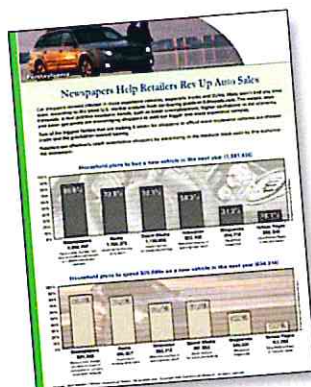
## The general newspaper marketing sheets include:

- Affluent Consumers
- Baby Boomers
- Community Newspapers
- Consumers Connect
- Effective Print Ads
- Millennials
- Newspaper Inserts
- Newspapers Engage



## The advertising category-specific sheets include:

- Appliances
- Athletic clothing/Shoes
- Attorneys
- Automotive
- Banking
- Bars/Night clubs
- Bookstores
- Bridal
- Cards/Gifts
- Cell phones
- Children's clothing
- Day spas
- Dental
- Drug stores
- Drycleaners
- Financial services
- Fitness centers
- Flooring
- Florists
- Footwear
- Furniture
- Games/Toys
- Grocery
- Heating/Cooling
- Home accessories
- Home improvement
- Home improvement supplies
- Hospitals
- Hotels
- Jewelry
- Malls/Shopping centers
- Men's clothing
- Movies
- Music/Video
- Office supplies
- Pets
- Political
- Real estate
- Restaurants
- Vision
- Women's clothing





# Research Shows that Newspapers Continue to

# Inform Communities and Drive Sales



**R**esearch findings from the recently launched advertising impact service from Coda Ventures, Triad Newspaper Ad Effectiveness Service, are consistent with similar research from the Newspaper Association of America, and the National Newspaper Association – all of which demonstrate that newspapers work. Newspapers actively engage audiences who take action as a result of seeing newspaper advertising.

## Top Engagement Attributes of Newspapers:

- 86% of readers say newspapers are a great place to get useful information<sup>1</sup>
- Local newspapers continue to be the primary source of information about communities in small towns and cities<sup>3</sup>
- 78% of readers feel like they are a part of a community of readers<sup>1</sup>
- Consumers look forward to reading community newspapers, and rely on them for local news and information<sup>3</sup>
- Community newspapers are informative, entertaining, and provide quality news coverage and fair news reporting<sup>3</sup>
- 74% of readers usually notice the ads appearing in newspapers<sup>1</sup>
- Newspapers are the medium in which advertising makes consumers more likely to purchase, and the most effective place to learn about sales and store information<sup>2</sup>
- Newspapers are the leading medium consumers use for coupons. Seven in 10 (69%) cite the Sunday or weekday editions as coupon sources.<sup>2</sup>

- Newspapers rank first as the most trustworthy medium, as well as the medium that operates in an ethical manner and has the public's best interest in mind.<sup>2</sup>

NAA's most recent How America Shops and Spends study reveals that eight in 10 (79%) of adults have taken action as a result of reading or seeing an ad in a print newspaper in the past 30 days, and half (51%) made a purchase.

## Newspapers Cause Readers to Act: The Top 10 Consumer Actions Taken<sup>1</sup>

1. Gather more information about the product or service
2. Visit the advertiser's website
3. Have a more favorable opinion about the advertiser
4. Save the ad for future reference
5. Recommend the product or service to someone
6. Pass along the ad to someone
7. Ask someone about the product or service
8. Consider purchasing the product or service
9. Visit a store, dealer or other location
10. Search online for the product or service

The research results are a powerful reminder that news media organizations play a vital role in the communities they serve by providing important, useful information that is trusted. In addition to reading the content, including the ads, engaged consumers act on this messaging in numerous valuable ways.

Sources: <sup>1</sup>Triad Newspaper Ad Effectiveness Service  
<sup>2</sup>Newspaper Association of America  
<sup>3</sup>National Newspaper Association





## Capturing Political Advertising Revenue

The 2016 political season is off and running, with primary elections underway, and a large field of candidates and political action committees vying for the public's support. News media organizations are in position to capture valuable advertising dollars from candidates and causes because of their ability to deliver and connect with key voters.

PNA has developed a series of customizable political marketing flyers, targeted to decision makers who represent local, state, and national candidates, that demonstrate the strength of local newspapers. They are further defined by political party affiliation - Republicans, Democrats, and Independents. These flyers are available on the "Why Newspapers" section of the PNA website.

To customize, simply select the flyer that's best targeted to your intended audience (local, state, or national election), drop in your newspaper's logo and contact information, print it, and present it to your client.

## Political Resources Available

If you're uncertain about the political party affiliation of voters in your circulation area, visit the [Pennsylvania Department of State website](#) to view current voter registration statistics, by county, in Pennsylvania.

The Newspaper Association of America has several political advertising resources available to its members.

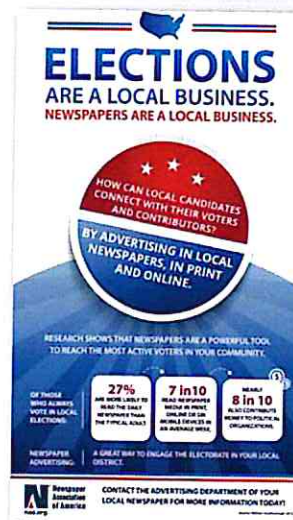
### "6 Reasons Newspapers are the Elected Media Platform for Loyal Voters" Brochure

This brochure describes the critical role newspapers play in informing voters and helping political candidates reach and relate to contributors. Under the 6 Reasons are new supporting data points from Nielsen Scarborough on how loyal voters continue to rely on and trust their local newspaper for news and information during election season and beyond. Use this brochure at meetings with political candidates, share the facts on social media and use them for general reference. Download the brochure [here](#).



### Political Ads

As the 2016 political campaigning season heats up, NAA is providing members with a new political ad to run in your publications. The ad contains new data from the 2015 Nielsen Scarborough Research, which found that consistent with previous years, those who always vote in local elections are more likely to read the daily newspaper, whether in print, online, or on a mobile device.



The take-home message for local candidates running for office is to advertise in their local newspaper to connect with the loyal voting population. As this group of voters is also more likely to contribute to political organizations, according to Nielsen Scarborough, candidates that advertise in their local newspaper are achieving interaction with voters, as well as reaching a key funding source for their campaigns. Access the ads [here](#).





# The Status of Co-op Advertising in Pennsylvania

By Jane Hungarter

Director of Marketing, PNA

**F**or those who may be unfamiliar with the concept of co-op advertising, it is partnership between a retailer, and a manufacturer or distributor, to share the cost of advertising at the local level, to increase product sales.

Co-op advertising is an important part of the advertising sales process since it can help to bring in new advertisers, increase the size of current ad contracts, and improve client relationships. It's an effective way for retailers to maintain a high profile without spending a lot of money.

- Co-op advertising increases the reach and frequency not only of the advertised brands, but also of the store's name.
- Using co-op advertising with national brand merchandise associates the retailer with the manufacturer's national advertising campaigns and identifies them as the local source for the national brand.
- Co-op advertised brands help sell other products once the consumer is in the store.
- Unused co-op accruals cost retailers money in purchases from manufacturers and in potential sales to consumers.

For many years, co-op advertising was a significant part of the advertising revenue stream at most newspapers. More recently, for various reasons, some newspapers have not banked on co-op advertising dollars to contribute much to the revenue equation.

Knowing that a whopping 40% of available co-op dollars go unused each year – totaling more than \$14 billion of potential ad dollars, PNA recently surveyed its members to learn more about their experience with co-op advertising.

Of the PNA members who answered the co-op advertising survey:

- **60% actively pursue co-op advertising business**
- **Most successful co-op advertising revenue-generating categories:**
  - ♦ Lawn and garden
  - ♦ Automotive
  - ♦ Jewelry
  - ♦ Appliances
  - ♦ Fireplaces
  - ♦ Fuel
  - ♦ Hunting supplies
  - ♦ ATVs
  - ♦ Healthcare/medical
  - ♦ Clothing
  - ♦ HVAC
  - ♦ Mattresses
  - ♦ Insurance



- **Percent of advertising revenue that comes from co-op advertising:**
  - ♦ 0% - 10% = 71% of respondents
  - ♦ 11% - 20% = 16% of respondents
  - ♦ 21% - 30% = 8% of respondents
  - ♦ 41% - 50% = 4% of respondents
- **How are co-op advertising opportunities identified (multiple responses accepted):**
  - ♦ 77% from customer input
  - ♦ 32% from Recas
  - ♦ 14% from AdMall
  - ♦ 5% online research
- **Co-op advertising business responsibility:**
  - ♦ Ad sales reps – 78%
  - ♦ Designated co-op specialist – 16%
  - ♦ Ad sales managers – 16%

The 40 percent of PNA members who do not actively pursue co-op advertising mentioned different reasons for not doing so. These included:

- It hasn't been a priority, but should be
- Lack of knowledge about pursuing this type of advertising
- No co-op system to track opportunities
  - Lack of resources
  - Poor results from past efforts
  - Lack of co-op opportunity in the market



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### Suggestions and strategies for pursuing co-op advertising business include:

- Have a sales/support representative check AdMall or Recas daily, weekly, or monthly for the latest co-op opportunities.
- Have an established plan to share specific co-op opportunities, by account, with ad sales reps – and hold them accountable for presenting the information to their clients.
- For each advertising client, identify the specific brands and products that may have co-op dollars attached to them.
- Speak with companies that have co-op budgets, and learn more about when and how they can use those dollars.
- Do research to find accruals and ad materials prior to meeting with customer.
- Provide customized, manufacturer-approved spec ads.
- Do all of the legwork for your client - offer to submit ads for approval, and submit all reimbursement claims – make it easy for them to say yes.
- Ask sales assistants, or billing personnel, who work with the reps to make sure the account gets the paperwork it needs, or to help submit claims for the co-op dollars.
- Remind yourself to ask your customers for their co-op business.

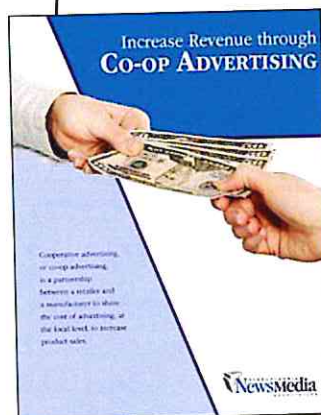
For those who are interested in learning more about co-op advertising, the PNA has developed a 75-minute training module titled "Increase Revenue through Co-op Advertising." The presentation can be delivered by webinar, or at your location. Contact Jane Hungarter at 717-703-3041 or [jane@pa-news.org](mailto:jane@pa-news.org) for more information.

## Learn More about Increasing Revenue through Co-op Advertising

Cooperative advertising, or co-op, is the sharing of costs for locally placed advertising between a retailer, and a wholesaler or manufacturer. It is estimated that an alarming one-third of all available co-op dollars go unused each year – just imagine all of that missed opportunity and revenue!

To help you learn more about co-op advertising, the PNA has developed a 75-minute training module titled "Increase Revenue through Co-op Advertising." In this session, we will discuss the benefits of co-op advertising, review the various types of co-op ads and programs, and demonstrate two popular co-op databases, AdMall and Recas.

The presentation can be delivered by webinar, or at your location. Contact Jane Hungarter at 717-703-3041 or [jane@pa-news.org](mailto:jane@pa-news.org) for more information.



For more information about successfully using co-op advertising, download PNA's informational brochure, Increase Revenue through Co-op Advertising, available in the **Why Newspapers** section of the PNA website.

## 'Why Newspapers' Provides Valuable Resources

Whether you're looking for research statistics that demonstrate the strength of newspaper readership in Pennsylvania, information that highlights that newspapers are the preferred medium of choice for valuable consumers, new special section ideas, strategies to grow circulation, or are just curious, in general, to see how you can better market your news media organization, the "Why Newspapers" section of the PNA website may have just what you need.

This section is devoted to providing members with marketing tools designed to assist in sales, marketing, readership, and more. Be sure to visit <http://panewsmedia.org/why-newspapers> today!

Click [here](#)\* to read the brochure that highlights the contents of the "Why Newspapers" section of our website.





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## Reinventing the American Newspaper: Sign up Today!



Media Life Magazine has introduced a new, no-cost newsletter called "Reinventing the American Newspaper." The series will look at where newspapers are today in terms of circulation, advertising, editorial, and how they fit into communities – and how we can create a new future for them. Although this publication is targeted to media planners and buyers, it's important for newspaper advertising and marketing personnel to be aware of the conversations and trends. [Sign up here](#) for Media Life's new Newspaper Newsletter.

### PA Newspapers Are Saying ...

"The Republican-Herald has worked with ANC on our TV Week magazine sales efforts since 2010. We are very pleased with the dedication and commitment they offer, and more importantly with the sales results we see each year. They understand newspaper sales and work very well with our local team. Our 2016 sales initiative just concluded and we finished over goal for the 7th straight year!"

Mike Joyce, Director of Advertising  
The Republican-Herald  
Pottsville, PA

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