

PRESIDENT'S COLUMN

PAGE Still is the Answer in Troubled Times



BY BRANDON
EYERLY

At this point just about everyone reading this column has been affected by the tight newsprint market. And relief may still be six months away. In the meantime, PAGE is working with other associations and lobbying groups in an effort to try to reverse, or at least mitigate, the countervailing duty and antidumping penalties.

But challenges do create opportunities. To date we're not aware of any PAGE member that has not received paper despite the heavy order rationing occurring in the present market. This creates the opportunity for us to highlight the value of the PAGE purchasing model and the leverage afforded to our members. If you're not currently buying all of your newsprint through PAGE, now is an excellent time to have that discussion. We continue to move tons between vendors and have come up with some very interesting opportunities to secure new supplies at attractive prices.

And while we talk about newsprint a lot, there are certainly other opportunities beyond newsprint. We are actively signing up new vendors so that our members have more ways to grow revenue and reduce expenses. Be sure to check out **Steve Schroeder's** column for more details on our most recently signed suppliers. In addition to our own internal efforts, we also rely on our members to make vendor suggestions. If you currently are working with vendors that you feel would benefit the membership at large, please forward that information to us.

I'm also excited to welcome new board members **Francis Wick** of Wick Communications and **Aaron Julien** of Newspapers of New England to fill interim terms created by members who have left the board due to sales of their publications. Those of you who are familiar with these members know why we're excited to have their insights and expertise added to our leadership.

This is a challenging time, but one that is also filled with opportunities. We look forward to discovering new ways to deliver value for your membership.

You May be Asked to Respond to Questionnaires from the U.S. International Trade Commission

BY PAUL BOYLE, SENIOR VP, NEWS MEDIA ALLIANCE



In this final phase of antidumping and countervailing duty investigations of Uncoated Groundwood Paper from Canada, which includes newsprint used by newspapers, other publishers and printers, the U.S. International Trade Commission (ITC) will determine whether imports from Canada injure or threaten to injure the U.S. domestic industry. The ITC will make its determination based on a detailed factual record. The ITC develops that record by collecting responses to questionnaires from producers, importers, and purchasers of uncoated groundwood

(Continues on Page 24)

About PAGE Cooperative

CELEBRATING **33** YEARS

Thirty-three years ago, a misdirected ink invoice landed on the desk of Pete Eyerly, then publisher of the Bloomsburg, PA "Press-Enterprise." What Pete noticed is that the much larger "Chain Newspaper" down the road a few miles was receiving far more favorable pricing than he. And thus, PAGE (Publishers Association To Gain Economy) Cooperative was born. Now, in 2018, PAGE boasts over 1,500 newspapers in its membership ranks. PAGE purchases newsprint in conjunction with Cox Newsprint Supply and together they are the largest buyer of newsprint in the nation. To join PAGE, members must receive approval from the PAGE Board of Directors. For additional information please contact the PAGE office at 800-468-9568.

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Nothing Good is Happening in the World of Newsprint



BY JOHN
SNYDER

Already faced with rising pricing due to a tight market caused by “under production”, the preliminary findings of the Department of Commerce on Countervailing Duties and Anti- Dumping Penalties on Canadian paper have and will cause catastrophic increases for newsprint and specialty grades. (See charts on price increase announcements and preliminary announcements on

CVD's and ADD's.) Add to this a shortage of trucks and a strengthening Canadian dollar and you end up with a “perfect storm.” Availability has become almost as big an issue as the disruptive price increases making it a real challenge to move your orders from higher priced suppliers to those with more “moderate” increases.

From September to March, prices (on a 30 lb. basis. . . other basis weights increased according to past formulas) per metric tonne had already increased by \$80 and suppliers were advising us that these increases were based on tightening market conditions and did not include adjustments for CVD's and ADD's. Apparently, according to the announced increases for April and May, this was not just normal “sales” speech. At the time of this writing, additional increases over the next two months have been announced for \$25-\$130 MT for newsprint and \$25-\$130 ST for specialty (hi-brite) grades.

PAGE is working with the more moderately increased producers to accept more of our tonnes. If you are currently purchasing Kruger, Tembec or Catalyst papers and want to investigate moving your tonnage elsewhere, please give us a call. (John Snyder,

Supplier	Countervailing Duties (CVD): Effective Jan-18	Antidumping Duties (ADD): Effective Mar-18	Total Duties
Industry Average	6.53%	22.16%	28.69%
Alberta	6.53%	22.16%	28.69%
Catalyst	6.09%	22.16%	28.25%
Kruger	9.93%	22.16%	32.09%
Resolute	4.42%	0.00%	4.42%
Tembec (Rayonier)	6.53%	22.16%	28.69%
White Birch	0.65%	0.00%	0.65%

800-468-9568; ext. 176; **Steve Schroeder**, ext. 187; **Joan Graff**, ext. 196). We will continue to monitor this negatively changing market and report those changes to you via email and our web site. If you have not been receiving the newsprint announcements and would like to do so, please contact **Mark Thomas** (mark.thomas@pagecooperative.com).

Price Increase Announcements for Q2-2018					
Supplier	Region	Newsprint 45.0 gsm	Newsprint 45.0 gsm	HiBrites	
		April	May	April	May
Alberta	East	\$55/MT	\$55/MT		
Kruger	East	\$35/MT	\$35/MT		
Resolute	East	\$22/MT	\$22/MT	\$20/ST	\$20/ST**
Tembec	East	\$65/MT	\$65/MT		
White Birch	East *	\$25/MT	\$19/MT	\$25/ST	\$15/ST
Alberta	West	\$55/MT	\$55/MT		
Catalyst	West	\$115/MT		\$115/ST HB 65 and HB 70	
Catalyst Increases are for 03/26				\$130/ST HB 80	
NORPAC	West	\$22/MT	\$22/MT		\$40/ST
Resolute	West	\$22/MT	\$22/MT		
All other basis weights will increase according to past formulas.					
Hibrite increases include all brightness levels.					
*White Birch will charge shipping surcharges in the S/E and S/W					
GA, IA, MO, TN	\$30/MT				
AL, MS, NC,	\$40/MT				
AR, OK	\$50/MT				
** Resolute will charge a surcharge beginning May 1 on western state hibrite deliveries from their Alma plant					
ND, SD, NE, KS	\$60/ST				
CA	\$100/ST				

Catalyst



BREAKING NEWS

WE'VE GOT NEWSPRINT COVERED.

Great news for Page Members! Catalyst Paper is your *One-Stop Shop* for newsprint and other commercial grades. We have three manufacturing facilities that can make **Marathon** newsprint. Our vast portfolio of printing grades is second to none. Combine all of the Catalyst attributes and Page Members get the ease of doing business with one supplier that can provide first quality printing paper, mixed truckload convenience, and more importantly, security of supply.

For more information on how to get Marathon or any other Catalyst grade into your pressroom, please contact:

James Hardt | james.hardt@catalystpaper.com



catalystpaper.com



PAGE Board Approves New Supplier Programs



BY STEVE
SCHROEDER

The PAGE Supplier Evaluation and Online/Technology committees met in January and reviewed potential supplier programs. Then in February the PAGE Board of Directors considered the committees recommendations and approved three new preferred suppliers. The new suppliers and programs include:

MotoMiner

MotoMiner delivers a digital marketing platform for media companies to fulfill marketing solutions to auto dealerships.

The MotoMiner automotive platform includes: a white label search engine with 5.8 million unique autos, a dynamic Facebook inventory ad program for auto dealers, a dynamic programmatic inventory ad program for auto dealers and dealer inventory feeds for digital ad campaigns.

Tansa Systems

Tansa Systems provides enterprise level, cloud-based, proofing, hyphenation and editing tools that enforces style and writing guidelines.

The Siebold Company

The Siebold Company is an industrial/mechanical company offering press parts, color management and equipment integration services to the publishing industry. In 2017 The Siebold Company purchased the assets of Manugraph DGM out of bankruptcy and are now the sole supplier for many DGM parts.

Late last year the PAGE Board of Directors also approved new programs from AdCellerant and Friends2Follow.

AdCellerant

AdCellerant is a digital advertising and technology company

specializing in programmatic display, mobile, tablet, video, native, email and search marketing campaigns on behalf of local media companies.

Friends2Follow

Friends2Follow provides social media content aggregation to newspapers through a white-label branding tool that drives new revenue and increases audience engagement.

The PAGE Online /Technology committee was lead by **Matt Davison**, President & Publisher, Idaho Press Tribune, Nampa, ID while **Brandon Eyerly**, Publisher, Press Enterprise, Bloomsburg, PA, presided over the supplier evaluation committee. The joint meeting was attended by the following committee members: **Jim Costello, Jr.**, Operations Sun Journal, Lewiston, ME; **Marcy Emory**, CFO, PAGE Cooperative, King of Prussia, PA; **David Fike**, Regional President, APG Media of Chesapeake, Chesapeake, MD; **Mike Fishman**, Editor & Publisher, Citizen Tribune, Morristown, TN; **Joan Graff**, Director of Membership and Marketing, PAGE Cooperative, Vienna, VA; **Steve Schroeder**, Director of Membership Development & Technical Services, PAGE Cooperative, Spokane, WA; **Ryan Schuyler**, VP of Operations, Brehm Communications, San Diego, CA; **Ken Shelby**, Production Director, Sun Coast Press, Venice, FL; **John Snyder**, CEO, PAGE Cooperative, King of Prussia, PA; **Scott Stavrakas**, VP Sales & Marketing, News Tribune, LaSalle, IL; **Jeff Wagner**, President, Iowa Information, Shelton, IA and **Al Waldron**, Manager of Commercial Printing Sales/Marketing, The Santa Fe New Mexican, Santa Fe, NM.

For more information on PAGE supplier programs, check the PAGE website at: www.pagecooperative.com/suppliers. Steve Schroeder can be contacted at steve@pagecooperative.com or 484-636-0187.

Invoice Problems? Give us a Call.

If you ever encounter a PAGE invoice that does not look correct and you are in disagreement with what has originally been billed by the supplier, please get in touch with our accounting office as quickly as possible. This includes discrepancies having to do with price, sales tax, returned items, cancellations, etc. Our team can then immediately begin the dispute process which starts with putting the specific invoice on hold in our A/R system to avoid future finance charges and then researching the issue and following up with the appropriate people both on the member and supplier side. If a three-way conference call is needed between all parties, we will facilitate that as well. PAGE makes all payments to our suppliers within terms, even taking early pay discounts; therefore, it is of the utmost importance to attempt to catch any inaccuracies before payment is processed by our A/P Department.

As most of you are aware, all supplier invoices should first be sent to PAGE and then we in turn bill you (usually within 48 hours), and we always include a copy of the original supplier invoice as backup. Any invoices you receive directly from a supplier should be brought to our attention as this could affect future rebates and/or dividends.

We are always here to assist our members, especially when problems occur, so please don't hesitate to reach out. The PAGE office number is **800-468-9568** or you can send an email to **Marcy Emory**, CFO, at marcy.emory@pagecooperative.com.



Looking for a new supplier?



BY JOAN GRAFF

Start your search with PAGE.

First, please keep in mind that PAGE itself is not a supplier ... it's your membership Cooperative.

With over 200 PAGE preferred suppliers, PAGE helps its members find quality suppliers that are reliable and committed to offering a discounted price better than PAGE members can get on their own. Each one of these preferred suppliers has gone through a rigorous vetting process by PAGE's Supplier Evaluation Committee, made up of PAGE members, to ensure each meets our high standards and deserves a PAGE stamp of approval.

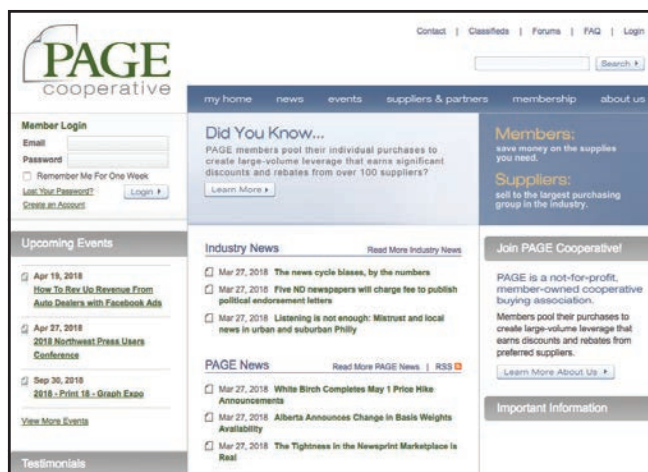
When you begin your search, go to the PAGE website at www.pagecooperative.com and login. Don't know your password? Simply register your business email address and set up your own password.

Now you have access to all the PAGE preferred suppliers' web pages, which are searchable by category and by name. Each preferred supplier has a profile page with a description of the products and services it offers to PAGE members, along with contact information, a link to the company website and other relevant information. There's plenty of supplier information to help begin your decision-making process.

Do you have a favorite supplier that is not a PAGE preferred supplier? Please let us know. Our best suppliers often come from member recommendations.

Have no regrets. Start your search for quality suppliers with PAGE preferred suppliers.

Joan Graff can be reached at 800-468-9568, ext 196 or joan.graff@pagecooperative.com.



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Our goals are clear ... To get your company more clients and higher profits by helping your customers enhance their online results.

Why use Beyond Private Label?

- We do all the work.
- Customer-facing, fulfillment experts.
- Sales training and ongoing sales support.
- Instant profitability.
- We help you close sales.

Increase your bottom-line EBITDA while strengthening your relationships with your clients. Contact **Kevin Wendt** at: 800-900-0413 or kevin@beyondprivatelabel.com.



Expanded Self-Serve Revenue Tools

CitySpark's latest release includes powerful new tools for publishers to seamlessly generate unlimited self-serve revenue from the existing traffic on your local event listings calendar.

Publishers can now create unlimited offerings and present them for self-serve purchase to event organizers. This could include featured print listings, push notifications, sponsored content, photography services, digital marketing services and anything else a publisher may want to offer.

In the last year, CitySpark publishers generated nearly \$250,000 in self-serve revenue – an already meaningful amount and with these new tools, that number is expected to grow exponentially. CitySpark is excited about what this can do to help publishers generate more revenue from their existing content and audience.

Anyone wishing to learn more about these new tools may request a demo at: sales@cityspark.com or 801-673-3286 or using the form at cityspark.com/schedule-a-demo.



Don't Leave Your Biggest Asset Unprotected

Did you know that accounts receivable can represent 40 to 70% of a company's assets? Most companies insure their machinery, staff or buildings but not always what will bring them cash flow: their accounts receivable.

Credit insurance can help you safeguard this valuable asset and protect your future revenues.

A credit insurance policy covers the unpaid credit balance from sales made to your customers. Whether you choose to protect your domestic or export business, you are able to minimize the risks associated with a customer's insolvency or delayed payment.

The benefits of credit insurance include:

- Protection against insolvencies
- Reducing the risk of non-payment
- Safer business growth: potential to increase sales by extending more credit and by being more flexible with credit terms
- Better borrowing position: lenders and financial institutions look favorably on insured receivables
- Additional credit information resources about customers and prospects

To discover the features and benefits of accounts receivable insurance, watch this short video: <http://www.brainshark.com/CofaceNorthAmerica/Bray>

Coface has served proudly as the provider of accounts receivables insurance for PAGE Cooperative for over fourteen years. For more information on how Coface can help protect your accounts receivable, visit the Coface preferred supplier profile or contact **Philip Bray** at 212-560-0403 or philip_bray@coface-usa.com

EASTERN CAPITAL HOLDINGS

Insuring PAGE's Future

Eastern Capital Holdings (ECH) has served as PAGE's exclusive advisor for the PAGE accounts receivables insurance program for the past 20 years. ECH structured the Coface/PAGE member program that enables PAGE members to receive 10% discounts on Coface's accounts receivables insurance, business information services and collection services.

ECH provides its corporate clients with a variety of services. Eastern Corporate Finance serves as advisors to business mergers and acquisitions, restructurings, refinancings and divestitures, as well as providing strategic financial planning. ECH's Remington Group serves as business risk management advisors to its clients. Business succession, continuity and wealth transfer programs are offered as well. Personal insurance offerings are offered through forty-two different insurance companies, providing clients with every possible option available in the marketplace. Eastern Financial Group (EFG) maintains a network of entities that provide comprehensive investment and wealth management services to individuals and it serves as advisors to corporate pension plans, endowments and charitable organizations.

ECH, founded in 1994, has 130 employees located in representative offices across the nation. For additional information regarding ECH, contact **Randall A. Feild**, CEO of Eastern Capital Holdings at 412-221-8350 or raffeild@cs.com.



Free Advice For Newspaper Printers



"As consumers increasingly rely on online news sources, newspaper printers face tremendous pressures to improve pressroom and production efficiency," says Norm Harbin, Business Director, News Inks. "Flint Group has seen an increased need and appreciation for advice and guidance."

"We offer this support to customers every day," continues Mr. Harbin. "Now, for a short time, we're opening the door a bit wider."

The company is offering free phone consultations to any newspaper printers across the US and Canada. Interested printers can submit their requests via CPSInks@flintgrp.com.

The first five requesters will automatically receive detailed, free expert consultation. As timing permits between April 30 and May 30, all other submitters will receive free, no-obligation consultations in the order their requests are submitted. Newspaper printers have until April 30 to submit their requests.

"We will do our very best to ease the burden of everyone we speak with," says Bruce Wolfe, Technical Director of Flint Group's CPS Inks News Division.

"It's what we've been doing for nearly 100 years," notes Mr. Harbin.

Flint Group, originally founded as the Howard Flint Ink Company and known for most of its days as Flint Ink, celebrates its centennial in just two years.

For more information regarding Flint Group's offerings contact **Kim Stone** at 734-781-4690 or kim.stone@flintgrp.com.

Please refer to www.flintgrp.com/en/FreeNewsConsultation for terms and conditions



How To Make Money With Social Media



Friends2Follow provides a solution to the threat social media presents to a media company's revenue.

It's only getting worse. Facebook's \$21.6 billion in U.S. ad revenue will be twice the amount spent on newspaper advertising this year, according to eMarketer. By next year Facebook will zoom ahead accounting for 11.3 percent of all U.S. ad spending, compared with 10 percent for print.

That's money out of your pocket, which analyst Gordon Borrell said "should be a call to action by newspapers."

Friends2Follow can help you answer that call. We're already driving thousands of dollars in new revenue for 400+ media websites in seven countries including: Evening Post Industries, Adams Publishing Group, AIM Media and Rust Communications.

We help you monetize advertisers' social media by automatically presenting their Facebook – or any social media posts – into content blocks or banner ads on your web and mobile sites. Our new self-service portal matches the convenience of Facebook by letting advertisers set up, manage and pay for the service themselves.

As Jeremy Mims of OwnLocal told The Inlander, newspapers "have a unique value proposition that complements Facebook."

To learn how to leverage that value proposition, contact **Reinig Morris** at: reinig@friends2follow or 801-403-7966.



The Benefits of Training

Today's presses are complex and technically advanced. Customized, hands-on training provides the knowledge press operators need to maximize production, minimize waste and recognize potential issues before they become problems.

A typical Goss training session explores ink and water balance theory and application and register control. A trainer delves into the mechanical reasons for poor print quality and teaches operators how to identify problems and make repairs.

Another important focus of training is waste reduction. Operators who are taught correct start-up procedures are then able to lessen start-up and running waste. Learning correct unit and folder set-up before a press run and ink presetting will also lead to a reduction in waste.

Mechanical training helps operators identify underlying issues that may not be recognized during daily production. A thorough review of proper adjustment procedures on rubber rollers will lead to optimum performance and longer roller life.

Dedicated training also provides an opportunity for press operators to ask questions of someone who has experience on a variety of newspaper presses. This leads to operators who are more

efficient and better at their jobs. Training is particularly useful for new press operators as they learn how to run equipment.

The importance of good operator training should not be underestimated. In addition to correct press operation, it can lead to substantial benefits in print quality and waste reduction. Furthermore, good training can help identify warning signs of critical failures and help unplanned downtime.

To find out more about Goss offerings, contact **John Stefancik** at 603-750-6940 or john.stefancik@gossinternational.com.



Innolutions

Counteracting Obsolescence

When a major equipment supplier declares end of life for a color register control, the end-users are forced to spend money to purchase the upgraded and expensive product in these challenging times for the industry. On top of that, it makes the investment more risky for the printer to purchase an upgrade from the same supplier.

In such a case, Innolutions offers a price competitive upgrade option that is based on industry standard components and with inexpensive spares available from multiple sources. Innovative features and flexibility, unparalleled customer support, the fastest register pull-up in the industry, long life cycle and a 30-day money-back guarantee for complete customer satisfaction makes Innolutions offer a “no-brainer”. Innolutions web controls are inexpensive to own and inexpensive to maintain.

For more information contact **Manny Patel** at 609-490-9799 ext 102 or mpatel@innoinc.com.



IPW Brings Healthcare to PAGE Members

In partnership with IPW, PAGE continues to provide members with an exclusive health insurance program. This program is available to you because you are a PAGE member.

National General Benefits Solution (NGBS):

- 20-50% savings available (product available in all 50 states)
- EPO options available, eliminating out of network benefits
- Set hours of eligibility anywhere from 20-40 for full time
- 2-50 enrolled
- National PPO Networks (Aetna and Cigna)
- Offering HSA and HRA options
- Offer coverage for 1099 employees
- Calendar/plan year options
- Flexible plan designs
- Multi-location groups receive a discount
- Refund check potential
- Quick turnaround time
- 3-5 day implementation
- Online web reporting
- Dedicated account rep
- Flexible participation
- Carve outs available

Eagle Health Plans:

- The All Provider Organization (APO) plan design
- Concierge service approach
- UCR = Medicare 150. We allow 150% of Medicare for out of network services
- We return 100% of the unused claims margin

- We utilize credible month-by-month experience, as little as one year, to underwrite groups. Otherwise individual health questionnaires are required.
- We shop each account to multiple stop loss carriers every year

For more information, contact IPW at: pagebenefits@ipw-inc.com.



Maximizing Revenue Opportunities

Lineup Systems provides the world's number one media sales solution, Adpoint, which empowers media businesses to maximize revenue opportunities and optimize business performance. The cloud-based, multi-channel solution supports 1,600 media brands across print, digital, events and broadcast in 33 countries, setting the industry standard in media sales management. Founded in 2009, with North American headquarters in Broomfield, CO, Lineup Systems is the preferred technology partner of leading media companies including the North American media giant Gannett.

Gannett selected Lineup's media sales solution Adpoint to consolidate its multi-channel finance operations and retire 52 costly, disparate legacy systems. Adpoint provided Gannett with the ability to create a single customer view across multiple operations and media channels, providing a vital foundation for better-aligned customer relationships and sales approaches.

After deploying Adpoint, Gannett achieved:

- Greater ROI and business performance
- Better customer experiences
- Substantial business efficiencies
- Greater corporate agility

According to Gannett's Vice President of Technology, Commerce Solution Rick Baker, “Our partnership with Lineup has been transformative for us, freeing up so much time and significantly reducing our operational complexity. The agility the Lineup platform provides for the future is a real game changer for Gannett.”

To access the full case study, go to: <https://www.lineup.com/about/case-studies>. Or to speak with someone regarding our products, call **Michelle Gullia** at 720-961-9851 or Michelle.Gullia@lineup.com.



Media Companies Rev Up Dealers



MotoMiner, the digital advertising arm of 360VINspin, has joined PAGE Cooperative to bring white-label automotive marketing capabilities to its membership.

MotoMiner has today's leading automotive-specific marketing platform, powered by a best-in-class search engine with millions more vehicles than Cars.com. The company also delivers inventory feeds and dynamic ads to online networks.

Its most innovative and impressive solution involves dynamic Facebook inventory ads for automotive, which helps dealerships move specific inventory by targeting specific customers on (and off) the social media giant. Key is MotoMiner's ability to upload live dealer inventory on a daily basis. From there, the industry's strongest proprietary data/targeting solution, powered by intelligence from MotoMiner, Facebook, Oracle, and other resources, helps target a dealer's most desired or valuable customers – including those who've already shopped the dealer's website.

The system is fully automated, simple to manage and supported by unmatched reporting features.” There’s a huge opportunity in Automotive for companies that deliver great local service with impressive products,” says Bryan Harding. “That’s one reason we’re excited for the PAGE Cooperative partnership. The other is a \$25,000,000 automotive marketing industry rapidly growing towards digital but just starting to engage Facebook fully. So timing is perfect and upside is huge.”

For more information contact: **Jeff Johnson** at jeff.johnson@motominer.com.



**MUTUAL INSURANCE
COMPANY LIMITED**

Media Liability Claim Trends

Claims against media companies have spiked. According to data from Mutual Insurance Company, Ltd., which underwrites media insurance for PAGE members, claim frequency – and severity – have increased for the following reasons:

- the “fake news” phenomenon
- an increase in investigative reporting
- a tenacious plaintiffs’ bar – energized by highly publicized jury verdicts, such as the Gawker and Rolling Stone cases.

While national media companies are more at risk, local news companies also face heightened exposure. Litigation is time consuming, morale deflating and expensive. News content companies can significantly reduce risk by:

- Shifting exposure to media liability insurance. Adequate limits are a must.
- Purchasing cyber coverage with a GDPR endorsement.
- Endorsing the media policy to cover negligence arising from professional services, such as event planning, advertising and commercial printing.
- Seeking pre-publication advice for content that casts potentially litigious individuals, such as doctors, lawyers and business owners, in a negative light.
- Using model releases for all advertising created in-house.
- Limiting the use of internal e-mail communications about news subjects that are potentially discoverable and extremely damaging before a jury. Hold sensitive conversations in person.

For more information about reducing risk, please contact **Michelle Worrall Tilton**, mwtilton@mediariskconsultants.com.



Choosing Your Poly Bag Supplier

We know you have many options when it comes to sourcing your plastic bag needs. In this ever-challenging economy, while it seems price is always a very driving factor, price is only important as long as the product itself performs to your expectations. PDI Plastics, having been in business nearly 35 years, has proven its commitment to manufacturing high quality polyethylene bags, at competitive rates.

We continually look for innovative products by performing extensive testing using different high quality blends of resin, the raw material used in manufacturing. We have successfully been supplying our “poly steel” blend of linear low-density bags for

several years now with great success. This “poly steel” blend has exceptional strength and is extremely tear resistant. By combining a strong catalyst with linear low-density polyethylene, we are able to produce a durable, yet lightweight material, at very attractive pricing. This thinner bag, since it takes up less space, also helps reduce the environmental impact.

These “poly steel” bags, along with our linear low and high-density bags, can be found in one of our sixteen warehouses across the U.S. and Canada. For more information contact PDI Plastics: sales@pdisanek.com or 800-634-0017.



Boost Your Digital Business

Are you looking for new digital business models?

After successfully introducing it for a German pilot customer, ppi Media is now also launching its “acme” app and location-based service “thanks” in the U.S. The technology allows you to create new regional online communities, increase visibility of your brand in the mobile environment and generate additional ad revenues.

The white label solution can be adapted to meet the individual needs and ideas of media houses and its branding can be customized. For media houses, “thanks” is also an important new revenue model: they can offer local retailers a new, fee-based ad channel while at the same time offering additional services to participants. As a community app, “thanks” will bring together regionally relevant information such as special offers, events and important dates, thus becoming a valuable companion to the user.

During the launch period, we will not charge U.S. customers any installation fees up to April 30, 2018. For more information contact **Thomas Reinacher** at thomas.reinacher@ppimedia-us.com.



Affordable Software for Publishers

Pre1 Software is proud to announce the latest release of SmartPublisher™ version 7.3, featuring package scheduling and a brand new ad entry wizard. These new offerings make ad scheduling more efficient than ever, freeing up tedious order entry time to focus on more opportunities for increased sales.

SmartPublisher™ brings together ad sales, scheduling, production and billing for print and digital publishing in one easy-to-use system. It’s a cross-platform ad management software suite – cloud or desktop – that also offers online customer payment portal and ad proofing modules to simplify collections and ad trafficking.

With more than 18 years of experience designing and building software for newspapers, magazines and digital publications, let us show you how SmartPublisher™ can help you streamline your business and increase revenue. Contact Pre1 Software at 971-244-8888 or sales@pre1.com to arrange a free demonstration.



Are Digital Editions Dead?

Did you know that 37% of U.S. adults subscribed to digital editions last year – didn’t just occasionally read them, but actually subscribed? ePapers are not dead. There are no ifs or buts about it.

We see the love for digital replicas every month at PressReader as millions of users, who enjoy quality content, read and share their favorite newspapers and magazines online, on tablets, and yes, even on smart phones. (You just need the right product for each device).

Despite what naysayers claim, digital editions aren't dead and won't be anytime soon. Sure their revenue is not compensating for other losses, but they are still an important part of a successful monetization strategy. Most of our publishers use this three-pillar strategy to maximize their returns. Do you?

1. Use smart data to know your audience to grow your audience.
2. Diversify revenue streams – think communities, events, podcasts, branded content...
3. Adopt a profitable business model that gives readers the right content, at the right time, in the right format, through the right channels, at the right price. Yes, I did say profitable.

If you want to grow your audience and be profitable with this strategy, let's talk. Contact **Gayle Moss** at: **604-278-4604 ext 325** or **gmoss@pressreader.com**.



Multi-Channel Delivery

Our latest My News 360 Platform includes a multi-channel content management system for web and print, mobile apps, newsletters, e-edition and social media. No more copying/pasting content and uploading the same image to numerous platforms. One system can replace multiple vendors including your editorial system, web CMS, apps, e-edition, text alerts, video service and payroll.

This feature-rich cloud-based system gives users the flexibility to capture photos and videos from the field and write and post content remotely. Reporters can see the overall status of stories in the system and move stories and assets to the next stage whether that's copy-edit, approval, print, web or any and all of the above.

Multi-channel delivery of content to a responsive designed website, apps for phone and tablet, and e-edition gives your readers access from any and all devices. The mobile apps and e-edition can be purchased separately.

We work with newspapers and budgets of all sizes. For more information, contact **Denise Franken**, **dfranken@prestelligence.com**, **330 305-6960 x500** and mention you saw us in the PAGE One newsletter.



Newspaper Sees Substantial Ink Savings

Canadian Newspaper Winnipeg Free Press recently added ProImage's OnColor ECO Ink Optimization Software to reduce ink consumption and ink cost on their press while improving print quality.

The Winnipeg Free Press prints over 85,000 daily newspapers and multiple commercial jobs. Their main objective was to save on ink and with the installation of ECO. They saw a whopping 33% reduction of ink in 2017 compared to 2016. This relates to an annual saving of over \$213,000 as in 2016 they spent \$610,000 on ink compared to \$397,000 in 2017. Black ink went up by \$2,500 but since black ink is more cost effective, the impact is minimal. The newspaper was able to gauge their ink savings by monitoring their consumables from 2016 versus 2017 and accounting for page count averages.

With ProImage/AGFA's new loyalty program (ECO3) their production costs was effectively reduced by \$.55 per square foot using AGFA Plates.

Christine Fehler - Vice President of Operation states, "One of the major benefits of ECO for her is the "good balance of ink savings and print quality the default settings provide" and she also remarks, the production "required no adjustments."

To see how ProImage can help you, call **Rick Shafranek** - VP of Sales and Marketing at **303-426-7171** or **rick.shafranek@new-proimage.com**.



Spring Time Check

Just around the corner is spring. We think of spring-cleaning and fresh starts. Spring is another time to check your supplies and stock to see if you are ready for the busy season.

Strapping – check; stretch film – check; machines – check.

Call **800-222-1800 ext. 26229** to check with Susan about the savings on strapping and stretch film today from Samuel Packaging Systems. We offer strapping to fit almost any brand of machine. Plus, the stretch wrappers we have are very economical.

Mention this article to Susan and receive free freight on your order. **Susan.coombs@samuel.com** ... Check.



DGM Founder Chris Lunt Joins Advisory Board



The Siebold Company is pleased to announce the election of Chris Lunt as Lead Director of the Siebold DGM Advisory Board. Chris will be working with the Siebold team and key DGM customers to rebuild the brand, after 11 years of foreign ownership. As all of our DGM customers know, Chris was the driving force that took DGM from a service and parts organization to a full-service designer and manufacturer of complete press systems.

"I am thrilled to lead the Siebold DGM Advisory Board and to be working with my DGM customers again", stated Mr. Lunt. "I have known Christopher Miles for decades as a good customer and good friend and I look forward to working with Christopher and the entire Siebold DGM team to help our customers get the high-quality products and services they deserve".

Before joining the Siebold Company last year, Christopher Miles was a DGM customer for many years. "Working with Chris Lunt has always been a pleasure", mentioned Miles. "Chris has always been customer-driven and having him lead our DGM Advisory Board is an honor for us". Siebold President Jim Siebold added: "We are very happy to have Chris Lunt on our Advisory Board and all of us look forward to working with him".

The Siebold Company, Inc. (TSC) is the parent company of Dauphin Graphic Machines / DGM and Smith Pressroom Products providing their customers with a wide variety of newspaper press products and services, including: press and auxiliary brokering; press reconfiguration; press relocation; web width reduction; mechanical and electrical rigging and a complete array of color management services by qualified color specialists.

For additional Siebold / DGM information, contact **Bruce Barna** at: **bruce@siebold.com** or **412-973-3388**.



SOCIAL NEWS DESK

Branded Content Makes a Difference

Facebook is now officially changing the way it measures the organic reach of posts to be more consistent with the way they measure reach for ads. What does that mean? Facebook tells us it means organic reach is about to go down for all customers but post engagement will remain the same.

Prior to this change, Facebook had calculated “organic reach” by adding up each time a post was placed into a person’s News Feed – regardless of if the post actually appeared on the person’s screen. So that meant a post could queue up on a user’s News Feed – way at the bottom – and even though the user didn’t actually scroll down far enough to see it, it still counted as “organic reach”. Well, the party’s over folks.

And why has Facebook decided to do this now? Paid, branded and boosted posts have become such a huge part of the Facebook landscape, the company simply can’t keep organic and paid posts on two different measurement scales any longer. Branded content is officially a core business model. And if you aren’t taking advantage of that opportunity, ask us how SND campaigns can help.

For more information contact **Ryan Morris** at info@socialnewsdesk.com or visit our website at www.socialnewsdesk.com.



New SLP Manager Eager to Help PAGE members



Jeffrey Bernhardt joins SLP as Regional Sales Manager, eager to acquaint/reacquaint with PAGE Cooperative members.

Jeffrey Bernhardt, a 24-year veteran of the prepress and workflow segments of the printing market, and who may be familiar to many PAGE Cooperative members, recently joined Southern Lithoplate as its Regional Sales Manager serving newspaper printers/publishers in western Pennsylvania, Ohio, Michigan, Wisconsin, northern Illinois, Iowa, and Minnesota.

Ted McGrew, Southern Lithoplate’s Vice President of Sales, said that Jeff is a very knowledgeable and engaging professional, who will be welcomed by printers and publishers who value honest, helpful, prepress technology solutions advice and recommendations. “Jeff earned the respect and appreciation of his customers, including a number of PAGE members, during his tenure at Presteligenz, as its Major Accounts Manager.”

“Jeff is the complete package. He is an expert in the interconnectivity of workflow, plates and prepress systems, and how they can be effectively implemented toward improved efficiency, quality and cost savings. Southern Lithoplate is proud to have Jeff as a key member of our team,” McGrew added.

To learn more about our new addition contact **Ted McGrew** at 317-663-3286 or tmcgrew@slp.com.

We're the name you've relied on and trusted for years, but we're not resting on a strong past. We're innovating and pushing for a successful future. One where the value of print, the demand for digital, and the need for advertising solutions are met with products, ideas and service you can count on. The Steel City name is defined by reliability. So know that our focus is on providing you with the best tools for today and tomorrow.

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Digital Display Rack

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It's Pro Time

Staples enters a new era with a snappy slogan, slick creative assets, and a focus on our mid-market customers.

With the launch of "It's Pro Time," Staples is entering a new era of business, and with that comes a fresh, more focused brand.

Our new tagline, "It's Pro Time" reinforces the fact that we are in business with business and are the best partner to help them succeed. "We understand that their success is our success and we are indispensable to one another. As a company, we hold ourselves to high standards and we want to work with other businesses that do the same," said Frank Bifulco, Jr., Chief Marketing Officer.

To back up this claim, our new messaging will convey to audiences that we are more than a retail office supply company. We have a bias towards our contract business with a specific focus on our mid-market customers.

Why did we feel the need to make this change? While Staples was the first company to provide businesses with affordable office supplies, today we have evolved to include not only products, but also services and expertise that are essential to an organization's success. Put simply: we make the workplace work. As we continue to pivot to meet the needs of our customers, we have embraced what we have become: the "Pro's Pro."

For more information regarding this exciting initiative please call **Frank Byrne** at 877-826-7755 or email at byrne@staples.com.



Upgraded Software Helps You Achieve Target Profits

Star*Key Software, creator of the Presstimator Estimating Software program for newspapers and commercial web offset printers, has released an update to its Pressroom Production Application.

The new Presstimator Pressroom Production Application has been upgraded to .NET technology with SQL Server database access, enabling seamless integration with the new Presstimator Estimating Software Version 7.0 release. The application allows employees to quickly and easily record start/end times and counter numbers for each press run either from job ticket records or directly from the pressroom floor. The application captures production data so users can perform an analysis of estimates vs. actuals for paper usage, press time and waste. Combined with the Presstimator's estimates and detailed analysis reports, these tools will help you determine if you are achieving your targeted profit margins.

Visit www.prestimator.com for more information and to request a free demo disk. **Mike Starkey** can assist you more at 714-255-1685 or mike@prestimator.com.



Steel City Launches New Web Site



In an attempt to engage visitors to not only view products but become engaged in discussion of the state of the publishing industry, Steel City Corp. recently launched their updated website at: www.scity.com.

In addition to providing information regarding the numerous circulation, distribution and marketing supplies Steel

City Corp. offers to PAGE members, the site provides an engaging platform for idea sharing, blogs, and more. Visitors to the site can also request to be added to the monthly idea-sharing newsletter Steel City Corp. provides.

Popular features from the previous site like "Been There Saw This" and winning entries from the annual Steel City Corp. National Rack Card contests have been integrated into the new site as well.

Take a look, become engaged and feel free to send feedback via the site or directly to **Jim Smith**, National Sales Manager at: jsmith@scity.com.



Live News and Replica App



Tecnavia's 2-in-One app combines digital media, live news and a full featured print replica into a single, branded iOS or Android native app. Users can transition from live news to print replica, streaming video, blogs, guidebooks, third-party content and classifieds easily.

Single sign-on with an integrated meter or hard pay wall provides current readers quick and easy access, while day-pass or micropayments recruit and capture new audiences. Tecnavia handles configuration and App store publishing and provides systematic app updates for compatibility with the latest devices and features.

More cost-effective than the alternatives, Tecnavia's 2-in-One app provides publishers with the opportunity to present a complete, customized portfolio of content, all within one user-friendly app for an experience readers will return to time and time again.

Contact **Diane Amato** today to customize a 2-in-One App solution that fits your needs, as well as your budget at: damato@tecnavia.com or 866-311-2538.



Improving Your Telecommunication Performance

Is one of these issues negatively impacting your bottom line?

- Outdated and/or inefficient telephone equipment
- Rising monthly telecommunications costs without explanation
- Lack of a knowledgeable advocate for your business
- Indifferent telecommunications providers who are solely interested in making a sale
- The inability to evaluate potential improvements

Telecom Strategies, a PAGE Preferred Supplier, serves companies of all sizes and in all areas of the country. Our focus is helping PAGE members optimize telecommunications performance and cost. Our proven consultative approach is of no cost to PAGE members.

Understand – Do you understand what you are currently paying for? Do you know your current providers of telephone systems and voice/data? Do they know you? Do you feel comfortable asking them questions and getting honest answers? Are they always trying to sell you items you may or may not need?

Analyze – Would you prefer to develop a relationship with a PAGE Preferred Supplier with over 35 years of experience in the telecommunications industry who can analyze your business needs and provide advice that will help you develop your strategy for the future?

Research – Do you need an unbiased telecommunications adviser to guide you through the selection process for technologies, vendors, phone systems, voice suppliers and internet companies?

Implement – Will you have someone to guide you through the ordering and installation process?

Support – Who will respond to ongoing questions and ensure realization of your investment?

Contact us to learn more at: 844-282-6400 or contact@telecomstrategies.net.



High Quality Puzzles At Low Cost

For over 15 years Myles Mellor has been supplying crosswords, word searches, sudokus and Sunday crosswords to newspapers all over the U.S. and Canada.

Now regularly supplying over 100 newspapers and having written for 600 magazines and Fortune 500 companies, Mellor has published over 14,000 puzzles.

Talking about his business, Myles Mellor said:

"I can supply my puzzles at lower cost as there is no overhead. Quality is guaranteed by personal care over each puzzle. My puzzles have stood the test of time. We are always available with personalized service."

We invite PAGE members to a free trial.

Contact Myles at: themecrosswords@gmail.com or call 818-522-4126.



Zones Brings New Adobe XD CC to You



New Adobe XD CC gives you the power to design, prototype and share engaging user experiences in a single, end-to-end UX/UI solution. It offers smooth, powerful performance to help you quickly deliver experiences that look amazing and work beautifully across devices and platforms. And because it's part of Adobe Creative Cloud for teams, you'll get new features and updates as soon as they're released.

Features include:

- Fast, versatile artboards — Pan and zoom in and out of your canvas with zero lag time, whether you're working with dozens or hundreds of artboards.
- Powerful tools that are easy to use — Draw, reuse, and remix design elements faster with snap-to, measuring and positioning tools, typography, and masking tools. Import Adobe Photoshop CC and Illustrator CC assets and bring in colors or character styles from your Adobe Creative Cloud Libraries.
- The ability to go from static to interactive in minutes — Turn comps into interactive prototypes complete with transitions, then test your experiences — all without having to upload, sync, or jump back and forth between apps. Changes you make in design mode will instantly appear in your prototype.

Call or email **Cody Bartholomew** at Zones 253-205-3341 or Cody.Bartholomew@zones.com for more information.

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The Santa Fe New Mexican	Santa Fe	NM
Delaware Printing Co.	Dover	DE
Prescott Newspapers, Inc.	Prescott Valley	AZ
Northeast Mississippi Daily Journal	Tupelo	MS
Richner Communications Inc.	Garden City	NY
ECM Publishers	Coon Rapids	MN
Venice Gondolier Sun	Venice	FL
The Papers Incorporated	Milford	IN
The Indiana Gazette	Indiana	PA
The Greenville Daily News	Greenville	MI
Auburn Journal	Auburn	CA
Nowata Printing Company	Springfield	MO
The Star Democrat	Easton	MD
Gresham Outlook	Gresham	OR
Times Daily	Florence	AL
Epoch Press Inc.	Paterson	NJ
Sun Publications	Lakeland	FL
Chronicle Telegram	Elyria	OH
Lancaster County Weeklies	Ephrata	PA
The Concord Monitor	Concord	NH
Daily Hampshire Gazette	Northampton	MA
Southeast Missourian	Cape Girardeau	MO
The Vindicator	Youngstown	OH
Gwinnett Daily Post	Lawrenceville	GA
The Bulletin	Bend	OR
The Daily Sentinel	Grand Junction	CO
Randall Family, LLC (News Post)	Frederick	MD
Page 1 Printers	Slayton	MN
Press Journal Printing	Louisiana	MO
Golden Valley Central Printing Facility	Golden Valley	AZ
Iowa Information Inc.	Sheldon	IA
The Bradford Era	Bradford	PA
K. K. Stevens Publishing Co.	Astoria	IL
Leader Telegram	Eau Claire	WI
Quincy Herald Whig	Quincy	IL
The Janesville Gazette	Janesville	WI
The Exponent Telegram	Clarksburg	WV
The Lewiston Daily Sun	Lewiston	ME
Independent Newsmedia Inc.	Dover	DE
Press-Enterprise, Inc.	Bloombsburg	PA
Delphos Daily Herald	Delphos	OH
Southeast Media Partners	Miami	FL
Lake Charles American Press	Lake Charles	LA
The Athens Messenger	Athens	OH
KPC Media Group Inc.	Kendallville	IN
News Tribune	La Salle	IL
The Times News	Lehighton	PA

Top Members by Suppliers Used

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The Courier	Findlay	OH
Charlotte Sun Herald	Charlotte Harbor	FL
Southeast Missourian	Cape Girardeau	MO
Prescott Newspapers, Inc.	Prescott Valley	AZ
Daily Astorian	Astoria	OR
Venice Gondolier Sun	Venice	FL
East Oregonian	Pendleton	OR
Richner Communications	Garden City	NY
Delaware Printing Co.	Dover	DE
Hi-Desert Star	Yucca Valley	CA
The Greenville Sun	Greenville	TN
Valley News Dispatch	Tarentum	PA
The Santa Fe New Mexican	Santa Fe	NM
The Sun Chronicle	Attleboro	MA
Randall Family, LLC (News Post)	Frederick	MD
Iowa Information Inc.	Sheldon	IA
The Greenville Daily News	Greenville	MI
Leader Telegram	Eau Claire	WI
Booster/Mohave Valley News	Bullhead City	AZ
Greenwood Commonwealth	Greenwood	MS
Independent Newsmedia Inc.	Phoenix	AZ
Wapakoneta Daily News	Wapakoneta	OH
Chronicle Telegram	Elyria	OH
Madison Daily Leader	Madison	SD
Sun Publications	Lakeland	FL
Tyler Morning Telegraph	Tyler	TX
The Daily News	Bowling Green	KY
Leader Publishing	Jacksonville	AR
The Herald	Jasper	IN
Keene Sentinel	Keene	NH
The Indiana Gazette	Indiana	PA
Banner Graphic	Greencastle	IN
Auburn Journal	Auburn	CA
Lancaster County Weeklies	Ephrata	PA
The Mat-Su Valley Frontiersman	Wasilla	AK
Independent Newsmedia, Inc.	Dover	DE
The Chronicle	Centralia	WA
The Union Democrat	Sonora	CA
Idaho Press-Tribune, Inc.	Nampa	ID
Murray Ledger and Times	Murray	KY
The Concord Monitor	Concord	NH
The Bainbridge Post-Searchlight	Bainbridge	GA
KPC Media Group Inc.	Kendallville	IN
Casa Grande Dispatch	Casa Grande	AZ
The Appalachian News-Express	Pikeville	KY
The Argus-Press Company	Owosso	MI
Elwood Publishing Inc./The Call Leader	Elwood	IN
BHG Inc.	Garrison	ND

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Steel City Corp.	MILLER/BEVCO	CDW	OfficeMax Workplace
Resolute Forest Products	C&W Pressroom Products	AMG/Parade	Beyond Private Label
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Central Ink	Staples Advantage	DYC Supply Co.	Pamarco Global Graphics
RBP Chemical Technology	Pitman Company	J. Thomas McHugh	Alberta Newsprint Company
Finzer Roller	Certified Audit of Circulation (CAC)	Tembec (Rayonier)	Kruger
Hamilton Circulation Supplies	Day International	NORPAC	Apple
Fujifilm Graphic Systems USA	Sun Chemical Corp.	PC Connection	Heritage-Crystal Clean
Eastman Kodak Company	Zones	Aramark Uniform Services	Bottcher America Corporation
PDI Plastics	Goss International Americas	Printer's Service	AGFA Corporation
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(Continued from Page 1)

You May be Asked to Respond to Questionnaires from the U.S. International Trade Commission

paper. Most newspapers will qualify as purchasers, although a few may be importers as well.

ITC questionnaire responses have the legal force of a subpoena; responses are mandatory. While responding can be burdensome, your participation is critical to ensure that the newspaper industry's views are well-represented in the ITC record. The ITC will hear one version of events from petitioner NORPAC and another from Canadian producers; it often relies on purchaser input in deciding which version of events to believe. Where certain data are difficult to obtain, the ITC will permit you to use "carefully prepared estimates" that are clearly marked as such. We also encourage you to maintain records

of where and from whom your firm collected information included in your responses, because you may receive follow-up questions from the ITC staff. Finally, text boxes provide the opportunity to tell your story or clarify ambiguous questions; don't pass on the opportunity to use them. If a question is vague, explain what it means to you.

If you have questions about the questionnaire, you can always call the ITC staff members listed as contacts on the questionnaire, who are glad to respond to questions. The News Media Alliance and its outside counsel is also a resource that will be available, if you need help please contact **Paul Boyle (571-366-1150; paul@newsmediaalliance.org)**.