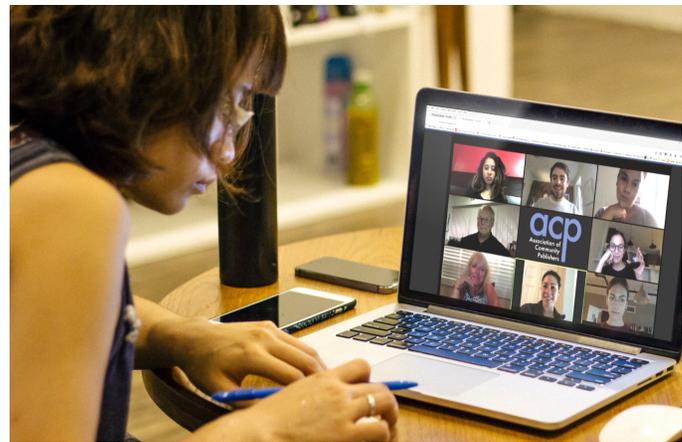




**acp**  
 Association of  
 Community  
 Publishers  
**membership  
 information**



**BE PART OF  
 THE  
 COMMUNITY  
 PUBLISHING  
 INDUSTRY'S  
 LARGEST  
 ASSOCIATION  
 AND REAP THE  
 BENEFITS.**



# Welcome

The Association of Community Publishers represents publishers of community publications from coast to coast, reaching millions of homes on a weekly, biweekly or monthly basis. These publications are united in providing the best advertising coverage to their clients and valuable advertising information to their strong and loyal readership base.

ACP's members are owners, publishers, general managers and sales managers of community publications throughout North America. Our diverse membership ranges from small, independently owned publications with circulations less than 5,000 up to divisions of major communications companies publishing millions of copies every week. The common bond among ACP's membership is that all publications are distributed to the community readers in their designated circulation areas.

ACP is a member-driven organization, led by an elected board of directors and professional staff who set the group's direction in carrying out our mission. Policies, activities and administration of the organization are directed by the board and a variety of committees focusing on specific areas of the industry and organization. Day-to-day operations are conducted by a professional staff that operates remotely. Membership in ACP assures you the opportunity to network and learn from the best the community publishing industry has to offer!

## A Note from the ACP President

Hello and thanks for your interest in ACP. This organization is focused on providing its members every opportunity to be successful in this rapidly changing media environment. We welcome your participation, ideas and suggestions to help build a stronger community publication industry.

Kind Regards,

Manuel Karam  
ACP President  
Genesee Valley Publications

## Contacts

**Loren Colburn**  
Director  
loren@communitypublishers.com

**Cassey Recore**  
Director  
cassey@communitypublishers.com

**Douglas Fry**  
Director  
douglas@communitypublishers.com



Visit [communitypublishers.com](http://communitypublishers.com) to learn more about the largest and best association in the community publishing industry.



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Call (877) 203-2327  
Visit [communitypublishers.com](http://communitypublishers.com)

*"Helping Members Enhance Their Profitability by  
Strengthening the Community Publishing Industry"*

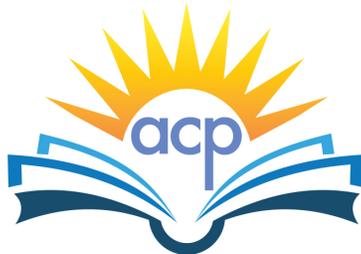
# Events

ACP Virtual and In-Person Events are “the” educational and social gathering events for ACP members.

The ADS Network-supported Conference and Publishers Retreat are all inclusive featuring publisher focused discussions, TLI’s professional training certification courses, and upper echelon motivational and industry speakers, back-dropped against some of nation’s top resorts and vacation hot spots. Past locations have included San Francisco, Miami, New Orleans, Charlotte, Nashville, Orlando, San Diego, Louisville & Baltimore. Not only will you and your staff be given the royal VIP treatment, the networking and educational opportunities are unlike any other conference you may have attended and all at a significantly reduced cost to the participants. As a member of ACP you owe it to yourself, your company and your industry to join us at these very special events.

## Virtual Training

ACP offers virtual training sessions to accommodate the needs of our members. We offer a mix of live and recorded industry specific presentations throughout the year.



**ANNUAL CONFERENCE  
AND TRADE SHOW**  
EDUCATION • NETWORKING • SOLUTIONS



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## Here are just a few of the attendee comments from recent conferences...

“This is a must attend conference! Not only do you have a chance to network in a comfortable atmosphere but the education is top notch and relevant.”

“You can generate great revenue making ideas to implement in your own business from people who are currently proving they work. Everyone who attends has great ideas and they are willing to share!”

“The learning experience is really good but the conversations you have with other people in the business that are going through or have overcome the same business experiences and obstacles is really great.”

*“Helping Members Enhance Their Profitability by Strengthening the Community Publishing Industry”*

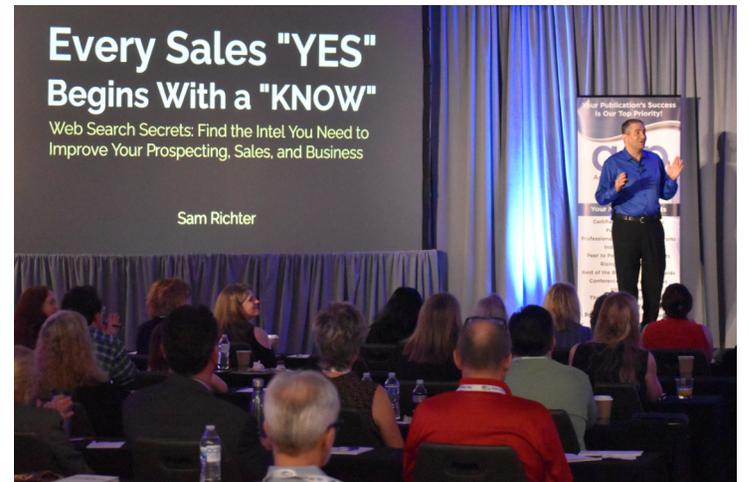
The networking and educational opportunities are unlike any other conference you may have attended.



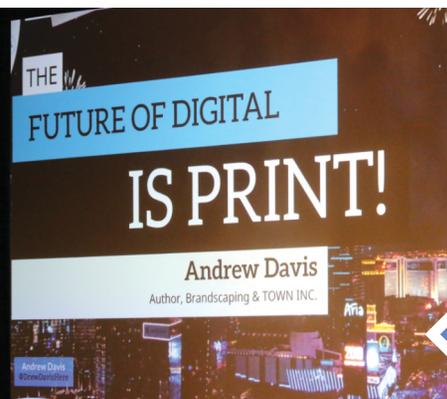
## Every Sales “YES” Begins With a “KNOW”

Web Search Secrets: Find the Intel You Need to Improve Your Prospecting, Sales, and Business

Sam Richter



The Annual Conference is “the” educational and social gathering of theyear for ACP members.



# Publish Magazine

Publish Magazine, an ACP publication, is the community publishing industry's monthly magazine. Publish is distributed to all owners, publishers, general managers and industry leaders free of charge. The current circulation of about 1,700 copies monthly, assures you that Publish's news and advertising information is the most widely distributed in North America.

Publish Magazine is your key to keeping up on the latest news, developments and opportunities throughout this rapidly changing industry. A monthly source of answers to your questions or solutions to common issues makes this an invaluable resource for our members.

- **Industry Specific News** - Keep track of the people, organizations and publishing companies who are making the news across the country.
- **Current Events** - Stay informed on all the industry events to ensure you take advantage of every opportunity to participate in helping shape your future.
- **Association Business** - Publish Magazine also serves as the ACP member newsletter with updates on member benefits, conference plans and all official notifications.
- **Educational Articles** - Content centered on industry related topics covering graphics, software, technology and other areas that apply to operations efficiency and effectiveness.
- **Delivery Developments** - From the USPS to the auditing firms that document our delivery, Publish is a consistent source of this essential and ever-changing component of the publishing process.
- **Community Publishers Business and Service Directory** - This directory helps members find the right product and service providers to meet the varying needs of their publications. This handy resource tool lets you locate a provider, see a brief description of their products and or services and access their contact information.

It's all about keeping you informed on all the critical information necessary to be successful in the community publication industry.



Publish Magazine consistently ranks as one of the most valuable member benefits when we survey our members!

Publish Magazine offers

# proof.

**100%** are interested in product information

**EVERY MONTH** Publish Magazine is delivered to the publishers and managers who make buying decisions for their publications.

**97%** are interested in legal issues.

**67%**

of our readers said they share with other members of their company every month!

**87%**

read EVERY issue of Publish Magazine

**92%**

are interested in price comparisons for major suppliers



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# The Leadership Institute

The Leadership Institute (TLI) is a structured, comprehensive, cost effective sales and leadership training program designed specifically for ACP members and the community publishing industry. Experts from across the country have pooled their experience and resources to create a curriculum that comprises the best and most complete training available for community publication advertising sales personnel anywhere. As a member, you have free access to the entire body of training resources. TLI sessions are presented at ACP Annual Conferences and Publishers Retreats each year as well as other state and regional association conferences and are available through Power Sales University.

## Power Sales University

The Leadership Institute currently offers the following classes through Power Sales University so that members can train their sales staff without costly travel expenses. These self directed programs can be completed from your office during normal business hours or from any location, at any time.

### Classes Currently Available:

- TLI-101 Closing the Sale
- TLI-103 Answering the Classic Sales Objections
- TLI-104 Opening a Sales Dialogue
- TLI-105 Communicating Through Listening
- TLI-106 Effective Questioning
- TLI-107 Making Recommendations Using Features & Benefits
- TLI-108 Four Essentials of an Effective Advertising Campaign
- Plus eight more!

## TLI Certification

Professional certification demonstrates to the business community that you are a trained professional in advertising sales. This certification process provides the ability to utilize professional designations on your letterhead and business card.

### Certification Programs Currently Available:

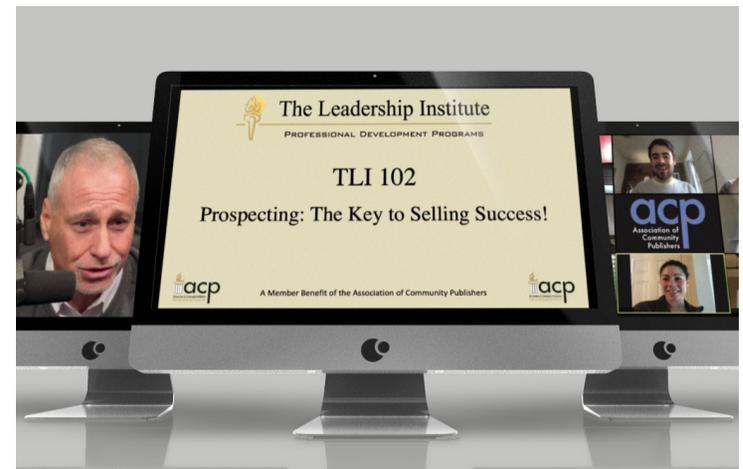
- Associate Advertising Executive
- Certified Advertising Executive
- Annual Certificate Programs in Management & Sales



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To date, over 2,400 free paper professionals have attended classes at the national, state and regional conferences, earning over 15,210 class credits in 103 different course curriculums.



**"Without continual growth and progress, such words as improvement, achievement and success have no meaning."**

-Benjamin Franklin

# Sales Training Programs

We know that training your staff is critical to the success of your business so we strive to provide as many educational programs as possible. In addition to The Leadership Institute, ACP offers several other industry specific sales training programs and materials for you and your staff. You'll find a variety of other training materials on the ACP website, all are free of charge to ACP members! Many of these programs are available on demand and can be viewed from the comfort of your office at your own pace.



## ACP On Demand Training Center

The ACP On Demand Training Center offers 24/7 training that can be completed on an individual basis or in a group setting, depending on your needs. It offers both industry specific sales training from The Leadership Institute (TLI) as well as a world-class, general sales training program for your team, brought to you by Power Sales University, all in one place.

## FITS

FITS (Free Information and Training Sessions) are offered to all members as an ACP benefit. The

sessions are one hour or less and cover a wide variety of topics. Sales, Graphics, Management, and new technology are just some of the sessions you can benefit from.

## Podcast Library

ACP and TLI are happy to provide this program designed to help you close more sales and cover issues of interest to frontline sales people. Presented by Rob "The Podfather" Zarrilli, these lessons will present innovative revenue producing ideas.

## Link & Learn

The community paper industry has developed Link & Learn, a series of educational materials designed to inform publication staff and train sales representatives. Link & Learn issues cover a variety of topics.

 Visit the **Members Only** page at [communitypublishers.com](http://communitypublishers.com) to access these materials



*"Helping Members Enhance Their Profitability by Strengthening the Community Publishing Industry"*

Members have access to over 25 training videos and more than 25 podcasts.



**E-learning**  
Online education  
electronically su  
Web-based lear  
virtual classroo  
digital collabor

ACP's On Demand Training Center provides high-quality training to media professionals.

# Circulation Audits

Circulation audits bring credibility to the community publishing industry. ACP pays for third party audits for qualifying members through Circulation Verification Council (CVC). CVC is an independent, third party reporting audit company. CVC audits thousands of editions nationwide.



The audits cover printing, distribution, circulation, websites, digital editions, mobile, email, social media and readership studies to give an accurate picture of a company's reach and market penetration. This member benefit saves publishers \$1000 to \$2500 depending on circulation size.

CVC audits are available to those members who choose to participate at the level where the audit is included. Audits are provided for the portion of your circulation that you run the ADS Network ads in and are made available to you as a combined audit.

## Why Get A CVC Audit?

CVC delivers audits that put publishers in the driver's seat. And as a publisher, it is more important than ever to recoup your investment in a circulation audit. Just like other supplies you purchase for your publication, circulation audits are tools. Publishers who complete an audit and are proactive in its use and promotion will see the full benefit of their investment.

- Publishers can see the true picture of their markets and position themselves against competitors for both circulation and advertising revenue.
- Draw a line in the sand and show advertisers in your market that you have a lot to offer and can prove your value.

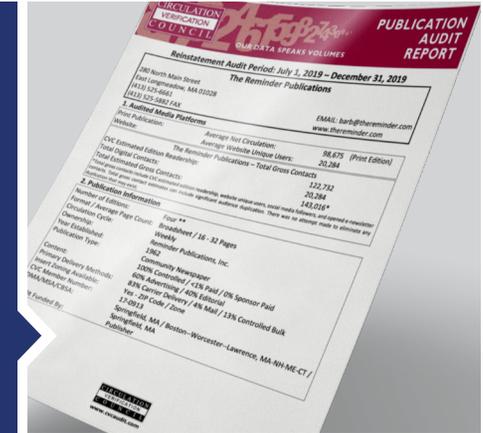
- Audit promotion programs are included in the cost of your audit so you can help your advertisers calculate the real impact of advertising in your publication.
- Show the number of potential customers your publication can bring advertisers.
- Use CVC data to demonstrate real market impacts to grab your advertiser's attention and make your phone start ringing!
- Publishers turn to circulation audits and readership studies to earn a competitive advantage against other media.
- Ensure advertising decision makers have the data they need to fully consider your company.



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Circulation audits bring credibility to the community publishing industry.



CVC audits are available to those members who choose to participate at the level where the audit is included.

# Awards Competition

Be the Best of the Best! Get your staff and publications the recognition they deserve. These annual awards provide an opportunity to showcase your graphics, writing, photography, design skills and creativity. The broad spectrum of categories provides for magazine, newspaper, special section, individual ads and digital components to be judged for recognition as some of the Best of the Best the industry has to offer.

## Outstanding Achievement in Design, Advertising, Editorial and Publishing

**Be recognized as the Best of the Best!**

Understanding all of the hard efforts that go into producing the highest quality communications, get your staff and business the recognition they deserve. With more than 300 publications entering in more than 40 categories, the annual awards competition gives you the opportunity to gain national recognition. This competition is open only to ACP members and awards the true innovators in our industry. These awards are presented annually.

## Innovative Idea Awards

**Be recognized as an innovator!**

Each year members submit innovative ideas that they have utilized in their own business to be presented at the annual conference. This program offers cash prizes for all the finalists but even more importantly, an opportunity for fellow publishers to get insights into innovations for their own operations. Several state and regional associations offer their members an opportunity to compete on a more local level with winners advancing to the annual finals at conference.

In this program everybody wins!

 Download current entry materials and information at [communitypublishers.com/awards](http://communitypublishers.com/awards)



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## Publication Awards



Reward your customers...

Reward your staff...

Reward yourself!

Recognition is a powerful motivator and a lasting reward.

All entries will be judged by a panel of industry professionals with experience in either marketing, design, journalism, photography, sales, media or publishing.



# Rising Stars Program

The ACP Rising Stars program is designed to honor individuals who are emerging leaders in the community publishing industry and 35 years old or younger. This annual program recognizes up to 8 individuals who represent the best of our up-and-coming industry professionals. These individuals exemplify good character, leadership, and professionalism not only at work, but in the communities they serve.

## Nominee Qualifications

These individuals should show the promise of and a commitment to impacting their company and the industry in a positive manner through professional achievement. Nominees must also show they not only perform their jobs to a high standard, but they also have a commitment to furthering their knowledge and abilities. Nominees must actively work in the community publishing industry for a member or associate member of ACP and are required to have been employed for more than a year. Nominees must not be 36 prior to December 31 of the year they are nominated in.

## National Recognition

Rising Star award recipients are recognized in Publish Magazine, the official publication of ACP, as well as participate in an awards presentation program conducted during the annual ACP Conference and Trade Show held each year. Rising Star award winners receive free conference registration, meal plan, specialized training sessions, and a free round trip airfare as part of their award.

## Ongoing Opportunity

The ACP Rising Stars program does not end with the recognition program. Rising Stars are asked to assist the various initiatives of the association on an ongoing basis for up to two years. ACP recognizes that we have much to learn from these talented young people and desires to use their skills to help us lead the community publishing industry. In return for participation in regularly scheduled conference calls and for volunteering some time to assist with ACP initiatives, ACP will provide additional leadership development opportunities and the opportunity to attend future conferences for even more training.

 Visit [communitypublishers.com](http://communitypublishers.com) to download the nomination form.



The ACP Rising Star Program is designed to honor individuals younger than 35 who are emerging leaders in the community publication industry.



Rising Stars get to participate in group panel discussions and compete in innovative idea competitions



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# Advertising Distribution Services

Advertising Distribution Services (ADS) is the largest classified and display advertising network available in North America, offering national exposure to advertisers at affordable pricing. Active participation in the ADS Network provides for significant reductions in the cost of membership through reduced annual membership dues, conference attendance discounts, a rebate program and most importantly, the opportunity to sell network advertising at a significant profit.

- **Reduced Membership Dues** - ADS participants pay only \$399 - \$599 per year in annual dues as opposed to the normal \$999 - \$1599 per year for non-participants.
- **Conference Attendance Discounts** - Reduced conference registration fees for ADS participating companies and guests in addition to lower negotiated rates for hotel rooms at our events.
- **Participation Rebates** - ADS participating companies share in a rebate program that redistributes ADS revenues over and above our operating costs back among those participants who successfully pass their periodic advertising verification complete with verified circulation.
- **ADS Selling Opportunity** - ADS participants have the opportunity to sell ads into the ADS Network at a sales margin set by the selling member. Suggested retail rates of \$895 for a national classified ad and \$1595 for a display ad with a circulation of over 7 million!

Start selling today and add profits to your long list of ACP Member Benefits!

## ADS ADVERTISING DISTRIBUTION SERVICES

"Helping Members Enhance Their Profitability by Strengthening the Community Publishing Industry"

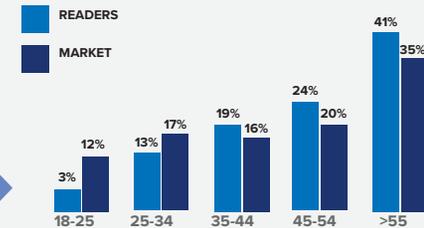


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## Who reads ADS?

Community publication readers are generally between 25 and 55 years of age.

Age Distribution of Community Paper Readers

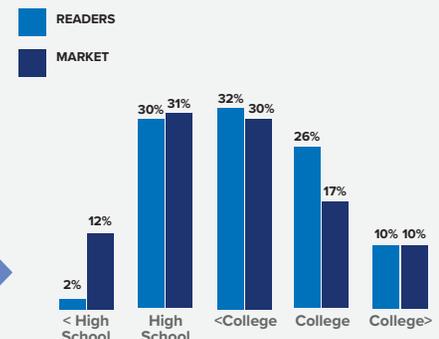


Income Level of Community Paper Readers



Community publication readers are generally middle and upper class Americans.

Education Level of Community Content Readers



Community content readers are highly educated earning degrees from high school and college.

# Professional Connections

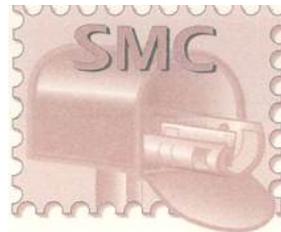
ACP serves the community publishing industry by acting as a facilitator to connect members seeking help. Whether it is advice, answers to questions or the wise counsel of people within the industry who have tackled similar issues in their own operations. There is no more efficient way to improve your business than by utilizing the resources available from fellow members. Many of the issues you deal with - legal, personnel, marketing, or production are most often not unique to your operation but similar to those that face many community operations. Let us help connect you to experienced answers!

## Share & Peer Group Meetings

Network, share ideas, find solutions. These meetings enable a group of members to work together as a team to develop their skills, share best practices, and solve common problems, while making each other more successful.

## Industry Advocacy

It is critical to keep publications informed on important issues affecting their business and advocating on their behalf to assure their collective voices are heard. The Association of Community Publishers works hard to monitor events, developments, trends and opportunities that affect members of the community publishing industry. Materials costs, USPS changes and discounts, pending legislation that impacts printers and publishers, and many other important areas of interest all get close attention.



## Saturation Mailers Coalition

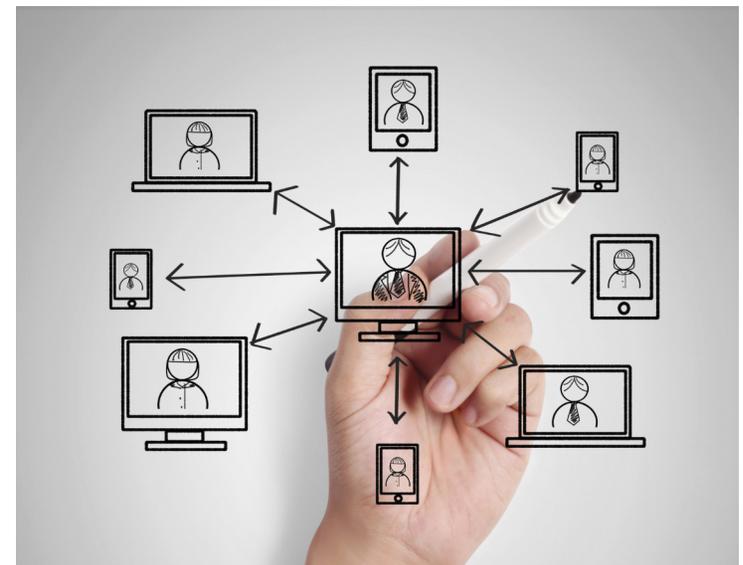
SMC represents shared mailers, including free publications, coupon magazine and envelope mailers that use USPS saturation mail. SMC advocates for reasonable postal rates, regulations, and reliable service. SMC shares reciprocal memberships with national, regional, and state publishing associations to represent publishers' postal interests in Washington and before the USPS and to keep association members up to date on postal matters.



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Network, share ideas and find solutions.



# Member Resources

ACP members receive many tools and resources that will benefit your business and employees. We want our members to have access to these wonderful programs and connections so we make them easily available on our website. Looking for a supplier for a specific product or service? Need an ad to run in your paper that will promote the importance of community content? We provide a convenient place for our members to gain access to all of this valuable information.

## PSA Announcement Ads, House Ads & Buy Local Ads

Visit our website to find several ads that you can use in your paper promoting the value of Community Content, the value of Buying Local and PSA ads that promote great causes.

## Associate Member Resources

Associate Members provide a proven and trusted resource to find the right product and service providers to meet the varying needs of publishing members. This valuable connection lets you identify an appropriate provider and easily access their contact information through their Publish Magazine listing or online at [www.communitypublishers.com/associate-listings](http://www.communitypublishers.com/associate-listings).

## Press Passes

A press pass is available at a significantly discounted rate to any ACP member in good standing.



## The Bob Wright Memorial Scholarship

### Bob Wright Scholarship Program

ACP presents The Bob Wright Memorial Scholarship annually in May. Any parent, grandparent or guardian who is working for a community paper that is a current member of ACP is eligible to apply for one of our annual scholarships for their graduate. This endowment scholarship was created in memory of longtime publisher and friend of the industry, Bob Wright. Bob served on numerous boards of directors as he guided the direction and success of several publishing associations and his own publications. This is one way he continues to give back to the industry in his absence.



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## Idea Exchange

ACP serves our members by connecting you to industry specific suppliers.



Visit [communitypublishers.com](http://communitypublishers.com) to access this valuable information.

# ACP Partnerships

**Healthcare Premiums  
A Major Concern?**  
You need to explore ACP's newest member benefit.  
**ACP Health Plan**



## The ACP Health Plan

Built exclusively for members of ACP. Enjoy the cost savings of level-funding, without the added risk with the ACP Health Plan.

Our program gives employees access to broad, national healthcare provider networks and RBP (Reference Based Pricing) models to provide quality health benefits.

### Why a level-funded program?

- Multiple plan designs make it easy for you to find the right fit for your situation.
- Level-funded plans leverage the organization's power to purchase healthcare benefits at competitive rates.
- Unlimited major medical coverage for companies of all size.
- An experienced team is always ready to provide expertise before and after you have chosen your plan.



January Spring

## January Spring Partnership

Exclusive to the ACP membership. Build a digital revenue stream that supports your core offering. \$7 out of \$10 advertising dollars will be spent in digital this year.

January Spring does the heavy lifting, you reap the rewards. From pre-sale to renewal, they are there with you every step of the way.

ACP members can take advantage of a monthly fee 3-way split: The publisher is responsible for \$99, ACP pays \$100 and January Spring covers \$100 for the first year, keeping your fee as low as possible to get you started.

In addition to that, January Spring provides group training programs that allow you to learn with your peers to maximize support throughout the training process.

"I saved over \$1000 per month by switching to the ACP Health Plan with basically the same coverage I had prior."

—Joe Nicastro,  
My Life Publications,  
Budd Lake, NJ

### MEMBER TESTIMONIAL



"With January Spring's help we can finally say "yes" to customers that want digital marketing. They make it easy!"

—Manuel Karam  
Genesee Valley  
Publications



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# Association of Community Publishers

## MEMBERSHIP LEVEL GUIDE



### Membership Levels

#### Which Membership Level Meets Your Needs?

	<b><u>STANDARD</u></b>	<b><u>ELITE*</u></b>
<b>Ad Network Participation - Full Circ.</b> (Classified and 2X2 Display)	Not Required	<b>Required</b>
Publisher / Share / Peer Group Calls	<b>Included</b>	<b>Included</b>
Industry Advocacy	<b>Included</b>	<b>Included</b>
Publish - Monthly Industry Magazine	<b>Included</b>	<b>Included</b>
PSA Announcement Ads / House Ads	<b>Included</b>	<b>Included</b>
TLI Webinar & Class Discounted Fees	<b>Included</b>	<b>Included</b>
ACP On Demand Training Center	<b>Included</b>	<b>Included</b>
Rising Stars Program	<b>Included</b>	<b>Included</b>
National Advertising Sales Opportunity (ADS Network)	<b>Included</b>	<b>Included</b>
Bob Wright Scholarship Program	<b>Included</b>	<b>Included</b>
Press Passes	<b>Included</b>	<b>Included</b>
Annual Graphics Awards Entries	With Fee	<b>Included</b>
Events, Conference & Trade Show Discounted Registration	NOT Included	<b>Included</b>
Network Rebate Program	NOT Included	<b>Included</b>
Annual Membership Dues - No Circulation Audit Included:	\$999	\$399
<b>Full Distribution Biennial Circulation Audit from CVC</b>	<b>Included</b>	<b>Included**</b>
Annual Membership Dues - Circulation Audit Included:	\$1,599	<b>\$599*</b>

**Contact the ACP office today to join! 877-203-2327**

[douglas@communitypublishers.com](mailto:douglas@communitypublishers.com)

[cassey@communitypublishers.com](mailto:cassey@communitypublishers.com)

[www.communitypublishers.com](http://www.communitypublishers.com)

\*\*Requires full circulation participation in the network.



# Association of Community Publishers Membership Application

Date: \_\_\_\_\_ Company Name: \_\_\_\_\_

Official Representative: \_\_\_\_\_

(Person responsible for all official ACP business including invoices, voting rights, annual meetings, etc.)

Official Representative Email: \_\_\_\_\_

Network Contact Person (for ad placements): \_\_\_\_\_

Network Contact Person Email: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Total Circulation: \_\_\_\_\_ Frequency: *Weekly - BiWeekly - Monthly - Other*

Circulation Audit: *Yes - No* Audit Company: \_\_\_\_\_

Delivery Method: % Mailed: \_\_\_\_\_ % Carrier: \_\_\_\_\_ % Rack: \_\_\_\_\_

Number of Banners / Editions at this business unit: \_\_\_\_\_ DMA: \_\_\_\_\_

Editorial Content: \_\_\_\_\_ % Distribution Day: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Web Site: \_\_\_\_\_

Parent Company: \_\_\_\_\_

Number of Editions / Banners: \_\_\_\_\_ DMA: \_\_\_\_\_

List Banner Names, Circulation, Deadline Day (or include media kit)

_____	_____	_____
_____	_____	_____
_____	_____	_____

Select Membership Level:    Elite w/CVC    Elite w/o CVC    Standard w/CVC    Standard w/o CVC

Return Completed Form to:    Fax: 315-670-3121    Email: info@communitypublishers.com

For additional information or questions, call our office at 877-203-2327

Sponsoring Member Company (if applicable): \_\_\_\_\_

Sponsor Contact Person: \_\_\_\_\_

Sponsor Email: \_\_\_\_\_ Sponsor Phone: \_\_\_\_\_