LocalMedia association

innovate.educate.inspire

(formerly Suburban Newspapers of America)

MEMBERSHIP INFORMATION 2012

OUR MISSION

Local Media Association supports the community newspaper industry and related online media through leadership, education, innovation, promotion, research and the advancement of high standards.

Our Membership

Local Media Association represents more than 2,100 suburban and community newspapers across the United States and Canada. These newspapers are the dominant source of local news and advertising in the markets they serve.

Corporate members include some of the largest public and privately held newspaper companies in North America:

- Black Press
- Community Newspaper Holdings, Inc.
- GateHouse Media, Inc.
- Journal Register Company
- Metroland Media Group, Ltd.
- Schurz Communications, Inc.
- Small Newspaper Group
- Sun-Times News Group
- Wick Communications

Your Benefits

The following pages outline many of the benefits available to Local Media Association members including:

- Access to major advertiser and agency contacts
- Participation in Classified Avenue, Local Media Association's national classified network
- Newspaper research and resource center
- Networking and learning opportunities through Alliance webinars
- Local Media Association training meetings, conferences and free webinars
- Local Media Association recognition/awards

OUR MEMBERS HAVE GREAT THINGS TO SAY ABOUT LOCAL MEDIA ASSOCIATION:

"Local Media Association offers a unique way to stay in touch with industry trends, network with others facing similar challenges and opportunities, and so keep pace and even stay ahead of the curve. We'd be much less effective without it."

Anthony A. Clifton, *Chairman and Chief Executive Officer, Review Publishing Limited Partnership*

"Local Media Association is one of the best and most enlightening trade organizations I've come across (and I've worked with a lot, in many media fields). I'm proud to be a part of such a progressive group of directors and members who see their role as leading an industry, not defending it."

Gordon Borrell, *CEO, Borrell Associates, Inc.*

"Local Media Association does an outstanding job of working directly with advertisers to illustrate the value of newspapers, specifically smaller daily and weekly publications. Local Media Association's focus on helping local community newspapers connect with advertisers through research, directly advertiser meetings and their conferences is a huge benefit to its membership."

Larry Maynard, *Chairman and CEO, NGM Partners*

"I have been an active member with Local Media Association for over five years now and find the collective members to be some of the best minds in the newspaper industry. In addition, there is great value in Nancy Lane and her team as Local Media Association leadership attacks issues affecting newspapers head on: leading change as opposed to following it. The multiple conferences throughout the year are well planned with relevant topics, and the networking at these events is more than worth your membership investment."

Adam Burnham, *Formerly Vice President, Local Sales, Journal Register Company*

"We can attribute much of our growth over the years at Rust Communications to ideas we've gained from Local Media Association. It is a dynamic trade organization, which draws innovative, hard-working executives to its conferences. And its webinars are among the industry's best. When we consider where we want to invest time and money in an industry association, Local Media Association, because of its strengths, is an indispensable value."

Jon K. Rust, *Co-President, Rust Communications*

ADVERTISER RELATIONSHIPS

Advertiser and Agency Access

One of the most important aspects of your Local Media Association membership is the opportunity for you to interact with top media buying executives from around the country.

Conferences – Local Media Association facilitates meetings between members and major advertising decision makers at industry events. These conferences and events provide you the opportunity for one-on-one and small group meetings with these key advertisers.

Media Buyer Directory – This annual directory lists approximately 550 contacts for major retailers, third-party newspaper placement agencies, national advertisers and recruitment agencies from across North America. It contains complete contact information including region of responsibility when available.

Media Buyers Value Local Media Association

"I have nothing but the highest regard for Local Media Association and I talk to my advertising counter parts and they all think the world of Local Media Association as a trade organization. They are smart people who support their members not only with their intelligence but with passion. It's a joy to come to Local Media Association functions and to be involved with the organization because they are forward thinking and they have their members' best interests and the advertisers' best interests at heart. I think it's a first class organization and will support them as long as they would like my support."

Greg Bogich, *Vice President of New Business Development, Valassis*

"ACG has been a strong supporter of Local Media Association for a number of years and we feel they do a lot to bring the advertisers, the agencies and the newspapers together. The way they coordinate their events and the way they support the community newspapers makes them a very powerful organization. They operate very professionally and with high integrity and I'm very excited about participating in their events."

Jason Hicks, *Vice President New Business Development, American Communications Group, Inc.*

"Local Media Association has really grown over the years. I can see it in the people who are part of Local Media Association – the staff, and also in terms of the member newspapers. I think they are providing great leadership and a lot of great services to their members and, by default, to the retailers as well; they really lead the industry in doing that."

Marsha Lawrence, *Director Media Investments, Novus*

MEMBER RESOURCES

Local Media Association Searchable Membership Directory

The Local Media Association electronic member database represents more than 2,100 suburban and community newspapers in the United States and Canada. This easy to use database is searchable by DMA, city and zip code proximity; it has been specifically designed for advertisers to access essential information regarding Local Media Association member newspapers throughout North America.

Borrell Associates, Inc. Research Studies

Local Media Association has partnered with Borrell Associates to provide timely and relevant online studies that specifically address the needs of suburban and community newspapers. All Borrell reports are available to Local Media Association members. Visit www.localmedia.org for additional details.

Local Media Today

Local Media Association publishes an informative monthly newsletter and mails it to over 4,400 industry managers and executives in North America. *Local Media Today* contains major account information, call reports, breaking news, events and trends affecting suburban and community newspapers.

LocalMediaToday

SNA changes name to Local Media Association

LocalMedia association

IN THIS ISSUE

Media Sales Certification Program

The mission of the Local Media Association Media Sales Certification Program is to deliver training in a changing media environment resulting in a highly proficient sales representative capable of maximizing revenue opportunities. We have consulted with some of the leading media companies in America and the leader in Media Research, Borrell Associates to create a data driven webinar format, which will provide the professionalism and convenience our membership desires.

MEMBER RESOURCES continued

Interactive Media Alliance

The Interactive Media Alliance is an industry-wide initiative dedicated to providing timely information concerning all aspects of online publishing including content development, technical updates and advertising opportunities. The Interactive Media Alliance supports community online publishing efforts in several ways:

- Facilitates communication between IMA members and industry professionals through interactive webinars featuring experts in every area of new media. These webinars are designed to keep members updated on the latest technology and opportunities.
- Best practice identification and case study presentations

This is a paid alliance. For more information, contact Deanna Lewis, Sales & Marketing Manager, at **deanna.lewis@localmedia.org** or call (804) 262-3341.

Free Member Webinars

Local Media Association conducts free webinars for publishers, editors, circulation, classifieds and retail advertising throughout the year; all members are invited to participate.

"You have recruited excellent resources and the webinars are always thought-provoking. The variety of topics is good, so keep 'em coming!"

Joe Smyth, *CEO, Independent Newspapers, Inc.*

Interact with other Local Media Association Members

Members now have the opportunity to interact with other Local Media Association members through **Facebook**, Linkedin and **Twitter**.

MEDIA SALES CERTIFICATION PROGRAM

The mission of Local Media Association's Media Sales Certification Program is to deliver training in a changing media environment resulting in a highly proficient sales representative capable of maximizing revenue opportunities. The webinar programs are "self-directed" and can be taken at home or in the office at your staff's own pace.

The Following Courses Are Currently Available:

Basic Print Certification prepares a Media Sales Representative to present a "solution" to the client in an effective and persuasive presentation, providing details of a current product that matches their needs or a creative solution that provides a positive outcome.

Basic Online Certification covers much of the same materials as the Basic Print certification program with the addition of online specifics, so that representatives can successfully answer clients' questions, as well as present effective solutions that drive client value and generate ROI.

Basic Print and Online Certification combines the Basic Print and Basic Online Certification programs for sales environments that require their media salespeople to sell media products that combine print with online.

Congratulations to these Recently Certified Sales Professionals

"The Local Media Association Sales Certification Training Course was one of the first things I did as a new employee of the Record-Journal. As a recent college graduate, I had no sales experience and this course gave me the skills I needed to launch my career. I would recommend this course to anyone looking to sharpen their sales skills."

Mark Faenza, *Record-Journal, Meriden, Connecticut, Basic Online*

"I really don't have much patience, so for me to sit through nine presentations was really something. But I've got to say, it was good, especially at this particular time because we are gearing up to really hit the Internet hard. It helped reinforce some of the things we're doing, and the fact that we're headed in the right direction."

DeAnna Nelson, *Standard Democrat, Sikeston, Missouri, Basic Print and Online*

"I just recently completed the Local Media Association Sales Certification Training Course. Being new to newspaper sales, I found the course to be very informative and a great help in my approach to sales. Thank you Local Media Association!"

Anthony Cossey, *Trumann Democrat, Trumann, Arkansas, Basic Print and Online*

Click here for pricing | Multiple Registration Discounts Are Available
Contact: Al Cupo, VP, Operations, Local Media Association: (888) 486-2466, **al.cupo@localmedia.org**

LOCAL MEDIA ASSOCIATION CONFERENCES

Local Media Association provides members with excellent networking and educational opportunities through annual conferences, attendance at major industry events and unique mission studies.

Classified Multimedia Conference: November 7-9, 2012 - Chicago, IL

This very successful conference takes place in the fall at an affordable hotel. All aspects of a newspaper's classified advertising department are covered including private party, employment, automotive and real estate. Other topics such as motivating your staff and retaining good employees are also explored.

Deals and Promotions One-Day Summit: November 7, 2012 - Chicago, IL

This one-day summit allows us to take a deep dive into deals and promotions in a way that we simply could not do at a more generic conference. For many companies, deals and promotions revenue is now well into the seven figures and growing. This summit is perfect for anyone charged with this area of responsibility for their company or for those that are considering adding more of these sales opportunities.

Digital Agency One-Day Summit: November 8, 2012 - Chicago, IL

The Digital Agency one-day summit will cover the hottest trends and success stories in this rapidly emerging space. Many of the sessions will be presented in case study format by senior executives that are charged with growing and developing digital agency services at their companies. The summit will specifically address the different structures that are being pursued in addition to lessons learned and best practices.

LOCAL MEDIA FOUNDATION

Mission: To educate and guide media companies through their digital transformation to better serve local communities.

Nancy Lane
President
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nancylanesna@aol.com

The Local Media Foundation supports suburban and community newspapers' role as leading local information providers, now and in the future, by providing relevant research and educational programs to help them transform in a digital world. Recent initiatives sponsored by the Local Media Foundation include:

Free Learning Tools

Thanks to a grant from the Knight Foundation, the Local Media Foundation developed several e-courses that are professionally produced by the Poynter Institute's NewsUniversity. These self-paced, interactive courses are free to users and are excellent training tools for both veteran and rookie journalists alike.

- **Build & Engage Local Audiences Online**
  www.newsu.org/LocalOnlineAudiences
- **Innovation at Work: Making New Ideas Success**
  www.newsu.org/Innovation
- **Leading An Online Newsroom: What You Need To Know**
  www.newsu.org/LeadingOnlineNewsroom
- **Layout Driven Editing: A Seminar Snapshot**
  www.newsu.org/LayoutDrivenEditing
- **The Community Journalism Series**
  www.newsu.org/UserGeneratedContent
  Part One: Strategies for Managing Local Contributors
  (intended for newsroom leaders)
  Part Two: Contributing to a Local Publication
  (intended for community contributors)

West Coast Innovation Mission

Twenty senior level executives participated in the 2012 West Coast Innovation Mission. This week-long study tour included visits with some of the most innovative media and technology companies in North America, including a full day at Google's corporate headquarters. A full report that outlines the top takeaways is now available.

Specialized Reporting Institute

In 2011, the Local Media Foundation and the Associated Press Managing Editors were awarded a grant by The McCormick Foundation to conduct a specialized two-day reporting workshop. The symposium educated 20 community journalists on how to uncover local stories on the impacts of the current economic crisis on the American family. Another grant has been awarded in 2012 on mental health issues affecting families during economic stress.

Foundation Research Projects

In 2010, the Local Media Foundation released a suburban market study conducted by the Reynolds Journalism Institute at the University of Missouri. The entire report can be viewed at: www.localmedia.org/Foundation/ResearchProjectsEducationalPrograms.

LOCAL MEDIA INNOVATION ALLIANCE

For Local Media Companies That Want to Stay on Top of New and Exciting Developments

The Local Media Foundation (formerly SNA Foundation), a charitable trust that is affiliated with the Local Media Association and charged with helping local media companies with the digital transformation, has launched a new program that is designed to put innovation on the fast track. The Local Media Innovation Alliance is a membership-based program that provides monthly research papers and related webinars focused on the following:

- New and sustainable business models in the digital age
- Monetizing the digital side of the business
- New content strategies
- Promising new trends in all areas of multi-media publishing
- Mobile, tablets and more

Topics for 2012 include:

- The Local Digital Ad Agency
- Community Contributor Networks
- Daily Deals 2.0
- Emerging Content Strategies
- Monetizing Mobile
- Sales Structure
- Monetizing Content
- Niche Opportunities
- *and more*

LocalMedia
innovation alliance

For Local Media Companies That Want to Stay on Top of New and Exciting Developments

12 In-Depth Research Reports
12 Related Webinars

» Promising New Trends
» Emerging Business Models
» Digital Revenue Growth

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- **New and sustainable business models in the digital age**
- **Monetizing the digital side of the business**
- **New content strategies**
- **Promising new trends in all areas of multi-media publishing**
- **Mobile, tablets and more**

"We conducted extensive research and met with a panel of high level executives representing local media companies from all over North America. They told us that it is difficult to get information on new trends/opportunities and that they needed 'shortcuts' to better understand which opportunities to pursue and then how to ensure success. The reports produced by this Alliance are designed to do just that."

~ Gene Carr, Chair of the Local Media Innovation Alliance committee, Secretary of the Local Media Foundation, and industry consultant

About The Alliance

The reports focus on promising trends/opportunities from local media companies of all kinds including newspapers, pure plays, radio, TV, directories and more. Membership is open to all local media outlets.

Participating companies receive monthly research papers in the form of white papers, case studies or best practices as well as unlimited seats to participate in monthly webinars related to each topic. These monthly reports provide a deep dive into emerging and promising trends and opportunities. The authors include respected industry consultants and contractors that have the knowledge and expertise to properly conduct the research and write the reports. In most cases, the author is spending time at the media companies that are being studied in order to provide the deepest dive possible into these topics. They also conduct the webinar which includes guest speakers from the affiliated companies.

The Local Media Foundation has developed the Local Media Innovation Alliance in order to provide research in the area of new and sustainable business models for local media companies in the digital age. Memberships are offered to all local media companies. Corporate memberships are also available.

To Join, click here or call 1-888-486-2466.

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Local Media Association

LOCAL MEDIA ASSOCIATION AWARDS

Local Media Association believes that one of the best ways for members to evaluate and improve the quality of their publications is to compare their content and design with other like publications. Several annual contests have been developed to ensure that ideas are consistently shared among member newspapers and that the best are nationally recognized.

Advertising and Promotions Contest

This contest recognizes excellence in the field of advertising and marketing. Members compete in six different circulation classes and 30 categories plus special awards are presented to both the Advertising Director of the Year and the Classified Manager of the Year. All winners are recognized in a special section published in *Local Media Today*. Awards are presented at Local Media Association's Fall Publishers' and Advertising Directors' Conference and Classified Multimedia Conference. Contest is announced in the spring.

Editorial Contest

Local Media Association's most popular contest includes thousands of entries from across North America. This contest recognizes editorial excellence in six circulation classes that separate dailies from non-dailies in 36 categories. The Journalist of the Year and Editor of the Year are also awarded. All winners are recognized in a special section published in *Local Media Today,* giving winners recognition among their peers while adding credibility to the strength of suburban and community newspapers. Editorial contest winners are notified in March and are recognized at the Fall Publishers' and Advertising Directors' Conference.

General Excellence Newspaper of the Year

This contest recognizes the top newspapers in North America in six different circulation classes. The winners earn bragging rights to be called the best suburban/community newspaper in North America. All winners are recognized in *Local Media Today*. Awards are presented at the Local Media Association Fall Publishers' and Advertising Directors' Conference. Contest is announced in the spring.

Local Community Website Contest

This contest, focused solely on the efforts of community websites produced by local newspapers in North America, boasts over fifteen categories including local community initiative; site architecture and overall design; reader interactivity; advertising initiative; employment, real estate and automotive sites and verticals; and others. There are also awards for best local community website and local website innovator of the year. There are four classes to separate daily and weekly newspaper websites and further breakdowns based on size. Contest is announced in the spring.

Dean Lesher Award

The Lesher Award has recognized outstanding leaders in the suburban/community newspaper industry since 1982, when the award was bestowed upon its namesake, Dean S. Lesher. Winners are chosen based on their achievements in one or all of the following areas:

- Pioneered new concepts in suburban/community newspaper publishing
- Exemplified the excellence of suburban/community newspapers by publishing outstanding newspapers
- Provided civic leadership within the community or communities in which his or her newspapers are published
- In some way has enhanced the suburban newspaper industry.

CLASSIFIED AVENUE

Classified Avenue is one of the largest classified advertising networks in North America. Members that participate in Classified Avenue receive a 33% discount on their annual Local Media Association dues, conference discounts, and rebate checks that are often in excess of what they paid to be a member of Local Media Association.

Deanna Lewis
Director of Sales
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Frequently Asked Questions

Q: Does it cost anything to participate in the Classified Avenue network?

A:It does not cost anything to join Classified Avenue and most participants receive a substantial portion of their dues money back through rebates and members discounts.

Q: What are the benefits of participating in the Classified Avenue network?

A: 33% dues discount, quarterly rebates,generous conference discounts, and more!

Q: Do I have to sell advertising in order to participate?

A: While we would love to see participants upselling and increasing their revenue, it is not necessary as a Classified Avenue participant.

Q: Do I have to run ads that are against our company's policy?

A: No, all ad placement is subject to individual members' publication policies.

Q: Do I have to submit weekly tearsheets?

A: No, but we do require tearsheets sent in quarterly; we will advise you in advance with specific, easy instructions.

2 x 2 NETWORK

The Local Media Association **2x2 Network** is one of the largest print networks in North America. This new advertising network consists of over 400 local community newspapers and has a total distribution of approximately 6 million households. It has been developed in response to the requests Local Media Association has received from national and regional advertisers throughout North America.

The Local Media Association 2x2 Network will share revenue with participating newspapers; actual revenue per individual newspaper is determined by each publication's portion of the network's total circulation. Newspapers are required to run each ad one time per week unless multiple dates are referenced on the insertion order. Newspapers do not invoice Local Media Association for these ads; payments will be made by Local Media Association in the form of a check to all participating newspaper groups every quarter. Local Media Association will request monthly tearsheets from all participating newspaper groups as proof of placement.

MEMBERSHIP AND DUES INFORMATION

Local Media Association Membership Information

Local Media Association has both corporate and regular memberships available to publishing companies with one or more newspapers. Local Media Association members may be dailies, weeklies, free or paid. Local Media Association members can cover suburban, urban or rural communities. Major metro dailies are not eligible for membership. In accordance with Local Media Association member bylaws, a member newspaper's editorial content must average no less than 25%, be locally generated and be of general interest to the community for which it is published. Generally speaking, Local Media Association member newspapers are the dominant source of local news and local advertising in the communities that they serve.

Corporate Membership Dues

Corporate memberships are held by the parent company and all suburban and community newspaper mastheads published by that company regardless of their geographic location or total circulation will be considered Local Media Association members. Local Media Association's annual Corporate Membership dues are based on total circulation:

- Tier 1: Corporate members with a total circulation of 275,000 or less: $8,395
- Tier 2: Corporate members with a total circulation between 275,001 and 775,000: $9,395
- Tier 3: Corporate members with a total circulation of 775,001 or more: $11,595

Regular Membership Dues

Regular Membership dues are calculated based on a formula of .031 (i.e., just over 3 cents) multiplied by each unduplicated circulation copy. All mastheads published by that company within the same area will be counted for dues purposes. The minimum cost for regular membership is $590; maximum cost is $4,295.

(Example: group of newspapers with 80,000 circulation: 80,000 x .031 = $2,480).

Associate Membership Dues

Local Media Association also provides publishing industry suppliers a unique opportunity to interact with newspaper decision makers across North America. Local Media Association 's annual Associate Membership dues are fixed at a flat rate of $659 per year.

LOCAL MEDIA ASSOCIATION 2012 WEBINARS

All webinars at 3:00 PM ET unless otherwise noted | For webinar details and the schedule of upcoming webinars, visit http://www.localmedia.org/Webinars/UpcomingWebinars.aspx

Sep. 25, 2012: **Key Take-Aways from the Fall Conference**

Presenters and highlights include:

- Jim Brown, Borrell Associates: Sales Structure The Debate Continues: Find out what is working with digital only sales reps, hybrid staffs and those that are reinforcing their traditional staff with digital expertise.
- Kim Wilson, President & Publisher, The South Bend Tribune: Innovation Mission action plans are discussed including such topics as digital partnerships, mobile, pay meters and research as revenue.
- Rich Whippen, President & CEO, Washington-Baltimore Suburban Press Network: Email marketing is hot are you monetizing this at your local media company?
- Neil Greer, CEO, Impact Engine: Online Display Revenue: "The Future of Desktop, Tablet & Mobile Ad Revenue"
- Robyn Collins, Advertising Director, Shore Publishing: A look at one of the best revenue ideas as featured during the Great Idea session

Key Take-Aways from the 3 Great November Conferences

Including highlights from:

- **Classified Multimedia Conference**
- **Deals and Promotions One-day Summit**
- **Digital Agency One-Day Summit**

- Valassis / USPS Agreement Update
- iPhone Training Program – A Valuable Tool for Sales and Editorial
- Google Algorithm Changes – Know your Data
- Basic Sales Training – A Must for New and Existing Sales Staff
- Free Digital Tools – What's Available & Where Do You Access Them
- The Automotive Market - New Marketing Approaches
- New Augmented Reality Applications
- Planning Your Best Sales Call – Get Ready to Impress
- Specialized Reporting Institute: Covering the Affects of the Recession on Mental Health. Funded by the McCormick Foundation

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