

## CEO'S COLUMN

# Getting on the same PAGE



BY GARY  
BLAKELEY

As PAGE Cooperative veterans, you no doubt have heard the headline metaphor too many times in your member, partner, or supplier experience ... but for this newbie, it has extra meaning.

In the few brief weeks since taking this exciting role with PAGE, I have been learning as much as possible about how this dynamic organization works -- the ins, the outs, the ups, the downs, the challenges and the successes. As I have been turning the pages of its history, my hope is that with your help, we can draft a new chapter in PAGE

Cooperative's story that foretells increased involvement, added member benefits, ever-increasing value and sets the stage for greater member success.

Let it suffice to say, in the coming months you'll see evidence of the Board's and my goals to help you realize greater returns from your investment in and commitment to PAGE.

I have much I would like to share with you, but also much to learn before I share too much. So, today, I am using this opportunity to give you some perspective on what I believe are very important steps all of us must take in order to help PAGE continue to grow and prosper. Some of what you are about to read are plans and goals; some are new procedures and practices that we are implementing and some are just ideas. But, what I can assure you, even at this early stage, is that by working together toward "getting on the same page" (and I mean all of us -- members, partners and preferred suppliers, board and staff) we will certainly grow and prosper.

Okay, so where do we start? Well, how about the following?

## COMMUNICATIONS

Starting with this article and the publication of this issue of our semi-annual newsletter, I would like to foster increased communications with and among all of PAGE Cooperative's members, partners and vendors. Let me float a few options for you to consider ... nothing etched in stone at this stage, but some ideas to prompt more conversation and input from all of you so that our board, staff and management can act on what is important to you.

**A virtual suggestion box.** With email, websites and other electronic means, there is no reason why the entire PAGE Cooperative ensemble can't effectively use the contemporary equivalent of the old-fashioned suggestion box. More to come on that.

**Periodic, between-the-newsletters outreach.** Publishing a printed version of this newsletter twice a year is important. Print is our livelihood and will continue to be so. But at the same time, it would not be cost effective for us to assemble print and disseminate the newsletter any more frequently. So, we will be taking a look at other methods such as email, the PAGE website or webinars to expand our collective dialogue.

**Website enhancement.** No discredit to all our PAGE staff and members who have worked very hard to generate content, keep information current and keep the fires burning, but it has been quite a few years since the PAGE website has been refreshed. I don't just mean graphically, but also improved navigation, user experience, presentation of content and its overall functionality in today's world where phones are actually computers, when instant access to information is critical, and where the website fits the business lifestyles of newspaper folks like you and us. More to come on that too.

**Survey of members.** In the June/July timeframe, you will be receiving a request from PAGE to participate in an electronic survey. We will be polling both membership and suppliers asking for input on improving/increasing the value of PAGE in our market. The survey may also have a segment that is specific to the newsletter -- asking for input on making this bi-annual communication more meaningful for you and your organization.

## ACCOUNTS RECEIVABLE

Just over 8 years ago, David Lord (past board president of our cooperative) wrote a general letter to all PAGE members. In part, the letter read, "For many years, your Cooperative operated without accounts receivable being a major concern. Almost all PAGE members paid their bills promptly, and as a result the Cooperative had a very small bad debt reserve and was able to reward members with significant patronage dividends."

David continued, "Sadly, the economy and structural changes in our business have altered that operating model. Beginning in 2008, bad debts from members experiencing financial issues have increased despite the efforts of the PAGE management and staff to corral them as much as possible. This non-paying trend has increased in 2011, to the detriment of members who abide by the rules of the Cooperative."

David's message remains spot-on today, in 2019. We still have a

*(Continues on Page 3)*

# About PAGE Cooperative

CELEBRATING **35** YEARS

Thirty-five 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 2019, PAGE boasts over 1,400 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.

## PAGE Staff

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# PAGE

# Getting on the same PAGE *(Continues from Page 1)*

few current members who, due to continuing financial difficulty, are struggling a bit with our 30-day payment terms. We will continue to collaborate closely with these members to help them avoid exceeding the 30-day term requirement; this not only benefits PAGE as a whole, but removes the financial penalty on them that would otherwise be imposed. We would hope everyone realizes the significant benefits PAGE provides, not only to our members, but also to our preferred suppliers. These benefits can only be provided with collaborative and continual financial support from ALL of our members. To that end, it is imperative that all members make PAGE Cooperative a financial priority. Your attention and help in this matter are sincerely and personally appreciated.

## NEWSPRINT

As you know newsprint pricing has fallen since the beginning of the year. My short tenure thus far at PAGE precludes me from speculating on price over the next few months. I can assure you that I will continue to work closely with all of our preferred suppliers for your benefit. Please give me some additional time to immerse myself into the world of newsprint (my last exposure was during my lengthy career at Freedom Communications). Once I am more fully enlightened and more cognizant of the current market dynamics, I will be able to provide more detail and informed speculation. As always, you will continue to receive monthly member updates.

## IT INFRASTRUCTURE

Many may know of the difficulty PAGE experienced in late March with our internal computer system (The timing with my arrival was, I assure you, absolutely coincidental!). This 'difficulty' actually interfered with our regular operations for a short period of time. I mention this here because it is important our members know that we have taken immediate and proactive steps to ensure this problem never recurs. One of our suppliers and current IT support company, DASH2, has worked closely with us in this resolution process. We thank you for your understanding and support during this trying period.

## REVENUE OPPORTUNITIES

Currently we are exploring several new revenue-generating strategies for the Cooperative, including:

**Additional inclusivity** – a possible change to the bylaws (pending membership approval) that will allow a broadening of our membership base, thereby increasing our aggregate spend. The benefits to the Cooperative are greater financial security and increased negotiation ability pertaining to price and overall value.

**Potential synergies with other purchasing organizations** – investigating potential opportunities with other purchasing organizations regarding aggregation of spend.

**Value-added services** – investigating what opportunities there may be to provide services via a one-phone-call approach, e.g. maintenance or support services from the RIP to the dock door.

Moving forward, it is my commitment to collaborate closely with you as I directly partner with the PAGE staff and PAGE Board of Directors, to provide you very attractive aggregate pricing and value-added products and services.

## YOUR SUPPORT

Let me conclude this message by thanking all of you for welcoming me into the PAGE fold. (Sorry ... it's hard to hold back the metaphors once you let them out of their restraints). Seriously, the board, the staff, members and preferred suppliers with whom I have had a chance to visit, have been inspiring and encouraging. The PAGE Cooperative is a fine organization and the principles upon which it was established have endured the test of time and trial in this up-and-down world of business.

I am not one for quoting famous authors, poets or politicians, but I ran across this gem that effectively sums up what I think it's going to take for me to accomplish the direction I see for PAGE.

*The master tools of success are invitation, patience, time, gentleness, cooperation, and surrender.*

*- Bryant McGill*

If I might be fortunate enough to possess any of those qualities while having your help and support, accomplishing our mission most certainly will be assured. Here's to a great 2019 and beyond!





## PAGE's Newest Members

### Leelanau Enterprise

Lake Leelanau, MI

Locations include:

Mobridge Publishing – Mobridge, SD  
Thermopolis Independent Record – Thermopolis, WY  
Silver State Post – Deer Lodge, MT  
Phillipsburg Mail – Phillipsburg, MT  
Shelton Mason County Journal – Shelton, WA  
Newport Miner – Newport, WA  
Nugget Newspaper – Sisters, OR  
Port Townsend Leader – Port Townsend, WA

### Reid Newspapers

Weatherford, OK

Locations include:

Vinita Daily Journal – Vinita, OK  
Weatherford Daily News – Weatherford, OK

### Kay County Media, LLC

Ponca City, OK

Locations include:

Independence Daily Reporter – Independence, KS  
Ponca City News – Ponca City, OK

### Waccamaw Publishers, Inc. / Horry Independent

Conway, SC

### Journal Publishing Co.

Armstrong, IA

### Vernon Publishing, Inc. / The Advertiser

Eldon, MO

## PAGE Cooperative Special Meeting Announcement

Brandon Eyerly, PAGE Board President, has called a special PAGE Cooperative member meeting. The meeting will be held at 10:00 am (EDT) on June 12, 2019 at the PAGE office in King of Prussia, PA. The meeting has been called to adopt three proposed amendments to the PAGE Cooperative bylaws.

The first two amendments allow the membership to be more inclusive, accepting all newspapers to apply for membership as well as accepting commercial printers to apply for membership; all membership will still require PAGE Board approval. The third amendment redefines PAGE Board Officer titles.



All members are welcome to attend the meeting at the PAGE office (700 American Avenue, Suite 101, King of Prussia, PA 19406) or join us by phone conference (712-770-5022, pin 480464#). You may also vote on the proposed amendments via a ballot that was emailed to members on May 9th. Ballots need to be returned to the PAGE office before June 10, 2019.

Please contact the PAGE Cooperative office, **800-468-9568**, with any questions.

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# PAGE Credit Policy

We understand that in these challenging economic times members' cash flows may not be as positive as they have been in the past. However, it is important with millions of dollars flowing in and out of the cooperative, on a monthly basis, that our credit policy be consistent and followed.

Since a cooperative cannot maintain a sinking fund (all annual dividends/margins are 100% assigned to all participating members either with cash dividend checks, credits, or deposits to their equity accounts), we cannot operate as a bank would by extending credit terms. There are two major issues that we regularly address:

- **Cash Discount Terms** – PAGE, when paying supplier invoices, takes all available cash discounts and passes those terms to members. However, to take advantage of those discounts, members must submit payments within the discount period. This is usually within 10 days of the date of the PAGE invoice.
- **Late Fees/Penalties** – On any non-disputed invoice, if payment is received more than seven days past the due date, a penalty fee is assessed. If an invoice is to be disputed, please let us know as soon as possible.

If you have any questions on our credit policy, please contact CEO **Gary Blakeley** (800-468-9568, ext. 196; [gary.blakeley@pagecooperative.com](mailto:gary.blakeley@pagecooperative.com)) or CFO **Marcy Emory** (800-468-9568, ext. 182; [marcy.emory@pagecooperative.com](mailto:marcy.emory@pagecooperative.com)).

## 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 begins with putting the specific invoice on hold in our A/R system to avoid future finance charges. We will then research the issue, and follow 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). A copy of the original supplier invoice is always included 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 may send an email to **Marcy Emory**, CFO, at [marcy.emory@pagecooperative.com](mailto:marcy.emory@pagecooperative.com).

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I come to you with a keen understanding of the tight budgets and timelines inherent in publishing. I'd love the opportunity to work with you and show you what technical understanding, industry



understanding, and superb service feel like in your IT vendor. If one stop shopping sounds ideal to you, let's talk.

**Aly Fitzpatrick** can be reached at **800-998-0024** or [Aly.Fitzpatrick@connection.com](mailto:Aly.Fitzpatrick@connection.com).



### Cyber Security Issues

Beware...your business is under attack.

Did you know that:

- 43% of cyber-attacks target small businesses?
- 52% of small businesses experienced cyber security breaches in the past year?
- 60% of small companies go out of business within six months of a cyber-attack?

Those are some pretty staggering percentages. So, how can your business avoid becoming a target?

For starters, don't let cyber thieves get your old business equipment when you replace it with new equipment. Cyber thieves love to steal business/client data from old copiers, laptops, faxes, smartphones, tablets, USB drives, routers, telecom, and smart sensors, to name a few. Businesses should consider whether their process for disposing of electronic devices and media does so in a secure manner.

Secondly, it is critical to dispose of electronic devices and media in a cyber-secure and sustainable manner (no landfill). Work with an R2 "Responsible Recycling" certified service provider that does data destruction on all equipment/devices processed.

At EnergySherlock, we do the "Physical Side of Cyber Security" to protect your data from falling into the wrong hands. We are R2, NAID, ISO, OHSAS certified and HIPAA, NIST 800-88, and DoD 5220.22-M compliant.

For more detailed information contact Energy Sherlock at [Tim.Reichert@EnergySherlock.com](mailto:Tim.Reichert@EnergySherlock.com).

# FUJIFILM

**Commitment to Excellence**



A look at the FUJIFILM Manufacturing U.S.A. facility. Established in 1988, the South Carolina complex sits in one of Fujifilm's global manufacturing hubs serving as its North American Manufacturing headquarters. The facility serves customers throughout the United States, Canada, and more than 40 other countries. The facilities, on the Greenwood campus, received their ISO-9001 registration for quality systems in 1994, and the ISO-14001 registration was achieved in April 1999. Since then, the site has achieved both the ISO-9001:2015 and ISO-14001:2015 registrations meeting the current quality and environmental management systems' standards.



Today, more than 1,000 people work at the Greenwood site, which has more than 2.5 million square feet of manufacturing space (more than 40 football fields) under roof. The 500-acre complex features five state-of-the-art manufacturing facilities digital printing plates for the Graphic Arts industry. The South Carolina complex is also home to Fujifilm's largest distribution center in the world.

One of the attributes of the Greenwood facility is its continued support of American-made printing plates. More than 210 Fujifilm associates contribute to the overall plate manufacturing process from original coils of aluminum alloy, through coating, and final packaging.

Once plates are manufactured within the facility they are stored in an on-site distribution center with dedicated inventories to meet plate customer needs in a timely manner. The nationwide warehouse distribution system, utilized by Fujifilm, minimizes handling to avoid potential damage that can be caused by using overseas container shipments.

For more information contact **Lane Palmer** at **636-346-3074** or [lpalmer@fujifilm.com](mailto:lpalmer@fujifilm.com).

# FUSION

## S Y S T E M S

international

**Accelerates Color Quality and Efficiency**

Recently, the Herald-Review in Sierra Vista, Arizona, a Wick Communications production hub and regional commercial publication printer, completed upgrades to their Fusion Systems prepress workflow. This resulted in improved workflow automation, enhanced color managed ink optimization, and added many new features and capabilities.

Immediately, the press crew was quick to comment on how clean and vibrant color photos looked; and how graphics displayed greater definition and clarity.

Dean Kinney, Production Manager, remarked, "Photo color accuracy and image detail, especially in shadow and highlight areas, is remarkably better. Fusion's color management and ink optimization also helps to speed up make-ready and provides a huge cost savings for us."

Fusion Systems advanced color management also provides superior color to gray-scale conversions, and color standardization, using direct device link profile transfers. Typical color ink cost savings are 20 to 30 percent.



Fusion Systems' browser-based workflow automates the broadest range of prepress tasks to accelerate production, reduce errors, and minimize operator touch points. The result is faster job turnaround, faster make-ready, higher quality color reproduction, and consistency across every publication produced.

For more information, contact **Logan Herbert** at 503-261-7395 or [workflow@fusionsystems.com](mailto:workflow@fusionsystems.com).



### Faster Delivery



To assure excellent customer service, Hamilton Circulation Supplies has "beefed-up" inventory of their basic home delivery products for quicker delivery. Stock products include: rubber bands, plain canvas carrier bags, hot dots, plastic vacation packs, message envelopes, and more.

The new motor route tube factory is meeting the customer's demands for smaller orders.

An increase of PAGE members are taking advantage of now ordering from Hamilton's expanded line of twine and strapping.

Joe Beaudry has added responsibility as Regional Sales Manager for PDI Plastics. PDI Plastics (also a PAGE Platinum Supplier) is now stocking poly bags in Hamilton's Beecher, IL warehouse. This results in both lower prices and quicker service to PAGE members.

For more information, contact **Joe Beaudry** at 708-946-2208 or [jbeaudry@hamiltoncirculation.com](mailto:jbeaudry@hamiltoncirculation.com).



### ING Invites PAGE Members

The International Newspaper Group (ING) board of directors is extending a formal invitation to all PAGE Cooperative members to register and attend ING/PRINT 2019, the premiere-networking summit for print production, logistics, and operations executive leaders to be held October 4-5 at Chicago's Wyndham Grand Chicago Riverfront.

If you are the one in your newspaper organization responsible for Print, Logistics, Distribution, Workflows, Integrated Services, Real Estate/Facilities, and more...ING is the one event you must attend to learn how your fellow production/operations leaders and suppliers are navigating the sea of change affecting our businesses.

Russ Newton, ING Board president, says it best: "2019 is the year to turn over all the stones in the quest for more revenues, more efficiency, more savings and higher quality. Newspaper leaders are motivated. Publishers and boards of directors are motivated... because they know that this year is pivotal. That's why we are also seeing such a strong response from sponsors and registrants to this "must-attend" event of the decade!"

ING is offering a 15 percent discount for PAGE member newspaper executives who register for the event at: [internationalnewspapergroup.org](http://internationalnewspapergroup.org). Registration also includes a free exhibition hall pass to PRINT 19, running concurrently with ING 2019.



### More With Less



Today's publishers have to do more with less. Upgrades to hardware and software are overdue, outdated browsers in aging operating systems aren't working, and proprietary CMS's running on failing hardware are too expensive to upgrade – and too complicated. Publishers don't know where to turn for affordable solutions.

Long-time Jet Micro partners Point Click & Drag can help. PCD's just-the-basics FolderFlow production system can replace your existing proprietary CMS at a fraction of its cost in software, licensing, and support – while improving your publications. We leverage the Mac OS, your network, and off-the-shelf software in clever ways to build logical, streamlined, adaptable workflows that avoid overkill while giving staff the tools they need to consistently produce your publications quickly and accurately.

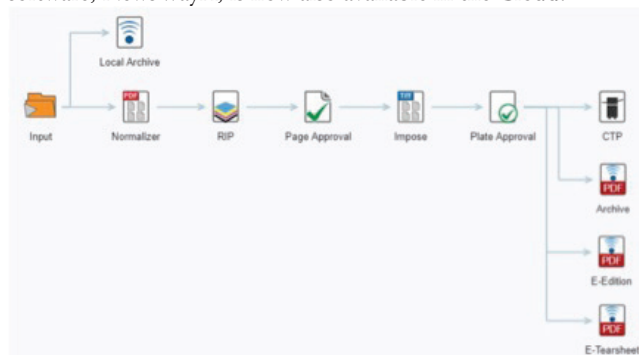
FolderFlow is built on 30 years of experience in Mac OS newspaper production, and developed over a decade of onsite, hands-on, experience with our clients. It's intuitive, adaptable, provides what you need and nothing you don't – and it works. It can be easily scaled to let small group publishers paginate multiple publications in a central location – or sell remote pagination services to other publications.

To find whether FolderFlow is the solution for you, contact **Ed McIntosh** at 800-995-6968 x336 or [ed@jetmicro.com](mailto:ed@jetmicro.com).



### Cloud Workflow

ProImage latest workflow automation and output management software, NewsWayX, is now also available in the Cloud.



The hosted solution will provide custom workflows on provided cloud servers. Local sites will have logons just as if the servers were local to softproof, approve, and track pages and plates. Plate ready TIFF's will automatically be sent to local CtP devices for output. ProImage will maintain the servers, RIPs and software so versions are always current, eliminating costly upgrades and the need for software and hardware support contracts.

NewsWayX features a single, integrated user interface that keeps all users informed about editions and their status. It offers faster turnaround and increased productivity for cost savings in the production process. Because it is based on HTML5, NewsWayX

can be fully accessed from any computer platform that supports a browser.

With its new easy-to-use interface, the production staff does not require lengthy training sessions in order to learn the software. The Cloud offering will include edition planning, ripping, imposition, softproofing of post RIP pages and plates, approvals, and output management to local CtP devices with load balancing and color locking. Additional options for preflighting, ink presetting, fan-out control among others features can be added.

For more information, contact **Rick Shafranek** at **303-426-7171** or **sales.us@new-proimage.com**.



### More Than Newsprint

Experienced publishers know that NORPAC delivers quality newsprint with an efficiency and economy that are tough to beat. While our reputation for innovation stretches back four decades, we've continued to evolve in the past 20 years. We still operate three of the fastest, widest, most modern paper machines in the world, but today they produce 200 different grades a month. These include:

- Norbrite 92 Max: Our high quality, economical paper with great color reproduction. It's a great replacement for standard uncoated freesheet.
- Norbrite Plus: An efficient, 80-brightness groundwood sheet ideal for supplements and special sections
- Orca Offset: Our uncoated freesheet with a standard 92 brightness

Now we can quickly ship truckloads of mixed grades to you—receive our renowned newsprint and Norbrite grades in the same truck.

In changing markets, survival takes innovation. The flexible NORPAC workforce makes it happen, keeping us the leading producer of newsprint and high-brightness groundwood papers in the West—and the only producer of uncoated freesheet between Arkansas and Indonesia. We're also the only groundwood paper mill still operating a deink plant to improve environmental performance.

Having risen to many challenges, NORPAC can solve yours. Call **800-426-0866** for more information.



### Innovative Poly Bags



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 36 years, has proven its commitment to manufacturing high quality polyethylene bags at competitive rates. PDI Plastics continually looks 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 United States and Canada. For more information contact: **sales@pdisaneck.com**.



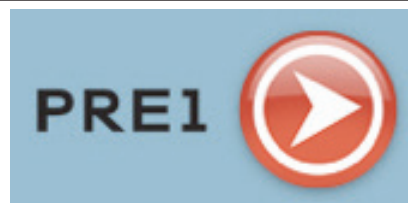
### Looking for Surplus Equipment

If you have recently upgraded your computer systems, or have surplus servers or other technology assets available from downsizing, contact PAGE Preferred supplier Powerhouse Technology Group (PTG), an interested buyer in many types of information technology hardware.

Some of the IT items of interest for purchase include desktops, laptops, servers, and storage devices like disk arrays and tape drives. PTG is also curious about networking switches and routers, and telephony equipment like VoIP phones. PTG pays for all shipping costs, and anything not deemed reusable is recycled according to Minnesota standards.

PTG also offers refurbished IT and networking solutions, whether it's a fully configured system, or a component upgrade. All hardware from PTG comes with a minimum 120-day warranty and a 5.5% rebate. In many cases, shipping is free.

Contact PTG at **651-485-6598** or **sales@powerhousetg.com**.



### Moving To The Cloud

Move your software to the cloud with SmartPublisher. Pre1 Software's cloud hosting provides access to SmartPublisher from anywhere you have an internet connection—even from a web browser.

Our hosting service includes a private, dedicated server, complete setup and configuration, fast, modern hardware, fully-managed SmartPublisher, backups, and top-notch security.

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 on-premise—that also offers online customer payment portal and ad proofing modules to simplify collections and ad trafficking.

Contact Pre1 Software at **971-244-8888** or **sales@pre1.com** to arrange a free demonstration.



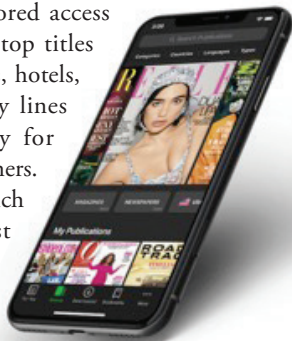
### Revenue Through Sponsored Access

For years, I've been saying that survival of traditional media depends on revenue diversification. Advertising and reader revenue alone are not going to sustain the industry. Unfortunately, many publishers only seem to focus on those two revenue streams.

Which is why I was delighted to see Hearst Magazines embrace the sponsored access model by offering 23 of their top titles in tens of thousands of libraries, hotels, airlines, cruise lines, and ferry lines worldwide – brands that pay for content on behalf of their customers. Joining Hearst Newspapers, which launched on PressReader last year, are Cosmopolitan, Esquire, Good Housekeeping, Harper's Bazaar, Men's Health, O – The Oprah Magazine, Road & Track, and more.

Hearst management recognized that with newsstands and supermarket sales all but disappearing they needed to tap into new distribution channels where they could monetize their content by being discovered by millions of new readers – people who like to stay at Marriott hotels or fly with British Airways, for example.

You don't have to be as big as Hearst to enjoy all the same benefits of sponsored access for your titles. Publishers of all types and sizes are welcome. For more information, contact **Nikolay Malyarov** at 604-278-4604 or [publishing@pressreader.com](mailto:publishing@pressreader.com).



### SOCIAL NEWS DESK

#### Best Social Ad Types for Newspapers

Buying social advertising isn't easy – it changes every other day. However, choosing the right ad type to match your business goal will dramatically improve your results.

If you're driving traffic to your website, the Traffic objective is your best option. This ad type optimizes delivery to people that are most likely to click or view content off of Facebook's platforms instead of people that will just engage with it. Facebook Likes won't pay the bills, but page and video views will.

**Tip:** Place the Facebook pixel on your website to make sure you are tracking landing page views. This way, you can not only see if someone clicked on the link, but also make sure they waited for the website to fully load.

To use social to drive subscriptions, use the Conversion objective. This requires you have the Facebook pixel installed and allows the ad delivery to optimize to people who are likely to convert.

**Tip:** If you have less than 500 purchases a month on your website, use the conversion object, but optimize for landing page views. If you have more than 500, however, you should optimize to purchases.

For more information contact **Savannah Coker** at 877-763-3311 or [scoker@socialnewsdesk.com](mailto:scoker@socialnewsdesk.com).



#### Better Coldset Printing

Brighter, more vibrant colors in coldset printing applications? It's possible with LIQUID GOLD 290 from RBP Chemical Technology. This mildly acidic fountain concentrate was specifically developed to enhance the color brilliance while fighting blanket buildup and piling – the leading causes of duller print images, ghosting, scumming and ink going where it doesn't belong.

LIQUID GOLD 290 contains additives that provide excellent densities of the non-image area and reduced water settings. By adding just 1.5 ounces of LIQUID GOLD 290 per gallon, you will increase the water conductivity – making it easier to dose and monitor fountain solutions.

The result is cleaner print, which makes customers happy, and less paper waste due to print quality issues, which makes the boss happy.

Learn more about LIQUID GOLD 290, and download a data sheet, by visiting <https://www.rbpchemical.com/product/liquid-gold-290/> or contact customer support at [cs@rbpchemical.net](mailto:cs@rbpchemical.net).



#### New SLP Alliance Partners

The Southern Lithoplate Strategic Alliance, one of the most successful and longest-standing supplier solutions partnerships serving the newspaper production industry, has expanded its alliance ranks with new partners that complement the current consortium of trusted providers of technology and services, according to Steve Mattingly, Senior Vice President of SLP.

"We are excited to introduce United Scrap Metal (Metal Buyers and Recyclers) and Northstar Leasing Company to our best-in class solutions providers within the SLP Strategic Alliance," Mattingly said. Now, more than ever, the ALLIANCE's One Source Solution platform offers just about any service or product that PAGE members need to get ahead and stay ahead of business demands.

Through the Strategic Alliance, United Scrap Metals offers PAGE members its Aluminum Litho Recycling Program that not only affords ISO-14001 Environmental Management System credentials,



retrieval and destinations for spent lithoplates, but also provides you with premium financial value for your aluminum.

Established in 1979, North Star Leasing is a full service finance and leasing company helping businesses grow by providing equipment financing for businesses in a variety of industries—with particularly strong ties to the printing and graphics industry. Through the SLP Strategic Alliance, North Star is a true ally for PAGE members' and their financing needs. For more information contact **Ted McGrew** at (317) 663-3286 or [tmcgrew@slp.com](mailto:tmcgrew@slp.com).



### Putting Your Press To Work

Star\*Key Software, creator of the Presstimator estimating software program for newspapers and commercial web offset printers, has released an update to its standalone estimating and job tracking application.

The new version includes many new user-requested features:

- Interface with QuickBooks Online for accounting. Direct communication within the Presstimator enables users to create estimates and invoices in QuickBooks Online.
- Updates to the Rate Card estimating feature. An accurate First 1,000 copies price is determined for any number of page counts so you can be sure you are covering your costs, no matter what quantity a customer selects.
- New Quick Quote option. Open the Quick Quote screen to enter or select choices from dropdowns for 10 categories (Paper, Ink, etc.) and Shop Settings will be applied to generate a Quote within seconds.
- Added flexibility for job formats. Combine different formats (Tab, Broadsheet, Sheet, etc.) with various product sizes into a single Quote.
- More precise make-ready and waste calculations.

As a complete estimating and job tracking solution, the Presstimator can help you save time and make money by putting your presses to work for you. Visit [presstimator.com](http://presstimator.com) for more information, to request a free 30-day trial, or to schedule a webinar demonstration of the software.



### Grow Your Digital Readership



Tecnavia's suite of ePublishing tools includes a digital CMS and website hosting. Created for small publishers, with limited budgets and staff, our sites are specifically designed with all the key features you need for successfully engaging readers and driving revenues.

Website paywall, story meters, and single sign-on allows control access to all your digital content while retaining your branding, pricing, and customer relationships. Enables online subscription sales and hard or soft paywall strategies.

With Tecnavia, digital print replicas come alive. Grow your digital readership with live links, video, social media sharing, translation, read-aloud, and live story updates.

Tecnavia has one app for all your digital media including real-time news, digital print replica, and video streaming. Blogs.

Classifieds. Podcasts. Events. Deliver all your digital content in one branded iOS/Android native app.

Tecnavia Advertising Network (TAN) works with leading digital ad exchanges. TAN supplies quality national and regional display ads. Earn extra ad revenue by simply using ad impressions already available.

Tecnavia is a proven industry vendor, committed to 24x7 support with over 20 years' experience in e-publishing. Today, we manage over 2,000 titles for independent publishers and major groups including Wall Street Journal, Gatehouse, Gannett, Advance, and many more.

For more information, or to set up a webinar, contact **Diane Amato** at 330-646-1889 or [damato@tecnavia.com](mailto:damato@tecnavia.com).



### Analyzing Your Telecommunications

Tired of phone services and bills no one understands? Are you being bombarded by salespeople, at a variety of companies, telling you that they have the best solution for your telecommunications problems? Are you tired of paying monthly bills and never getting an explanation of the charges?

If you hire a consultant, how much will they cost? Are they competent? Do they have your best interest at heart?

Telecom Strategies LLC educates PAGE Cooperative members to understand their current systems and plan for the future.

We work with vendors, throughout the country, to analyze your telecommunications needs and recommend the best, most cost effective, telecom infrastructure at discounted prices with service guarantees.

For more information, contact **Michael Rogin** at [mrogin@telecomstrategies.net](mailto:mrogin@telecomstrategies.net) or call, toll free, 844-282-6400.



## *The Siebold Company, Inc.*

### TSC Buys Lion Web Components

To better serve our valued PAGE Cooperative customers, the Siebold Company (TSC) is pleased to announce the acquisition of Lion Web Components, Inc.

TSC's VP of Corporate Development, Christopher Miles, commented, "Following our three recent acquisitions, DR Press Equipment, Dauphin Graphic Machines (DGM) and Smith Pressroom Products, acquiring Lion Web further strengthens our customer support for our Goss™ and DGM press customers."

All parts are stocked at TSC's Harrisburg, PA facility and available by calling 800-452-9481.

"We've migrated the Lion Web parts inventory, services and telephone lines into our Harrisburg facility, and the Lion website into our new [www.sieboldparts.com](http://www.sieboldparts.com) website", stated TSC VP of Parts, Service and Product Development, Eugene Albright.

TSC has completed over 5,000 successful equipment installation projects since 1989, throughout North America and the English-speaking Caribbean Islands, and specializes in the newspaper printing, commercial printing, and material handling industries.

TSC is the parent company of Lion Web Components, DR Press Equipment, DGM and Smith Pressroom Products and offers press equipment brokering services, equipment reconfiguring and

reconditioning services, equipment audits and appraisals, and operational consulting.

For additional Goss and DGM parts and service information, please visit [www.sieboldparts.com](http://www.sieboldparts.com) or call 800-452-9481.



### Online Crosswords

Myles Mellor Crosswords and Puzzles, a long-time PAGE Preferred supplier, has released a new version of interactive crosswords.

These can be placed on your website and solved by readers on laptops, desktops, and tablets including the iPad and Android devices.

The puzzles are now included in premium subscriber content at the Sonoma Index Tribune and the Santa Rosa Press Democrat, as well as running in several other local newspapers.

You can see an example of this attractive interactive offering running in Smoke Signals <https://www.bigcanoenews.com/news/news-col1/crossword-puzzle>

The crosswords run daily and are offered at \$6 per week. The upgraded version runs an easy and a medium level crossword which readers can choose from.

To get interactive crosswords running on your website, contact Myles Mellor at 818-522-4126 or [themecrosswords@gmail.com](mailto:themecrosswords@gmail.com).

### NOTE ON PREFERRED SUPPLIER NEWS

*Supplier News articles are submitted by PAGE Preferred and Platinum suppliers and are published on a space-available basis. PAGE does not make a judgment upon or endorse the information contained in the submissions. Members may find additional information on each supplier program by using the PAGE website at [www.pagecooperative.com](http://www.pagecooperative.com). Each PAGE supplier has a "profile page" that is updated by the supplier with information such as: program details, contact information, and how to purchase from that supplier. Some profiles also include pricing information. Supplier profile pages are made available to PAGE members once they have logged into the PAGE website and can be found under the "supplier & partners" menu.*



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helping print media thrive.

## ★ PAGE HONOR ROLL ★

### MOST POPULAR SUPPLIERS BY NUMBER OF MEMBERS PURCHASING

Steel City Corp.	Alliance for Audited Media	DEI Systems	Kruger
Resolute Forest Products	Tecnavia	Printer's Service	Konica Minolta Business
Southern Lithoplate	Newspaper Toolbox	OfficeMax Workplace	Solutions
Central Ink	Zones	McGrann Paper	Pre1 Software
RBP Chemical Technology	CDW	Streamlined Office Solutions	Caspio
Finzer Roller	Goss International	B&H Photo	LEAP BlueVenn
Fujifilm Graphic Systems	J. Thomas McHugh	Edgil Associates	Splice Solutions
Eastman Kodak Company	Jet Micro	Roosevelt Paper Company	Polychem Corporation
Hamilton Circulation Supplies	DYC Supply	Heritage-Crystal Clean	Brainworks
Flint Group	PCM Sales	Bottcher America Corporation	Prestelgence
White Birch	NORPAC	Lyon Enterprises	Mobile Merchandisers
PDI Plastics	Rayonier A.M. Canada	RouteSmart Technologies	ML Erectors
TownNews.com	Pamarco Global Graphics	Samuel Strapping Systems	Transparencee
Miller Bevco	Aramark Uniform Services	Polkadots	Myles Mellor Theme Crosswords
C&W Pressroom Products	Connection Business Solutions	Dynaric	Subotnick Packaging
AGFA	Alberta Newsprint	New ProImage America	
Staples Advantage	Beyond Private Label	GE Richards	
Sun Chemical	Band-It Rubber Company	Star*Key Software	

### TOP 50 MEMBERS BY PURCHASING AMOUNTS

Charlotte Sun Herald	Charlotte Harbor FL	Chronicle Telegram	Elyria	OH
Independent Newsmedia	Phoenix AZ	Gresham Outlook	Gresham	OR
Valley News Dispatch	Tarentum PA	Daily Hampshire Gazette	Northampton	MA
Northeast Mississippi Daily Journal	Tupelo MS	Page 1 Printers	Slayton	MN
The Concord Monitor	White River Jct. VT	Killeen Daily Herald	Killeen	TX
Delaware Printing Co.	Dover DE	Press Journal Printing	Louisiana	MO
The Daily Reflector	Greenville NC	Eagle Web Press	Salem	OR
ECM Publishers	Coon Rapids MN	Times Daily	Florence	AL
The Greenville Daily News	Greenville MI	Golden Valley Central Printing Facility	Golden Valley	AZ
The Star Democrat	Easton MD	The Exponent Telegram	Clarksburg	WV
Venice Gondolier Sun	Venice FL	Southeast Missourian	Cape Girardeau	MO
Prescott Newspapers	Prescott Valley AZ	Lake Charles American Press	Lake Charles	LA
MTM Acquisition	South Portland ME	The Vindicator	Youngstown	OH
Susquehanna Printing Company	Lancaster PA	K. K. Stevens Publishing	Astoria	IL
The Santa Fe New Mexican	Santa Fe NM	Butler Eagle	Butler	PA
Epoch Press Inc.	Paterson NJ	Southeast Media Partners	Miami	FL
Quincy Herald Whig	Quincy IL	Press-Enterprise	Bloomsburg	PA
The Indiana Gazette	Indiana PA	Iowa Information	Sheldon	IA
International Daily News	Monterey Park CA	Omaha World Herald	Omaha	NE
MTM Acquisition	Lewiston ME	The Free Press	Woodstock	VA
Auburn Journal	Auburn CA	Independent Newsmedia	Dover	DE
The Papers Incorporated	Milford IN	Leader Telegram	Eau Claire	WI
Richner Communications	Garden City NY	Quality Web	Elkton	KY
Gwinnett Daily Post	Lawrenceville GA	News Tribune	La Salle	IL
Nowata Printing Company	Springfield MO	Community Media Print Facility	Gardena	CA



We are pleased to announce  
*The Siebold Company, Inc.* (TSC) is the



Authorized Distribution Agency  
for the USA, Canada and the English  
Speaking Caribbean Islands.

Along with parts and service support, we look forward to helping  
all PAGE COOPERATIVE members with press controls  
and closed loop color registration solutions.

Contact us today to learn how we can help you improve print  
quality while reducing waste, ink and staffing requirements.



*The Siebold Company, Inc.*



800-452-9481

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

## ★ PAGE HONOR ROLL ★

### TOP MEMBERS BY SUPPLIERS USED

Press-Enterprise	Bloomsburg	PA	Leader Publishing	Jacksonville	AR
East Oregonian	Pendleton	OR	Wayne County Press	Fairfield	IL
Venice Gondolier Sun	Venice	FL	Auburn Journal	Auburn	CA
The Greenville Sun	Greenville	TN	Tri-Lakes Newspapers	Branson	MO
The Courier	Findlay	OH	The Exponent Telegraph	Clarksburg	WV
Charlotte Sun Herald	Charlotte Harbor	FL	Northstar Media	Cambridge	MN
The Greenville Daily News	Greenville	MI	Union City Daily Messenger	Union City	TN
Richner Communications	Garden City	NY	Killeen Daily Herald	Killeen	TX
Daily Astorian	Astoria	OR	Georgetown News-Graphic	Georgetown	KY
The Indiana Gazette	Indiana	PA	Independent Newsmedia	Dover	DE
Southeast Missourian	Cape Girardeau	MO	The Vindicator	Youngstown	OH
MTM Acquisition	Lewiston	ME	Delaware Printing Co.	Dover	DE
Iowa Information	Sheldon	IA	The Jackson Herald	Jefferson	GA
The Herald	Jasper	IN	The Daily News	Bowling Green	KY
Independent Newsmedia	Phoenix	AZ	The Bradford Era	Bradford	PA
Prescott Newspapers	Prescott Valley	AZ	Susquehanna Printing Company	Lancaster	PA
The Star Democrat	Easton	MD	Bear River Publishing	Preston	ID
Madison Daily Leader	Madison	SD	Community Media Print Facility	Gardena	CA
The Concord Monitor	White River Jct.	VT	Hi-Desert Star	Yucca Valley	CA
Chronicle Telegram	Elyria	OH	ECM Publishers	Coon Rapids	MN
News Tribune	La Salle	IL	Courier-Express	DuBois	PA
Idaho Press-Tribune	Nampa	ID	Ludington Daily News	Ludington	MI
Leader Telegram	Eau Claire	WI	Elizabethton Star	Elizabethton	TN
Quality Web	Elkton	KY	Columbian Publishing Co.	Vancouver	WA
The Chronicle	Centralia	WA	The Post Register	Idaho Falls	ID
KPC Media Group	Kendallville	IN	Elwood Publishing	Elwood	IN
Greenwood Commonwealth	Greenwood	MS	The Selma Times Journal	Selma	AL
Skagit Valley Publishing	Mount Vernon	WA	Crow River Press	Hutchinson	MN
Quincy Herald Whig	Quincy	IL	Delphos Daily Herald	Delphos	OH
Northeast Mississippi Daily Journal	Tupelo	MS	The Robesonian	Lumberton	NC
The Appalachian News-Express	Pikeville	KY	Keene Sentinel	Keene	NH
The Free Press	Woodstock	VA	The Bainbridge Post-Searchlight	Bainbridge	GA
The Sun Chronicle	Marion	IL	Herburger Publications	Galt	CA
Yuma Sun	Yuma	AZ	Hood County News	Granbury	TX
The Daily Reflector	Greenville	NC	Casa Grande Dispatch	Casa Grande	AZ
Mohave Valley News	Bullhead City	AZ	Page 1 Printers	Slayton	MN
The Santa Fe New Mexican	Santa Fe	NM	Kerrville Daily Times	Kerrville	TX
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**Mr. Joe DeLuca**

**Embracing the Challenge & Leading the Charge – Current state of demand for our product; Technologies impact on customer behavior and perception of our industry; The path forward**

Executive Vice President and General Manager of the Times Publishing Company.



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## PRESIDENT'S COLUMN

### 2019: A Transition Year For PAGE



BY BRANDON  
EYERLY

This is shaping up to be an exciting year of transition for PAGE. In March, we named Gary Blakeley as our new CEO. If you haven't already read Gary's column (on page 1), please do so. As you'll see, he is off to an excellent start.

We have also been adding some new members to our board of directors. Over the past year and a half we have welcomed Aaron Julien from Newspapers of New England and Francis Wick of Wick Communications. Already this year, we've welcomed Brian Jarvis of NCWV Media.

After many years of leadership, we thank and wish all the best for our outgoing directors Bill Brehm, from Brehm Communications,

and Tom Brown. They have been passionate and committed members of PAGE; and we're fortunate to have had their many years of service.

We are continuously seeking new board members who are able to contribute to the growth and vision of the cooperative. If you know one or more industry leaders who fit this description; please forward the names to myself, or to the PAGE staff, and we'll follow up from there. My email is [Brandon.Eyerly@PressEnterprise.net](mailto:Brandon.Eyerly@PressEnterprise.net) and my direct number is 570-784-5123.

# PAGE