

Nebraska Press Association Convention

Nick Monico, COO Adams Publishing Group
April 26, 2024

2024 Strategies

Revenue generation

- Focus on upselling and cross selling- Vertical and Horizontal
- Demystify Digital- Digi Know sessions, training
- Look at Inserts- why in daily/Weekly and no TMC, conversely why TMC only no daily/weekly
- Every print sale must have a digital components- Digital compliments the package not cannibalizes it
- Circulation passive revenue streams- Environmental Fee, Late Fee-like utilities
- Use video to promote story and sell video ads
- Fix Classifieds- Reestablish the value proposition, directories, etc
- Better designed ads- reduce churn
- Average size ad- 8 " versus 9" ad
- Sell more commercial printing

2024 Strategies

Digital

- Find vendors to assist you
- Blox Programmatic sales
- New Rep “Limited Playbook” to ease into the learning process
- Sell you own O & O
- Continual training- Certifications
- Must have video- AI Waymark
- Second Street Promotions- Best Of's
- *Frequence* Vendor that you only pay when you sell- has a proposal tool

Why Community Newspapers

Relevancy

- Establish your Content Pillars and apply different lens to the subject- environmental, legal, tourism, etc.
- “User Generated Content” to supplement staffing
- Establish “Listening Posts”- Publisher/ Editorial Team announces they will be a local coffee shop to hear our reader's input.
- Create an Economic Development Council if there is none.
- Create “Serial Stories” that covers a broad topic and spread out over multiple issues.
- Update your branding- “Serving Potter County since 1864”
- Take Subscriber name and put it on Page one- The paper produced for” Ann Johnson”. Establish a deep connection
- Stay Local, Local and Local- AI cannot out local us.

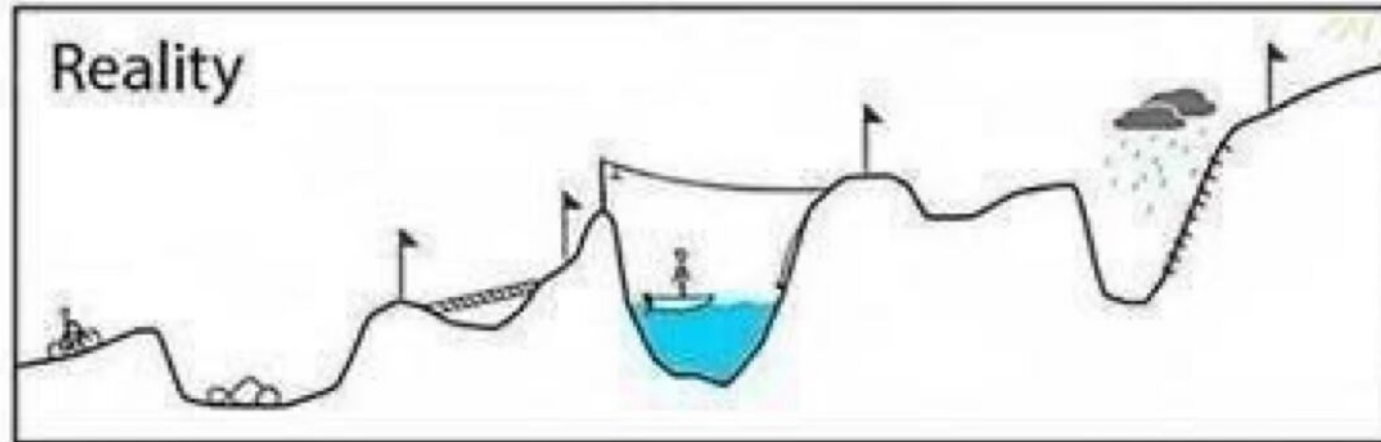
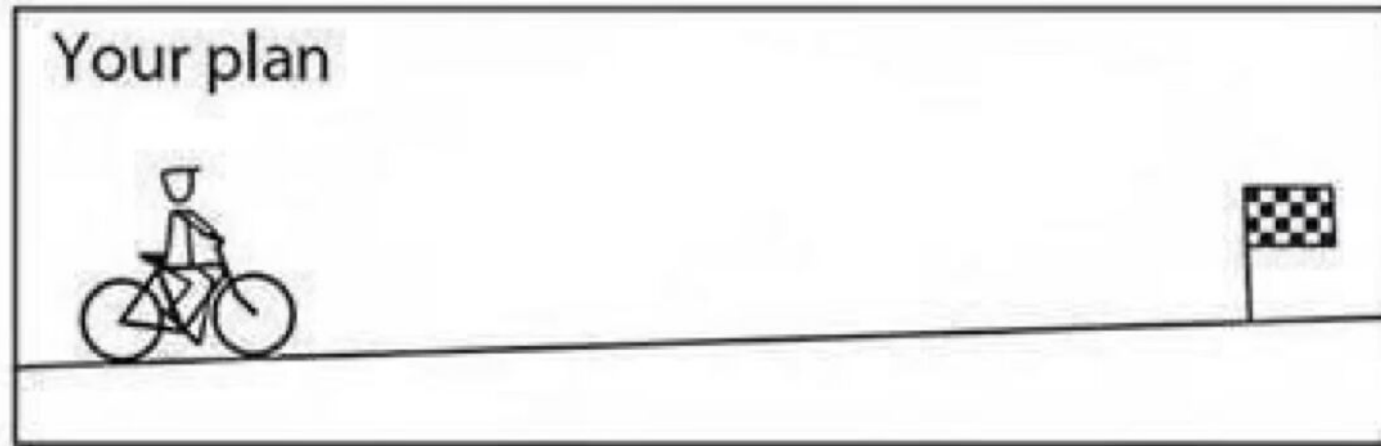
Employee Retention

Mitigate Turnover

- Establish Employee Discount Program- Employee Perks
- Create an “Onboarding Program” to develop an Answer Book for new hires.
- Supply wearables for all Employees- Friday Newspaper Pride day. Everyone wear a branded type of clothing.
- Consider a 4 -day work week for those who can
- Offer extra days off- We added 3 days and a Non-Profit support day. Unpaid holidays if they leave.
- Provide monetary reward for winning awards.
- Reestablish holiday parties, cookouts, etc.

Community Newspaper Revenue Ideas

The Road Ahead



End of the Month Promotions

<p><i>Rochelle</i></p> <p>A FROM Z</p> <p>TO</p>	<p>Ideal</p>	<p>Realtor</p>
<p>Affordable</p>	<p>Jackpot</p>	<p>Satisfying</p>
<p>Backyard</p>	<p>Keepsake</p>	<p>Trusted</p>

Classifieds *ON THE* Cover!

Introducing a great new way to highlight your classified advertisement in the Green Valley News!

Now you can advertise your garage sale, home for rent, service or any of your classified advertisements on the front page of the Green Valley News. Your ad will be seen by everyone who picks up the paper, greatly increasing the reach of your classified ad.

B1 Get Out!
Corky Simpson: Why GV should thank Arnold Palmer

In today's issue
Green Valley Health News takes us to France and back

Green Valley News
YOUR COMMUNITY NEWSPAPER SINCE 1964

GV Hospital secures loan, looks toward more stability

See more of today's classifieds C1-4

Classifieds on the Cover	Classifieds on the Cover	Classifieds on the Cover	Classifieds on the Cover	Classifieds on the Cover	Classifieds on the Cover
1995 SHASTA Class C with Ford F350. 33K Miles. Newer tires. Newer brakes, front& rear. New hot WH. \$12,500. Call 520-908-7863.	COUNTRY CLUB Estates. Furnished, 2Br, 2Ba, ofc, fp, utilities included, 5th fairway, pet ok. GVR. 55+. Smoking, no. 2017 Season. \$2600 mo, 3 mo. min. Call 520-398-6520.	ELEANOR'S GARDEN & Eleanor's HOME Estate Sale. WED, THURS, FRI, SAT, 10/5, 10/6, 10/7, 10/8, 8-2pm, 2563 Camino Shangrila, TUBAC. I-19 S to Chavez Siding exit, turn east, & follow balloons.	FRESH PAINT , 2Br, 2Ba, Den, Ext. Gar., Mtn View, Open FP. All Tile except Br's, over 1600 SF. Won't last at \$189,900! 2263 S. Via Pompilo, #59094. Stu Samovitz Home Smart Pros, 520-247-5336.	SEASONAL RENTAL By owner. 1BR, 1BA. Golf Course View! Class A furniture. W/D. 55+. GVR. Available Seasonally Call 1-916-802-5673.	CALL EVELINE at 547-9753 to get your classified ad on the front page of the GV News today! Only \$15 per ad! Call for details.

Groups linked to Titan missile revisit silo

Covert said the loan will help the hospital remain current with "all creditors and providers; it will never any danger the doors would close. "I'm very encouraged."



TRAP TEAM FINISHES SECOND AT STATE

SPORTS, B1

ELDERBERRY CHICKENS

VIEWPOINTS, A4

SATURDAY & SUNDAY, JULY 12-13, 2014

WEEKEND Sturgis Journal

Serving St. Joseph County since 1859 \$1.00

www.sturgisjournal.com

2014 RAM 1500
Crew Cab, SLT, 4x4, All New 3.0 L V6, Eco-Diesel, 27 mpg!

WAS **\$46,985**
Rebate & Discount **-\$5,485**
NOW **\$41,500***

*With rebates and discounts.

LaGrange Dodge
County St. Rd. 9, LaGrange
260-463-2161 or 800-525-1297
www.lagrangecountydodge.com

Cottage Inn
Gourmet Pizzeria
STURGIS 651-8500

LARGE: PICK-UP DELIVERY

Hand Tossed Only		
1 Topping \$5.00 \$8.99
2 Toppings \$6.99 \$9.99
3 Toppings \$8.99 \$10.99
Any Gourmet \$12.99 \$12.99

EXTRA LARGE:

Hand Tossed Only		
1 Topping \$7.00 \$9.99
2 Toppings \$9.50 \$11.49
3 Toppings \$11.00 \$12.99
Gourmet \$14.00 \$15.99

ADDITIONAL TOPPING \$1.50 - \$2.00
Sun-Thur: 10am - 11pm • Fri. & Sat. 10am - 12am
cottageinn.com

WE DELIVER WITHIN A 20 MILE RADIUS!

TRIAL OF ANDY J. BROWN | LOCEY MURDER CASE | DAY 8

No verdict yet in trial

Deliberation to resume Monday

By **Jeff Rietsma**
Journal Correspondent

Deliberation in the Andy Brown trial will continue, after the 12-member jury did not reach a verdict Friday.

The eighth day of the trial featured little action in Judge Paul Stutesman's circuit courtroom. An evidence-related question by jurors brought

them into the court at 1:30 p.m. Stutesman conferred with prosecutor John McDonough and defense attorney Michael Hills to review the written query.

He then reminded jurors of the 13-page jury instructions that were covered in their entirety Thursday after closing arguments and McDonough's rebuttal.

"You need to use the jury instructions and if you need to go back through them and read them over again as you go forward, I suggest you do that," Stutesman said. "Sometimes that gives you a reset and an understanding of what to do."

The nine-woman, three-man panel returned to the jury room at 1:42 p.m. They were excused for the weekend at 5 o'clock and told to return at 9 a.m. Monday to con-

tinue deliberation.

He reminded them that the evidence they have received is the only evidence they are to consider.

"Again, the evidence is the sworn testimony that's been offered in the exhibits admitted ... you've got to be careful with that," Stutesman said. "Some evidence was admitted for a very specific purpose.

SEE TRIAL, A2

List all of your sales options



BUNDLE PRODUCTS
BY SELECTING OPTIONS FROM THE
CUSTOMER SUCCESS WHEEL

TURN THE WHEEL & FIND SUCCESS FOR YOUR CUSTOMER

<p>SPECIAL SECTIONS</p> <p>Home Improvement, Health Care, Entertainment and more.</p>	<p>TMC/EMC/SMC</p> <p>Total Market, Extended Market and Select Market Coverage.</p>	<p>SPECIALTY PRODUCTS</p> <p>Brochures, Customer Logos, Presentations and Visitor Guides.</p>
<p>VIDEO</p> <p>Reach your perfect customer demographic with popular video.</p>	<p>EVENTS</p> <p>In-person and Virtual event advertising and sponsorships.</p>	<p>PRINT & DELIVER</p> <p>Multi-page and single sheet inserts for direct mail and newspaper insertion.</p>
<p>NEWSPAPERS</p> <p>Paid/Free - Daily, Weekly, Local news that matters.</p>	<p>DIGITAL ADVERTISING</p> <p>Your message displayed on newspaper websites. Polls, quizzes, sweepstakes & more.</p>	<p>SIMILAR PUBLICATIONS</p> <p>Select sister products with like audiences for great results.</p>
<p>DIRECT MAIL</p> <p>Targeted print products mailed directly to the customer.</p>	<p>TARGETED DIGITAL</p> <p>Reach your perfect customer demographic.</p>	<p>MAGAZINES</p> <p>Quarterly, monthly, and weekly Special Interest Magazines.</p>

New Product Development



FANFARE

Integration of existing products to leverage the depth of content. The Trib took a popular existing Monday Section called FANFARE and leveraged the extra photos repurposing the content in a quarterly magazine of the same name. We extended the brand and kept the title "top of mind" for the advertiser and reader.

FANFARE AND LIVING
WOMEN
In Their Own Words

FANFARE
The Well-Lived Life
BIG BEN'S BIG GIVE
Celebrating Culinary with His Love of Animals, His Place Finds Around the Corner
BRAZILIAN ARTIST ROMERO BRITTO
Emotional Art of a Master

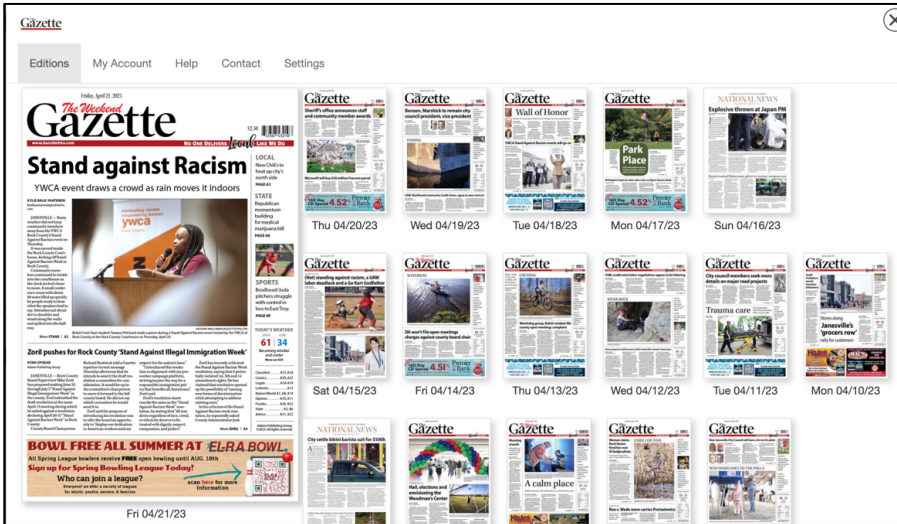
Plus:
Guy's Guide to Professionalism
Last Year's New Restaurant Row
Men's Sex Treatments

TRIB TOTAL MEDIA

E-EDITION STRATEGY

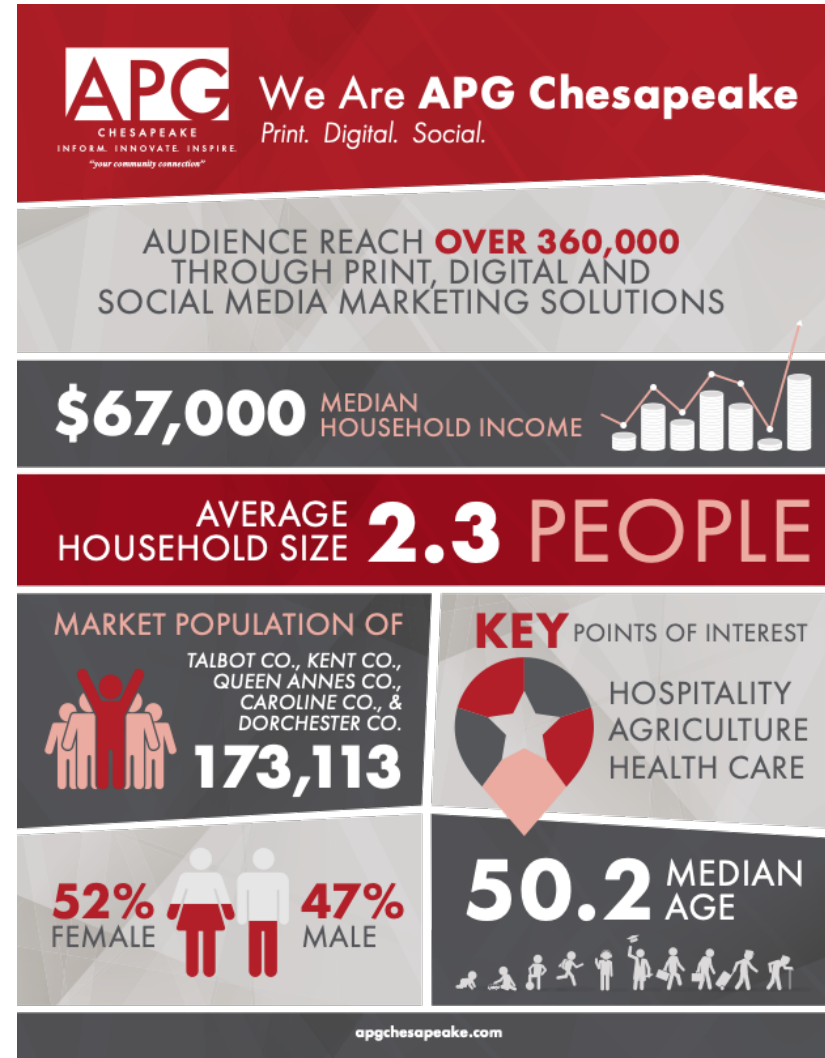
- Generates about 1/3 of all APG digital traffic
- We're about 2/3 through the rollout
- Adding the national e-edition
- Adding native apps for the e-edition as sites migrate
- Programmatic revenue added

APG's audience growth on e-edition is +5.39%, compared to 2.36% nationally



LOCAL AUDIENCE SNAPSHOT

Customize and utilize the **Market Audience Graphic template** to share the local market value proposition with advertisers.



Bright Side Page

GOOD DAY/BRIGHT SIDE NEWS/ REVENUE IDEA:

As a respite for all the bad news our consumers see and read everyday about COVID, hurricanes, floods, politics, crime, etc.

We have a dedicated a "Good News" page sold in several markets in Maryland, Idaho and Wisconsin.

Over \$65,000 sold

MAJOR EXPENSE INITIATIVES

TALL TAB:

Beginning the process of moving some APG newspapers to the tall tab format, which will save in production costs. Currently supporting the start of prototype designs.

APG-wide with 80% conversion on dailies and 50% on weeklies (lots of weeklies are tabs just swagging the size)

Avg of 7,000 Circulation copies saves about 9-12% on newsprint -depending on press.

MATERIAL SAVINGS:

Dailies	\$918,428 annually
Weeklies	\$473,564 annually
Total	\$1,391,992 annually

BEFORE



AFTER



REVENUE INITIATIVES

NEW REVENUE INITIATIVE: TMC Conversions

The change of the Bozeman TMC to Business Journal created a more targeted audience for our advertisers. It allowed us to retain TMC insert revenue while adding ROP and employment. It also placed a professional directory product in our market.

The format conversion to a tall tab helped offset materials costs while giving it a more professional look. Went from \$6,200/issue to \$9,200/issue – 18% growth.

Original TMC –
Chronicle Express



SW MT Business Journal
SMC Broadsheet 1/2 fold



SW MT Business
Journal SMC Tall
Tab – current



HOW TO OVERCOME "TOO EXPENSIVE TO ADVERTISE" OBJECTION

Cost Per Household Formula

Too often advertiser use cost as a reason to advertise. Even our sales reps are price sensitive and tend to sell a package THEY think the advertiser will buy.

We must move to an audience-based value program and shift from price.

Here is how we do that:

3 x 5 ad = 15 inches x \$7.00 inch = \$105

|

Circulation/distribution quantity 5,000 copies

Divide price by circulation/distribution

\$105 divided by 5,000 copies = 0.021 or 2 cents a copy

What can you deliver for 2 cents?

MEDIA SERVICES THAT SAVE TIME AND MONEY



WE OFFER...

Central newspaper
design and pagination

A daily National
News e-edition
to supplement your
local products

Commercial printing

Direct Mail Services

High Road
Digital Agency



ADAMS INTEGRATED SERVICES

Pagination | Ad Graphics | Direct Mail
Commercial Printing | Digital Agency

Contact us at: adamspg.com/AIS

Partner with a Design Center that
Cares About You and Your Customers



- > Are you facing a Design Center Shutdown?
- > Do you need to focus on Content, Advertising and Circulation?

Let us help you with digital and print design services that make you and your customers a top priority.

EXPERIENCED
FULLY STAFFED
CREATIVE
CUSTOMER SERVICE

SAVE MONEY WITH OUR STREAMLINED
PROCESS THAT SALES TEAMS LOVE!
WORK WITH A TEAM IN THE US, WITH
EXTENDED HOURS TO SERVE YOU.



For more information and pricing, email
designservices@apgcreate.com



Supplement Your Local Coverage with Interesting News

Curated National and International Content

Your readers depend on you to keep them informed on what's going on in their local communities. Help them get an overview of the national and international picture as well with our daily digital National News section.

- Digital National News with thoughtfully selected suggested content
- Easily accessible format
- Great for digital e-editions on your non-print days

**Must be licensed to use Associated Press content*

APG
ADAMS PUBLISHING GROUP

To learn more about how to make it a part of your readers' experience, contact APG for pricing or with other questions at pagination@apgpages.com.

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