



## **NPA/OnePress Staff**



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## **Updated NPA website is 'live' - check it out!**

The NPA website ([www.nebpress.com](http://www.nebpress.com)) has a different look, thanks to an update approved by the NPA and OnePress boards.

"Updating our website to better help our members and guests to the NPA site was essential," said Amy Johnson, NPA president and publisher of the Springview Herald. "As president of the NPA, my aspirations were to have the NPA website get a fresh look, be user friendly and ensure it had resources to help anyone who visited the site."

### **New features of interest to members include:**

- Expanded legal and advertising guidelines
- Update newspaper search tool
- Newspaper member homepage spotlight, and
- Photography gallery to feature Nebraska photojournalists' work

### **Additional resources will be added to the Member Resources area (login required).**

"The member download area to access weekly 2x2s and classified ads will be the same as the old site, with a fresher look," said Violet Spader, OnePress sales and marketing director.

### **Members will not need to change their user names or passwords to download ad.**

The last time the NPA website was updated was in 2021. Updates were done by Nebraska Digital, a Lincoln-based web design firm.

**If you would like to have your newspaper's photo featured, or if you have questions about the new website, contact Violet Spader, [vs@nebpress.com](mailto:vs@nebpress.com), or 402-476-2851.**

## **Virtual NPA 2021 Convention set for April 22-23 - save the dates**

At their joint board meeting on February 4, the NPA and OnePress boards of directors unanimously approved the 2021 convention be held virtually and not in-person.

The boards cited continued health and safety concerns related to the COVID-19 virus as the sole reason for the change. The convention was scheduled to be held on April 8-10 at the Cornhusker Marriott in Lincoln. This is the second consecutive year for cancellation due to COVID-19.

- **SAVE THE DATES! The NPA 2021 (virtual) Convention will be held Thursday & Friday, April 22 & 23.**
- **The Better Newspaper Contest Awards video presentation will be held separately, in early June. Exact date TBA.**
- **CALL FOR AWARD NOMINATIONS for Outstanding Young Nebraska Journalist, Harpst Leadership Award and Pica Pole Award will be sent out soon.**

**Details will be announced soon!**

## **Have a Legal Question?**

Call the Nebraska Press  
Association Legal Hotline

**Max Kautsch,**  
Attorney at Law  
Phone 785-840-0077  
Fax 785-842-3039  
[maxk@kautschlaw.com](mailto:maxk@kautschlaw.com)  
[kautschlaw.com](http://kautschlaw.com)



Max Kautsch

**785-840-0077**

# Free 2021 Online Media Campus webinars for NPA members thanks to grant from NPA Foundation!

***Here's a new member benefit for 2021: Member newspapers (and staffs) can register for Online Media Campus webinars for FREE, thanks to a grant from the NPA Foundation.***

- Includes live webinars and access to 165 OMC archived webinars - categorized under Advertising, Digital, Editorial & Management - to view when it fits your schedule.
- Online Media Campus uses a wide variety of industry experts as webinar speakers.
- ***You still need to register for their live webinars, and you must include 'NEtraining'***

***in the 'discount code' field on the registration form. (Otherwise you'll be charged for the webinar!)***

- This is a great member benefit, since OMC webinars are priced at \$35.00 per person (\$45.00 per person if you register after deadline).
- *If you register for a live webinar and then can't attend, you'll automatically get the link to watch it on your schedule.*

***Go to [www.onlinemediacampus.com](http://www.onlinemediacampus.com) to see upcoming live (and archived) webinars.***

## 12 ad design tips

*By John Foust, Raleigh, NC*

Want to get more eyes on your ads? Let's take a quick look at some ad design tips:



**1. Keep things simple and uncluttered.** The four basic elements of a print ad are (1) headline, (2) illustrative element, (3) body copy and (4) logo. When they are arranged in a way that is easy to follow – and when there are no unnecessary images – the ad is more likely to be noticed.

**2. Use easy-to-read line breaks in headlines.** A line break is where one line ends and the next line begins. Since readers naturally pause for a split second at the end of a line, the break should be placed to look visually correct -- and sound right in the mind. Here are two headlines. The second one works better.

Save  
big on ceiling  
fans

Save big  
on ceiling fans

**3. Use a graphic hook.** A dominant visual element stands out on the page or on the screen. If an ad features a number of illustrations or photos, make one considerably larger than the others. Don't hesitate to make the image so large that it bleeds off the edge.

**4. Use white space.** Like a room with furniture which is placed too close together, a crowded ad doesn't provide enough room to navigate. In addition to giving readers some walking room, white space can be a powerful graphic hook.

**5. Don't use distracting borders.** It's what's inside the border that counts. The border shouldn't become an extra element.

**6. Use all-caps sparingly.** There are two times to use all upper-case characters: (1) in short words in a short headline or (2) in a proper name, like IBM, BMW or NHL.

**7. Use readable fonts.** Trendy styles can be difficult to read. It's best to stick with traditional fonts. Generally speaking, serif fonts are more legible in lengthy body copy and bolder sans serif fonts are fine for headlines.

**8. Put the logo at the bottom right or bottom center.** Resist the temptation to place the logo at the top. Because we read from top to bottom and from left to right, an ad's logical ending point – the spot for the logo – is at the bottom right or center.

**9. Use relevant illustrations and photos.** Pictures must be meaningful and should clarify the headline. The best illustrations show the advertised product in use or demonstrate a benefit.

**10. Set body copy flush left.** Ragged left text is nearly impossible to read, because readers are accustomed to starting each line at a consistent left margin. Justified copy blocks are problematic, as well, because they create wide spaces between some words.

**11. Use color with restraint.** Research shows that color helps ads stand out. But don't overdo it. Too much color creates clutter. You've probably seen ads that look like an accident in a crayon factory. That's no way to appeal to readers.

**12. Stay away from reverses.** It's not a good idea to use white images and words on a dark background. Readers are accustomed to dark print on a light background. Make it easy for them.

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*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com).*

# Classified Advertising Exchange

Feb. 22, 2021

**NEWSPAPERS FOR SALE:** Two Newspapers for sale (The Burwell Tribune and The Sargent Leader). Will sell individually or together. Covers Garfield, Wheeler, Loup and Custer Counties. Call Lawrence at 308-346-4504. Serious inquiries only.

**NEWSPAPER FOR SALE:** Polk County News in Stromsburg, covering the towns of Polk, Stromsburg, Osceola and Shelby. Supported well by local businesses. Full legal notice pages. The business cash flows very well. It has a great office space located in the former Cornerstone Bank building in downtown Stromsburg. Contact Dave Thompson at [dt2036st@gmail.com](mailto:dt2036st@gmail.com), or call 402-580-2136.

**OWNERS PLANNING TO RETIRE:** Excellent county seat weekly newspaper operation for sale to qualified buyer. Includes one larger newspaper, 1,900 circulation, and 2 smaller newspapers in Boone County, NE. Opportunity to consolidate and/or expand. Profitable, excellent staff, turnkey. Very nice apartment above office helps with financing (only one mortgage). You will want to see this opportunity! We will help you "learn the ropes" if you wish. Contact Jim or Julie Dickerson, Albion News, Albion, NE, Call 402-741-5071, or email to: [jim@albionnewsline.com](mailto:jim@albionnewsline.com).

**NEWSPAPER FOR SALE:** Two weekly newspapers for sale in growing Omaha metro area. Will sell individually or as a pair. Serious inquiries only. Contact 402-762-5352.

**NEWSPAPER FOR SALE:** The Voice News of Western Nebraska, based in Morrill, Nebraska is for sale. The two-year-old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. If interested, contact 402-762-5352, or [reporter@voicenebraska.com](mailto:reporter@voicenebraska.com).

**ATTACHED TO THIS WEEK'S BULLETIN:**  
Classified Advertising Exchange.

## Nebraska Open Meetings Act booklets available

Nebraska's open meetings law serves as a tool to help all citizens better understand and be more aware of the actions and decisions of elected and appointed officials.

**This current Open Meetings booklet (updated in 2020) is available for \$1.00 each (plus postage).**

**To purchase booklets, contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com).**

**Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted.** Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Need more information? Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).