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In addition to the flat rates for 2021 and the new flats trays discount previously announced, USPS is proposing a discount of \$.002 per piece for newspapers using both Full-Service and Seamless Acceptance processes.

The November Publishers' Auxiliary Postal Tips by Max Heath will provide deeper analysis of all proposed rates for NNA members.

NPA website survey...

We want to know what you think!

Follow this link to complete a short survey about how we can improve NPA's website:

<https://www.nebpress.com/2020-survey/>

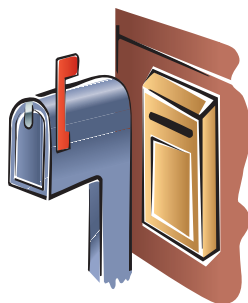
Please share this survey link with your managers and staff.

Contact Violet Spader with any survey questions at vs@nebpress.com

Good news for newspaper budgets: No increase in most common Within-County postage rates in January 2021

Tonda Rush, Natl. Newspaper Assn., Oct 15, 2020

Publishers planning for 2021 postage budgets will see no increase in prices for carrier-route level sortations in Within County mailings.



Marketing mail, High-Density Plus and Saturation sortations will also see no price increase, while regular High Density will see increases roughly in the 2.8 to 4.2% range.

High Density and High Density Plus are sortations unique to Marketing Mail, which requires walk-sequenced mail preparation in a class formerly considered Bulk Mail or Third-Class mail. High Density requires 125 pieces per carrier route. High-Density Plus requires 300 pieces per carrier route.

The proposed rates must be approved by the Postal Regulatory Commission before they go into effect in January 2021, but NNA predicts the PRC will allow these rates without objection.

NNA's October convention sessions recordings available

If you weren't able to participate in the National Newspaper Association's 134th annual virtual convention (October 1-3), you can view recordings of the sessions and presentations.

NNA is making the convention recordings available for a \$50 fee. Register to have access to all recorded sessions and the virtual trade show and exhibitors - available now through September 2021. **To register, go to:** <https://nna.formstack.com/forms/nnaconvention>

Watch sessions at your leisure, and visit exhibitors at their virtual trade show to view vendor materials and contact information. Questions? Email Lynne Lance at lynne@nna.org or Kate Richardson at kate@nna.org.

NPA members can now sell regional 2x6 ads

Effective immediately, NPA members can sell 2x6 regional ads to clients. Pricing is the same as a regional 2x4.

See the updated network advertising brochure attached to the Bulletin.



If you have questions, please contact Violet Spader at 402-992-2394 or vs@nebpress.com.

There's An Art To Building Lasting Customer Relationships

By Tom Silvestri, *Relevance Project*, October 12, 2020



The newspaper business is obsessed with revenue.

We all know why.

the door.

We all know why.

Many of the best practices are delivered at high decibels and with lots of attention-getting energy.

Some of the volume has to do with today's virtual way of life that zooms by on computer monitors. A reminder to use that chat area, folks.

We all know why.

That's what made a concise -- but comforting -- conversation about winning revenue stand out even more. It was led by a newspaperman with 50 years of experience.

Robert M. Williams Jr. offered homespun advice during the National Newspaper Association's annual conference earlier this month and invited his colleagues pictured in the little screens to add more.

They didn't disappoint.

The result was a list of common-sense actions that anyone on a newspaper advertising team can use to build lasting relationships with customers.

For starters, Williams asked: "When is the last time you talked with your customer and it wasn't about your product?"

Creating a give-and-take relationship is "more than just selling them something," he added.

Williams is a longtime community publisher from Blackshear, GA, a past president of the NNA and now the NNA director of creative resources.

Here are my notes that captured Williams' recommendations and the frontline tactics from his NNA colleagues:

- Know that building relationships is not a quick process. It takes a lot of time and effort. It's no different from nurturing a longtime friendship.
- Realize in all of your dealings that clients want to know how much you care about them.
- Consider not walking into a customer's business with your "sales tools" -- computers, binders, briefcases, etc. Instead, arrive empty-handed as you visit for an update.

- Choose a casual time or pick different times for when you drop by.

- Ask more open-ended questions.

- Listen. (And while you're at it, listen to more than the boss. Employees of the business have great insight as well.)

- Understand that nobody went into business "to buy advertising."

- Shop with your customers. Encourage your newspaper employees to do so as well. (One participant noted a publisher who awards a gift card to the employee who spends the most with local businesses. You compete by bringing in receipts.)

- Even if you don't buy from that advertiser at least give them a chance. (The reference was to buying a car and giving all of the advertising dealers an opportunity to compete.)

- Provide your customers with case studies proving newspaper ads work. Consider building a library of testimonials and parking it online. Add video.

- Talk to customers well ahead of a special section to get their suggestions before you commit to publishing. They'll feel more a part of the project, and not an afterthought.

- Make sure ads stand out in the newspaper and online. (Hint: Avoid tiny type.)

- Send sympathy cards to clients when there's been a death in their family.

- Make sure the sales rep thoroughly reads the newspaper to help the advertiser know it's a reliable source "for what's going on."

- Point out to new subscribers your list of advertisers and ask them to mention the newspaper when buying goods and services.

The idea exchange ended with the urge to ensure more ads had calls to action and more advertisers benefited from frequency.

"I don't want to sell you one ad, one time," Williams recalled telling an advertiser. "That won't get it done."

Besides, Williams wanted to make sure the client's success was more important than a sale recorded by the newspaper.

It's all about enduring relationships.

We all know why.



Classified Advertising Exchange

October 26, 2020

FULL-TIME NEWSROOM OPENING: The Norfolk Daily News has an immediate, full-time newsroom opening that involves reporting, writing and editing. Page design and photography experience would be a bonus. Applicants should have a degree in journalism or similar field, and demonstrated experience with newspaper or other media outlets. The Daily News is a family-owned new organization with a six-day-a-week newspaper and a comprehensive online, mobile and social media presence. Applicants looking for a competitive salary, strong fringe benefits package and a great working environment are encouraged to email editor@norfolkdailynews.com or call 1-877-371-1020.

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, or call 402-580-2136.

NEWSPAPER FOR SALE: Central City Republican-Nonpareil for sale after 30 years with the same owners, who are retiring. Building located in heart of downtown and is in great shape, computers including server are all but new. Paper is sound, town has outstanding leadership and community support for the newspaper and its website are strong. We are ready to make a deal, so drop us a line at jensenpub@hamilton.net or write us a note at PO Box 26, Central City NE 68826, and let's make a deal.

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@albionnewsonline.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 reporter@voicenewsnebraska.com, or 402-762-5352.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange. OnePress Network Advertising brochure.

Updated 2020 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.

An updated 2020 version of the Nebraska Open Meetings Act booklet, (last updated in 2012) is available for \$1.00 each (plus postage).

To purchase booklets, contact Susan Watson, 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.



NEWSPAPERS HAVE YOUR BACK.

As we figure out what life looks like now, your local newspaper continues to be an excellent resource for reaching your customers. Together with OnePress, newspapers offer valuable advertising packages that reach nearly 60% of the entire adult population of Nebraska.

The specials listed below are currently available for the OnePress ad network to assist our customers during the pandemic.

FREQUENCY SPECIALS

Be Top of Mind with these frequency specials!

- Buy 3 weeks, get the 4th week free.
- Buy 2 weeks, get the 3rd week 50% off.
- Stipulations: Must be the same ad, no copy changes, all ads run in consecutive weeks.

SMALL BUSINESS, BIG AD SPECIAL

Get more advertising space with your statewide placements!

- 2x6 ad for the price of a 2x4 - \$1,950.
- Statewide and regional.
- Ad sizes shown on page 4.



ONEpress

PARTICIPATING NEWSPAPERS

CENTRAL REGION

Ainsworth Star-Journal
Alma Harlan Co. Journal
Arnold Sentinel
Atkinson Graphic
Bassett Rock Co. Leader
Blue Hill Leader
Broken Bow Custer Co. Chief
Burwell Tribune
Butte Gazette
Callaway Courier
Cambridge Clarion
Central City Republican-Nonpareil
Cozad Tri-City Trib
Doniphan Herald
Elm Creek Beacon-Observer
Franklin Co. Chronicle
Fullerton Nance Co. Journal
Genoa Leader-Times
Gothenburg Leader
Gothenburg Times
Grand Island Independent*
Greeley Citizen
Hastings Tribune*
Holdrege Citizen*
Kearney Hub*
Lexington Clipper-Herald
Loup City Sherman Co. Times
Minden Courier
O'Neill Holt Co. Independent
Ord Quiz
Palmer Journal
Ravenna News
Red Cloud Chief
St. Paul Phonograph-Herald
Sargent Leader
Shelton Clipper
Spalding Enterprise
Spencer Advocate
Springview Herald

39 NEWSPAPERS
63,570 CIRCULATION

NORTHEAST REGION

Albion News
Arlington Citizen
Battle Creek Enterprise
Bellevue Leader
Blair Enterprise
Blair Pilot-Tribune
Bloomfield Knox Co. News/Monitor
Clarkson Colfax Co. Press
Clearwater Summerland Advocate-Messenger
Coleridge Blade
Columbus Telegram*
Crofton Journal
Dodge Criterion
Elgin Review
Elkhorn Douglas Co. Post-Gazette
Fremont Tribune*
Gretna Breeze
Gretna Guide & News
Hartington Cedar Co. News
Hooper-Scribner
Rustler-Sentinel
Howells Journal
Humphrey Democrat
Laurel Advocate
Leigh World
Lyons Mirror-Sun
Madison Star-Mail
Niobrara Tribune
Norfolk Daily News*
North Bend Eagle
Oakland Independent
Omaha Daily Record*
Omaha Jewish Press
Orchard Antelope Co. News
Osmond Republican
Papillion Times
Pender Times
Petersburg Press
Pierce County Leader
Plainview News
Ponca Nebr. Journal-Leader
Ralston Recorder
Randolph Times
Schuyler Sun
South Sioux City Dakota Co Star
St. Edward Advance
Stanton Register

Tekamah Burt Co. Plain-dealder
Tilden Citizen/Meadow Grove News
Verdigre Eagle
Wakefield Republican
Wausa Gazette
Wayne Herald
West Point News
Wisner News-Chronicle

54 NEWSPAPERS
76,269 CIRCULATION

SOUTHEAST REGION

Ashland Gazette
Aurora News-Register
Beatrice Sun*
Crete Doane College Owl
Crete News
David City Banner-Press
Fairbury Journal-News
Falls City Journal
Friend Sentinel
Geneva Nebraska Signal
Hebron Journal-Register
Henderson News
Hickman Voice-News
Humboldt Standard
Milford Times
Nebraska City News-Press
Nelson Nuckolls Co. Locomotive-Gazette
Plattsmouth Journal
Seward County Independent
Stromsburg Polk Co. News
Superior Express
Sutton Clay Co. News
Syracuse Journal-Democrat
Wahoo Newspaper
Waverly News
Wilber Republican
Wymore Arbor State
York News-Times*

28 NEWSPAPERS
46,063 CIRCULATION

WESTERN REGION

Alliance Times-Herald
Arthur Enterprise
Bayard Transcript
Benkelman Post & News-Chronicle
Bridgeport News-Blade
Chadron Record
Chappell Register
Crawford Clipper
Curtis Hi-Line Enterprise
Gering Courier
Gordon Sheridan County Journal-Star
Grant Tribune-Sentinel
Hayes Center Times-Republican
Hemingford Ledger
Hyannis Grant Co. News
Imperial Republican
Kimball Western Nebr. Observer
McCook Gazette*
Morrill Voice News of Western Nebraska
Mullen Hooker County Tribune
North Platte Bulletin
North Platte Telegraph*
Ogallala Keith Co. News
Oshkosh Garden Co. News
Scottsbluff Business Farmer
Scottsbluff Star-Herald*
Sidney Sun-Telegraph
Stapleton Enterprise
Sutherland Courier-Times
Thedford Thomas Co. Herald
Trenton Hitchcock Co. News
Valentine Midland News
Wauneta Breeze

33 NEWSPAPERS
48,362 CIRCULATION

AD SIZES

2x2 ad actual size
3.79" wide x 2" tall

2x4 ad actual size
3.79" wide x 4" tall

2x6 ad actual size
3.79" wide x 6" tall