Loca Media association

innovate.educate.inspire



MEMBERSHIP INFORMATION 2013

OUR MISSION

Local Media Association is the leading resource for local news and information providers seeking innovation, education and inspiration.

Our Membership

Local Media Association represents more than 2,100 suburban and community newspapers and their digital products across the United States and Canada. These products 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 community newspaper companies in North America such as:

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



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

- Free webinars on the hottest topics hosted by industry experts
- Actionable, digital ad sales-training certification program
- Conferences with the leading thinkers and doers in local media
- Monthly newsletter on industry topics and revenue ideas
- Access to major advertiser and agency contacts
- Participation in Classified Avenue, LMA's national classified network
- Newspaper research and resource center
- Networking and learning opportunities through Alliance webinars
- Local Media Association recognition/awards

EXPERIENCED STAFF

Helping LMA members grow their business everyday.



Nancy Lane President nancy.lane@localmedia.org



Al Cupo Vice President, Operations al.cupo@localmedia.org



Peter Conti Sales & Marketing Director peter.conti@localmedia.org



Deanna Lewis
Director of Sales - Classified Avenue
deanna.lewis@localmedia.org



Deb Shaw Editor, Local Media Today debshawlma@gmail.com

The Local Media Association staff brings passion, energy and experience to the organization. Before LMA, Nancy Lane served as publisher of an assortment of dailies and weeklies in Pa., Mo. and Conn. for nearly 13 years and ran operations as large as \$50 million. She leads an Innovation Mission each year with senior media executives visiting companies such as Google, YP.com and more. She is a proud Villanova University graduate. Al Cupo has extensive hands-on experience in advertising. He was a newspaper-advertising director, worked at NSA Media (now Geomentum) and on the retail marketing side. Peter Conti brings a wealth of digital expertise to the team. He's launched websites such as Richmond.com, taught Global Internet Marketing at Virginia Commonwealth University's School of Business and spent 11 years as a partner and executive V.P. of Borrell Associates. Deanna Lewis has a strong classified advertising and management background. In the last 10 years, she has sold classified advertising in over 1,000 newspapers through Classified Avenue.

All LMA staff members stand ready to help industry executives in all areas of their operation. Call on us anytime, for any reason.

Headquarters staff:



Bonnie Pintozzi
Operations Manager
bonnie.pintozzi@localmedia.org



Janice Norman Accounting & Finance Director janice.norman@localmedia.org



Valerie Donn Membership Services Manager valerie.donn@localmedia.org



Clara Cherry
IT & Database Director
clara.cherry@localmedia.org

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

COMMENTS FROM A 2013 MEMBER SURVEY:

- "Exceptional seminars and conferences that I don't find anywhere else."
- "Interaction with positive, progressive thinkers who are driving the industry's success."
- "The resources and conference are more forward thinking and provide greater networking opportunities than others."
- "LMA is the best media association; it seems to have confronted the realities of the media landscape and is helping to provide real ideas that can help media."
- "Cutting edge association that tends to take risks and always holds meetings consistent with trends in the industry."
- "I think the organization is the most forward-thinking in the industry."
- "Unqualified commitment to the success of the local media industry."

MEMBER RESOURCES

Local Media Association 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.

Local Media Innovation Alliance Monthly Reports

LMA members can join the Local Media Innovation Alliance, a subscription-based "research club" that features monthly case-study reports on hot new trends and emerging business models.

Free Member Webinars

Local Media Association conducts a minimum of 24 free webinars a year on trending topics for publishers, advertising managers, digital managers and other senior level executives throughout the year; all members are invited to

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

Joe Smyth, C.E.O., Independent Newspapers, Inc.



participate. Topics are diverse and many are revenue-focused. Industry leaders with hands-on experience lead these dynamic webinars which are archived for further viewing.

Sales Certification Program

The LMA Sales Certification Program is designed to deliver training in a changing media environment resulting in a skilled account executive capable of maximizing digital revenue opportunities. We have consulted with some of the leading media companies and the leader in local media research, Borrell Associates, to develop useable content in an interactive format, which will provide the expertise and knowledge required to succeed in today's competitive climate.

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, director of sales, at <u>deanna.lewis@localmedia.org</u> or call (804) 262-3341.

Local Media Today

Local Media Association publishes an informative monthly newsletter, *Local Media Today*, and mails it to over 4,400 industry managers and executives in North America. It is also available online in a PDF format. It contains major account information, call reports, breaking news, events and trends affecting suburban and community newspapers and their websites.

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.



SALES CERTIFICATION PROGRAM

The LMA Sales Certification Program is designed to deliver training in a changing media environment resulting in a skilled account executive capable of maximizing digital 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 Modules Will Be Available In Early 2013:

BASIC MEDIA MODULE 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. The module is made up of nine different sessions that cover everything from digital marketing to how-to sell an integrated (print and digital) solution.

ADVANCED MEDIA MODULE builds on the Basic Media Module with the addition of more online and mobile specifics, so that sales representatives and their managers can successfully answer clients' questions, as well as present effective solutions that drive client value and generate ROI.

SALES MANAGEMENT MODULE: This is a high-level course offered to new or experienced sales managers. Areas of concentration include hiring, training and leading a successful multimedia sales staff. This course will also provide an in-depth look at territory management, sales monitoring and financial reporting.

Congratulations To These Recently Certified Sales Professionals!



"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, Mo., Basic Print and Online



"I just recently completed the Local Media Association Sales Certification taining 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, Ark., Basic Print and Online



"I find the course to be very helpful for new sales representatives in understanding the skills it will take to be successful in their profession. I found it also motivational for seasoned sales executives to re-examine their own current habits and see if they're utilizing all of the tools that it takes to be at the top of their game!" Lorraine May, Director of Sales Training, Sound Publishing, Poulsbo, WA

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.

Key Executives Mega-Conference: February 17-20, 2013 - New Orleans

The 2013 Key Executives Mega-Conference brings together the best thought leaders tackling the hottest trends in the industry today for increasing revenue, audience and engagement. This jam-packed program – developed jointly by the Inland Press Association, Local Media Association and Southern Newspaper Publishers Association – takes on the challenges of transforming from print to digital, doubling the profit of legacy TMC products, exploring new print formats and how specifically to start a digital services agency and much, much more.

Local Media Association/Blinder Group Revenue Summit at the California Newspaper Publisher's Association's Annual Convention: April 24-27, 2013 - Universal City, CA

LMA is proud to join forces with the Blinder Group to manage the program for CNPA's annual convention this year. LMA members can attend at CNPA member rates and now have a choice of two cities for the annual revenue summit.

Local Media Association/Blinder Group Revenue Summit: May 15-17, 2013 - Chicago

The Blinder Group and Local Media Association are working together for the 4th straight year to develop this summit focused exclusively on growing revenue. As in 2012, this Revenue Summit will bring together the best case studies from throughout North America to showcase new and innovative revenue streams. This summit is designed to include best practices from a diverse mix of local media companies regardless of platform.

Virtual Ad Conference: July 16-18, 2013 - Online | FREE to LMA Members

We added this new FREE member benefit in 2012 and it was so successful, that we have increased it to three days for 2013. Day one will focus on sales, day two on sales management and day three on social media strategies.

Fall Publishers & Advertising Directors Conference: September 17-20, 2013 - St. Louis

This is one of Local Media Association's largest conferences of the year and always provides excellent revenue-producing ideas. Major advertisers take this opportunity to speak with our members in both group sessions and in one-on-one meetings regarding their advertising strategies. Concurrent sessions are offered allowing both the publisher and advertising director to choose meetings that relate specifically to their needs.

Digital Agency Two-Day Summit & Automotive/Real Estate/Recruitment Forums: November 6-7, 2013 - Chicago

These two events will take place over the same days at an affordable Chicago airport hotel. The digital agency summit debuted in 2012 with rave reviews. It is being expanded to two days in 2013. At the same time, Automotive, Real Estate and Recruitment Forums will address top revenue opportunities in these categories.

LOCAL MEDIA FOUNDATION

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



Nancy Lane President (843) 390-1531 nancy.lane@localmedia.org

The Local Media Foundation is a 501 (c) (3) charitable trust that supports the mission of LMA by focusing on the digital transformation. As an IRS-designated (c) (3), the foundation is eligible for certain grants and also accepts donations from companies and individuals that want to help support the mission. All contributions are tax-deductible. To make a contribution visit: www. localmedia.org/Foundation.aspx.

Major projects for 2013:

- Innovation Mission: June 2-7
- Local Media Innovation Alliance (monthly case study reports see page 9)
- Webinars that focus on the digital transformation

Innovation Mission

Each year the Local Media Foundation conducts an annual Innovation Mission. This weeklong study tour includes visits with leading and cuttingedge media and technology companies. Past visits have



included: Deseret Digital, Google, YP.com, Fisher Communications,

MIT, Digital First Media/Journal Register Company, McClatchy, Metroland Media, Examiner.com, Black Press & more. This year the tour will head back west to Silicon Valley and will include a lengthy visit to Facebook's corporate headquarters. The group is

intentionally small and reservations are accepted on a first-come, first-serve basis.

The 2012 report is available for purchase by visiting: http://localmedia.org/Foundation/NorthAmericanInnovationMission.aspx





IM attendees spent a fascinating day with senior-level executives from Fisher Communications.

LOCAL MEDIA INNOVATION ALLIANCE

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

The Local Media 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

"Case studies are interesting, but the usefulness generally stops there. LMA's case-study reports select companies who are not only worthy of being copied, but CAN be copied from a very practical standpoint. I've found their selection of topics spot-on, and the drilldowns rich with actionable information." Gordon Borrell, C.E.O., Borrell Associates

"The LMIA reports are cutting edge and helpful."



Recent reports include:

» Event Marketing



» 360 Advertising Sales Strategies



» Reseller Programs and Partnerships



» Monetizing Facebook



» Emerging Content Strategies



» Digital Agency Services



Each report is valued at: \$259

To join, click here or call (888) 486-2466.

LOCAL MEDIA FOUNDATION BOARD OF DIRECTORS



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Toronto Community
News



Local Media Foundation President Nancy Lane President 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.

Newspaper of the Year / General Excellence

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 Web site 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 S. 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
(888) 486-2466
deanna.lewis@localmedia.org

Frequently Asked Questions

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

A:lt 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.

Regular Membership Dues

Regular Membership dues are calculated based on a formula of .032 (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 \$659; maximum cost is \$4,395.

(Example: group of newspapers with 80,000 circulation: $80,000 \times .032 = $2,560$.)

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

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.

R&D Membership Dues

The R & D Membership provides additional marketing opportunities for leading industry suppliers to interact with Local Media Association's publishing members. Contact Al Cupo at (215) 256-6801 or al.cupo@localmedia.org

LOCAL MEDIA ASSOCIATION WEBINARS

For webinar details and the complete schedule of upcoming webinars, visit: http://www.localmedia.org/Webinars/UpcomingWebinars.aspx

The Power of 5*

Thursday, January 31, 3 PM ET

A step-by-step approach to prospecting, product development, selling against competition, goal setting and performance evaluation.

Leveraging LinkedIn for Professional and Advertiser Use | Social Media Wkshp #2*

Thursday, February 7, 3 PM ET

In this 30-minute webinar you'll learn how to complete (or develop) your Linkedin profile, prospect for new clients, participate in groups, adjust your settings and maximize your LinkedIn searches.

Sell Smart: Local Media Association's

New Sales-Certification Program*

Tuesday, February 12, 3 PM ET

An overview of the updated Sales Certification course, its modules, and explain how you can access this program from anywhere at any time.

The Evolution of Digital Agencies: New Case Studies* Thursday, February 14, 3 PM ET

Take a close look at how some early adopters of the digital agency model have evolved to meet the needs of the SMBs in their markets.

Email Marketing: Part 1 - Getting Started**

Thursday, February 28, 3 PM ET

If you've wanted to start an email marketing program, take advantage of this webinar to learn about steps you can take to get your program off the ground guickly.

Learning Pinterest & Instagram | Social Media Wkshp #3*

Thursday, March 7, 3 PM ET

This webinar is designed for newspapers and their employees that need a basic "how to" training for Pinterest and Instagram, two of the fastest growing social media platforms in the world.

Email Marketing: Part 2 – Program Evaluation and Improvement **

Thursday, March 14, 3 PM ET

Learn how to take your current email program to the next level and become the go-to vendor in your market.

Innovative R&D Bites: New Ideas in Just 4 Minutes*

Thursday, March 21, 3 PM ET

Join us for this fast-paced webinar where 10 leading industry vendors will pitch, in less than four minutes each, their best case studies of how their product or service contributed to a client's bottom line.

Compensation Plans That Boost Local Sales*

Thursday, March 28, 3 PM ET

What are the best methods to motivate sales reps to increase new business, sell more digital advertising and decrease contract churn? Join us to learn more.

^{*} Free LMA Member Webinar | ** Interactive Media Alliance Webinar

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