

## Annual Meeting Held – Revised Bylaws Adopted – Board Members Elected

A small but enthusiastic group attended the PAGE annual meeting by conference call or in person at the PAGE office in King of Prussia, Pennsylvania, on Tuesday, October 23. PAGE President Brandon Eyerly chaired the meeting where reports were delivered on the September 2018 financials, newsprint, and the upcoming Supplier Evaluation Committee meeting to be held in January.



BRANDON  
EYERLY



FRANCIS  
WICK



STUART  
RICHNER



AARON  
JULIEN

Approved at the meeting were the revised PAGE Cooperative Bylaws as posted on the PAGE website.

Elected to the PAGE Board of Directors for terms

beginning January 2019 were Brandon Eyerly, Francis Wick, and Stuart Richner for three-year terms and Aaron Julien for a two-year term. It was also noted that Jeff Brown, Tom Brown, and Jon Segal were appointed as non-affiliated Board members and would need to run for election next October should they be re-nominated by the Governance Committee of the PAGE Board.

It was also noted that Brandon Eyerly, Aaron Julien, Jeff Brown, and Lissa Walls were appointed as a Search Committee for the replacement of PAGE CEO, John Snyder, who will be retiring early next year.

PRESIDENT'S COLUMN BY BRANDON EYERLY

### Snyder To Retire

John Snyder, CEO of PAGE Cooperative, has announced that after 33 years of service he will finally be heading off to a well-deserved retirement. John has assured us that his March 2019 retirement date is not carved in stone and he will stay with us, in any capacity necessary, to ensure a smooth transition. This flexibility provides PAGE with the unique opportunity to seek out the most qualified candidates to move the cooperative forward without an overarching deadline.

We have already begun the process of interviewing some exceptional individuals and I feel we will have a difficult time narrowing our list down to the final candidates. All of that said, we want to have as comprehensive of a selection process as possible. If you know of someone whom you feel should be considered, please contact John Snyder or me directly. My email is [Brandon.Eyerly@PressEnterprise.net](mailto:Brandon.Eyerly@PressEnterprise.net) and my direct number is 570-784-5123.

We will be sensitive to the confidential nature of the process and all expressions of interest will initially only be shared with our executive committee until the final selection round when we present our top candidates to our full board of directors.

In the meantime, please join me in thanking John for his 33 years of service to our cooperative. He has worked tirelessly for our members and has spent his career keeping PAGE responsive to member needs. There is no better evidence of John's dedication to the cooperative than his willingness to be as flexible as possible while we find his replacement. John has also surrounded himself with the top level senior management team of Steve Schroeder and Marcy Emory, who are committed to helping us navigate this transition efficiently and smoothly.

This is an exciting time for PAGE and I feel this is the perfect opportunity to build upon our strong foundation while we pursue new initiatives. I look forward to sharing our progress with you as we begin this exciting next chapter.

## About PAGE Cooperative

CELEBRATING **34** YEARS

Thirty-four 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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# PAGE

## Newsprint Marketplace Confusing at Best



BY JOHN  
SNYDER

The PAGE Newsprint Committee met on October 17 with all of our major newsprint suppliers including Alberta, Catalyst, Kruger, NORPAC, Resolute, Rayonier, and White Birch. Also making presentations were Derek Mahlberg, Senior Economist from RISI, Mark Mansfield, and Greg Tant of Cox Newsprint Supply. The results and conclusions (or lack thereof) reached following those presentations were as confusing as any of those reached in meetings I have attended for the past 30 plus years.

Even with the ITC decision to eliminate the tariffs imposed earlier in the year, there appears to be no immediate momentum to reduce prices during the fourth quarter of 2018. The suppliers preached that it is supply and demand driving the current high pricing, and that operating rates of 95% indicate a tight market and support for the \$150/MT increases since last September in spite of the continuing fall in demand. Some suppliers felt that flat pricing will continue into 2019 while others felt prices could begin to drop as early as late in the first quarter of 2019. Most felt that trying to predict movement in the marketplace past a three to a six-month window is a waste of time. The spread for 2019 was that of flat pricing for the year up to as much as a \$100/MT drop. With the small number of machines remaining in North America, one machine shut down (or startups such as Bear Island, VA) could

shift available tonnes by as much as 10% and have a significant effect on the supply/demand balance.

While it does appear that many newspapers are currently cutting orders and utilizing excess inventory it still may not be a good time to attempt to reduce lead times for your orders as the availability of delivery trucks in both the east and west remain a challenge for every supplier.

Although it does not obligate them to appeal the ITC ruling against tariffs, NORPAC has filed paperwork that would permit them to do so if they choose. These will contribute to the current market's uncertainties.

We have posted the RISI report by Mr. Mahlberg in the member's area of the PAGE website (My Home/My Groups/Members). Feel free to review that presentation. By now, you should have received your survey forms for 2019 commitments. If you have not, or if you have questions, please feel free to contact me at **800-468-9568**, Ext. 176 or email [john.snyder@pagecooperative.com](mailto:john.snyder@pagecooperative.com). We would appreciate the return of your 2019 commitments by the end of November.



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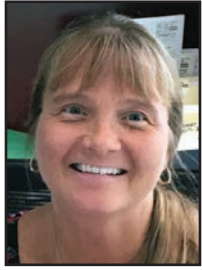
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## Little Ways to Save Money – Both for Your Newspaper and the Cooperative



BY MARCY  
EMORY

Given the current challenging state of the newspaper industry, saving every penny possible is a constant goal for all newspapers. PAGE diligently works hard at being able to offer member's discounted prices on many products and services associated with publishing and producing news for their local communities. However, aside from the upfront reduced pricing, there are additional forms of savings to benefit from:

Take advantage of all early payment discounts when available – Certain PAGE suppliers offer early pay discounts from 1 – 2%, which we, in turn, always pass on to our members.

Avoid being assessed late fee penalties by paying within terms – Following the credit policy of the Cooperative, all members are charged a 1.5% per month late fee on any invoice that is paid more than 6 days after its due date.

Utilize ACH bank transfers to make payments to PAGE – This eliminates the uncertainty of when the U.S. Postal Service will arrive as well as postage and check supply costs. Bank fees to initiate ACH transfers tend to be very minimal and transactions are usually easy to set up online with your current bank institution.

Request all invoices and monthly statements from PAGE to be emailed – This ensures that these documents are getting to the right person immediately upon generation which again saves unnecessary mail time, enables you to take advantage of early payment discounts, and alerts you of any older unpaid invoices and/or unapplied credit memos that may have fallen through the cracks.

Cash flow is important to every company and we are here to assist and help our individual members, as well as the Cooperative as a whole, in keeping those numbers positive.

If you would like to begin the ACH payment process, contact **Marcy Emory**, CFO, at [marcy.emory@pagecooperative.com](mailto:marcy.emory@pagecooperative.com), or call **800-468-9568**, Ext. **182** for further instructions.

If you would like to have either your invoices, statements, or both emailed to one or multiple addresses, please contact **Dana Greco**, A/R Coordinator, at [dana.greco@pagecooperative.com](mailto:dana.greco@pagecooperative.com) or call **800-468-9568**, Ext. **180**.



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## Don't Miss Hidden Savings



BY STEVE  
SCHROEDER

With over 175 supplier programs PAGE members can easily miss out on outstanding programs that could help save their company money or in other cases grow revenue. Most are familiar with the company names of PAGE Preferred and Platinum Suppliers, but they may be missing the savings that come along with special PAGE offers, that are often available only to members.

For example, PAGE has three major ink providers – Central Ink, Flint Ink, and US Ink (part of Sun Chemical) – that have quality products. Besides exceptional PAGE pricing on their products, these suppliers also have PAGE-only products. These PAGE-labeled inks offer outstanding characteristics and pricing that's only available to the PAGE member. If you haven't tried the PAGE products, you could be missing an opportunity to save serious dollars.

Other members continue to use the same type of printing plates that they have been using for years. While your current plate could be a good fit for your operation, it might be costing you more than you realize. In many prepress locations, develop-on-press and chem-free plates have replaced conventional CtP plates and have done so with an improved bottom-line. Agfa Graphics, Fujifilm, Kodak, and Southern Lithoplate are the most popular PAGE suppliers of plates.

Newsprint is one the biggest expenses that a print facility has, and

the PAGE/Cox program is helping save members money all around the country. With a monthly and quarterly rebate, PAGE members that are utilizing the PAGE program are very happy.

Merchant processing fees are another area often missed. While the cost of credit card fees can seem small, they do add up, and PAGE Preferred Suppliers can help reduce some of those expenses as well. PAGE Preferred Suppliers offering these services include: EVO Payments International, Heartland Payment Systems, Payway Complete (Edgil), TD Bank Merchant Services and Wholesale Merchant Group (WMG).

With all suppliers, make sure you mention that you are a member of PAGE Cooperative when you contact them. It's always good to start with the contact included in the supplier list here in this newsletter – pages 7 to 12 – or online at [www.pagecooperative.com/suppliers](http://www.pagecooperative.com/suppliers).

On another note, the PAGE Supplier Evaluation and Online/Technology Committee meeting is coming soon. The committees meet annually to review current and potential supplier programs. The next meeting will be January 15 in San Diego, California. If you are a PAGE member that makes purchasing decisions for your company and would like to attend, let us know. We'll put a chair out for you.

For more information on any of the programs mentioned, contact **Steve Schroeder**. Steve can be reached at **484-636-0187** or [steve@pagecooperative.com](mailto:steve@pagecooperative.com).

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### New Lenses For 2019

The experts at B&H Photo Video recently reviewed 12 new high-performance lenses that are faster, wider, longer, and more visually expressive. All are aimed at expanding your creative horizons and elevating your shooting experience.

Do you have a DSLR, full-frame mirrorless, or Micro Four Thirds camera? Checkout this selection of premium lenses and learn how they can assist you with the various situations you may find yourselves in on a daily basis whether it be street photography, low light, fast action sports coverage, portraiture, or shooting wide angle panoramas.

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### Event Listing Distribution

CitySpark recently released a new self-serve promotion option called "Event Listing Distribution" allowing the event organizer to submit event details once and then CitySpark distributes your event listing to all other event sites in your region, saving the event organizer hours. It is another great opportunity for media companies to monetize their event listings while providing excellent service and functionality to their audiences.

CitySpark provides all fulfillment on the new offering. The passive nature of the new revenue to media companies, combined with the high demand from event organizers, has created a big success for those who have already adopted it in their markets.

This is just another example of CitySpark's relentless focus on helping media companies monetize their event calendars. To find out more about Event Listing Distribution or other aspects of CitySpark's calendar monetization tools, please email [sales@cityspark.com](mailto:sales@cityspark.com) or call 801-673-3286.



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

Coface has served proudly as the provider of accounts receivable insurance for PAGE Cooperative over 14 years. For more information on how Coface can help protect your accounts receivable, please visit the Coface Preferred Supplier webpage or contact **Philip Bray** by calling **212-560-0403** or emailing [philip\\_bray@coface-usa.com](mailto:philip_bray@coface-usa.com).



### Busy With Redesigns

Creative Circle launched several print redesigns this summer, including redesigns of the North Scott Press in Eldridge, Iowa, and The Daily Record in Dunn, North Carolina. Both papers are privately held.

"It's great to see publishers who are committed to their communities investing in their print products again," says Bill Ostendorf, president and founder of Creative Circle Media Solutions, who has led more than 650 print redesigns in the past 20 years. "While newspapers are struggling with print circulation, letting them die slowly by taking no action to improve them is suicide."

"Print isn't dying. Newspapers are killing it – along with their digital future – by not reinventing their content and in changing the focus of their newsrooms," says Ostendorf. "Our redesigns are really about changing what newsrooms cover and how to be dramatically more reader-centric. It's a process that significantly improves readership, engagement, and newsstand sales across print and digital outlets."

Four more print redesigns will launch in the next quarter, including projects in North Carolina, New York, Florida, and New Mexico.

"These projects are intense and we only take on about ten projects a year now," says Ostendorf. "We typically sell out our time by mid-year and we're not accepting any more projects to begin in 2018. But we are taking deposits on projects starting in February or March 2019."

A print redesign takes from 6 to 12 months to complete. "People often ask why it takes so long," says Ostendorf. "It only takes two to three months to redesign a newspaper, but it takes 6 to 12 to teach your staff how to execute it effectively. And without intensive training and culture change in your newsroom, and at your company, a print redesign is a complete waste of time and money."

## EASTERN CAPITAL HOLDINGS

### Insuring Your Future

Eastern Capital Holdings (ECH) has served as PAGE Cooperative's exclusive advisor for PAGE accounts receivable insurance program for the past 21 years. ECH structured the Coface/PAGE member program that enables PAGE members to receive discounts on Coface's accounts receivable 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 42 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, please contact **Randall A. Feild**, CEO of Eastern Capital Holdings, at [raffeild@cs.com](mailto:raffeild@cs.com) or call **412-221-8350**.



### New Self-Service Portal



Your advertisers are increasing the amount of time and money they spend on Facebook and other social media sites. Isn't it time you took back some market share?

With Friends2Follow's new self-service portal, advertisers can set up, manage, and pay for their social media to stream on your web pages all by themselves. It's as easy and convenient as Facebook. We use Stripe to charge their credit cards, every month, and pay you, so your overworked staff doesn't have to do any creative or billing.

We're already driving thousands of dollars in new revenue for 400+ media websites, in five countries, including Evening Post Industries, Adams Publishing Group, AIM Media, Rust Communications, Ogden Newspapers, and TRONC.



Those companies use Friends2Follow to automatically stream advertisers' Facebook posts – or any social media posts – into content blocks or banner ads on their web and mobile sites. We use responsive design so we fit on any sized screen.

And, the best part is that we don't make money if you don't make money.

To start earning new revenue, contact **Reinig Morris** at [reinig@friends2follow](mailto:reinig@friends2follow) or call 801-403-7966.



### Advanced Automation Done Right

More PAGE Cooperative members are realizing greater production efficiency and cost reductions by adding advanced automation from Fusion Systems. Time and labor, spent manually, handling files is eliminated along with a myriad of other redundant prepress tasks.

Most recently, the Casa Grande Dispatch and Auburn Journal added advanced automation to further accelerate their prepress systems.

Advanced automation enables both internal and outside commercial files to be automatically retrieved from FTP and common file-sharing sites like Dropbox, Hightail, etc. Files are auto-sorted and routed to specific workflows based on the client, publication, or file name.

Multipage PDFs can be split into single pages, preflighted, corrected, resized, have margins and bleeds corrected, and more. Files can be directly re-distilled to specific PDF formats and renamed if needed.

Third-party applications can run automatically, as well, to perform image enhancement, color management, ink optimization, and much more. Page can then be routed for proofing, imposition, and output through any prepress workflow system.

Fusion advanced automation also provides CtP load-balancing, routings of 1-bit TIFF files to remote print facilities, back-up, and archival routines, and so much more.

For more information on advanced automation contact Fusion Systems at [workflow@fusionsystems.com](mailto:workflow@fusionsystems.com) or call 800-234-4460.



### Generate More Revenue

Do you know the best way to reach your subscribers and prospective subscribers? If you aren't connecting with them on their terms, in their preferred way – be it through social media, text, email, or traditional marketing methods – you're losing revenue.

Since 1986, GoalGetters has designed Custom Reward Programs for publishers throughout the country. We build programs offering can't pass up subscription incentives for every type of target audience. Our programs feature long-lasting rewards via gift cards – 36 offers on every card – and additional rewards online.

Whether you're missing opportunities with Millennials, Baby Boomers, or even Traditionalists in your market, we'll develop

a program that caters to your customers and prospects' varied demographics and interests.

Our clients report that our programs generate retention rates of 15-25% for existing subscribers and 25% of trial subscribers who renew their subscriptions. We do all the heavy lifting, too. We are responsible for enticing businesses in your community that you know, like, and trust to participate in our programs and we handle all design and production tasks. All you need to do is enjoy the additional revenues our program will generate.

For more information, contact **Al Zuffrano** at 708-579-9800 or email [ajz@goalgettersinc.com](mailto:ajz@goalgettersinc.com).



### KONICA MINOLTA No-Cost Office Technology Review

Konica Minolta is a direct manufacturer offering state-of-the-art technology along with business expertise in production printing, workflow solutions, document and enterprise content management, along with optimized print and IT services.

All PAGE members receive a no-cost and no obligation assessment of their office technology and related document management resources. We will provide you with a side-by-side current analysis along with recommendations to save both time and money, reduce inefficiencies, and improve your overall current processes in place.

Contact **Dan Lenthe** to schedule your no obligation office technology assessment at: 215-293-1443 or email [dlenthe@kmba.konicaminolta.us](mailto:dlenthe@kmba.konicaminolta.us).



As the world's largest independent training company, we provide training that changes lives. We also discount rates on training through PAGE as a PAGE Preferred Supplier.

New Horizons training is the answer for individuals and businesses ready to upgrade themselves—no matter how far along they are in the process. We offer award-winning training solutions for every individual learning style and organizational need—based on the scope, location, and timing right for you.

We offer expert training from desktop productivity tools, to professional development, to complex server systems:

- **Business Skills Courses:** Let us help you improve your employee business skills – such as Email Etiquette, Grammar Essentials, Teamwork and Team Building, Time Management, etc.
- **Application Courses:** Beginner to advanced skills in all major business applications – such as Microsoft Office, Adobe, WordPress, Tableau, and more

- Leadership Development: Nearly 30 classes in areas such as Communication and Interpersonal, Leadership and Management, and Professional Development
- Technical Skills Courses: Advance your IT skills with a wide variety of tech classes

Contact **Frank Buttaro, III** at **610-270-8708** or email **frank.buttaro@nhls.com** for your training and educational needs.



### Stretch Your Budget

Everyone wants to save money – particularly on higher dollar items. If you don't want to break the bank on IT equipment like servers and networking hardware, consider a refurbished solution. Powerhouse Technology Group (PTG) offers many types of refurbished IT equipment and is a PAGE Preferred Supplier.

Most IT hardware has few moving parts. Aside from cooling fans and some disk drives, IT equipment is incredibly reliable and may never fail during its lifetime. So why spend top dollar on it? If you're interested in savings of 30-90 percent on servers, networking switches and routers, and their associated upgrades, then refurbished equipment is the right call.

PTG can supply refurbished equipment from any major manufacturer. All the equipment is tested by experienced technicians and includes a 120-day warranty. In many cases shipping is free. PTG also offers depot repair on legacy systems that may be out of warranty with the manufacturer, and we are always looking for surplus IT equipment PAGE members have for sale.

PTG is a small business with a staff that averages over 15 years of experience. Contact us at **sales@powerhousetg.com** and let us know how we can serve you.



### 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 an online customer payment portal and ad proofing modules to simplify collections and ad trafficking.

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



### Digital Editions

Engaging digital editions are proven revenue generators. Unfortunately, many leave users clicking uninstall after posting negative reviews in app stores.

It comes down to the underlying technology. If you want to make money instead of apologies, choose award-winning technology that is:

- 100% cross-platform supporting iOS, Android, and Windows
- Fully customizable and scalable
- SEO-friendly, making websites and apps searchable, selectable, and shareable
- Capable of embedding video and images in editorial and advertorial content

Confirm it:

- Supports replica and non-replica viewing options
- Provides interactive features (e.g., instant translation, on-demand audio, search, sharing)
- Offers multiple subscription types (e.g., in-app Apple and Google Play purchases)
- Facilitates CRM and payment processing, enabling innovative packaging and pricing bundles
- Provides multiple subscriber authentication options with single sign-on providers (e.g., Piano Media, iServices, Janrain, BLOX, Newscycle, and Gigya)
- Includes behavioral analytics, reporting, and integration with Google Analytics, Omniture, ComScore, Mather Listener, and NativeAI
- Offers multi-title kiosk support if you have more than one publication

PressReader is the technology behind thousands of newspaper and magazine branded editions – The Washington Post, The New York Times, The Globe and Mail, Clarín, ABC, Dish, and The Guardian. Contact **Nikolay Malyarov** at **604-278-4604** or email **publishing@pressreader.com** for more information.



### New Multi-Channel Installations

Paxton Media sites in Tennessee, North Carolina, and Georgia recently converted to the My News 360 service for their web CMS, website, and mobile apps. The move to Prestelligence brings multi-channel delivery of content to the web, mobile apps, e-edition, and newsletters, with an option to extend to print page design.

Paxton Media will introduce mobile apps into their product mix using My News 360 platform. The app combines their news stories along with their e-edition so all users download the same app. The app sends push notifications for breaking news, weather alerts, and e-edition availability. The markets have the opportunity to partner with advertisers for geo-targeted promotions and subscriber reward programs through the app.

The e-edition and newsletters will continue to be mainstays for each market with some sites having upwards of 10,000 users. With the newly placed ad locations within the website, e-edition, and

apps, markets can sell into these using run of site or category specific tags. They removed their paywall for 30 days so readers could adjust to the new platforms. All online purchasing of subscriptions and authentication is handled through the My News 360 interface.

Presteligion works with newspapers and budgets of all sizes. For more information, contact **Denise Franken** at [dfranken@presteligion.com](mailto:dfranken@presteligion.com) or call 330-305-6960 Ext. 500.

## PROIMAGE

### New Workflow Installations

“Speed, efficiency, and flexibility are the key features of ProImage NewsWay Production Workflow System that appealed to many Publishers,” states Rick Shafrank, Vice President of Sales.

The Advocate, in Baton Rouge, is installing NewsWay workflow to manage production to AGFA CtP devices. NewsWay will be importing files from ALS and PECOM to build edition plans that contain plate location information that will be burnt onto the plates. Asura preflighting will be integrated for easy error reporting through the browser. Ink presets will be calculated and sent to PECOM for ink presetting. Ink optimization, automatic color toning, and correction of images will be part of the workflow to reduce costs.

Greensheet Publications, in Houston, has installed NewsWay workflow to manage edition planning, production tracking of pages and plates, RIPping, and sending TIFF's to Black Magic for proofing and CtP for platesetting.

Western Web, in Samoa, California, is replacing their Prinergy workflow with NewsWay to provide streamlined production and reduced template configurations. A new Harlequin RIP with HDS (stochastic screening) provides soft proofs and ink presets to an EPG ink setting system. TIFF separations will be adjusted for fan-out based on press location before being sent to Kodak for output.

For more information, contact **Rick Shafrank** at 919-466-9348 or email [rick.shafrank@new-proimage.com](mailto:rick.shafrank@new-proimage.com).



### Promotional Merchandise

2018 has been a great year. As we close it out, please keep us in mind for branded merchandise to celebrate special events in the community, reward employees for a year of hard work, or literally to give awards and plaques at the end of the year. Give a call and we will be glad to send suggestions that will specifically fit your need and budget – leaving warm feelings of appreciation all around.

As a PAGE Preferred Supplier for promotional items and apparel – we continue to provide PAGE Cooperative members with solutions. Call me for ideas or browse our updated website at: [www.promocentric.com](http://www.promocentric.com).

Your PAGE representative, **Evie Whitten**, can be contacted at 603-758-7208 or [ewhitten@promocentric.com](mailto:ewhitten@promocentric.com).



### Dirty Pressroom?



Try RBP's new Impact 6005. Actually, this product is not new, but the low VOC all-purpose alkaline cleaner will have your pressroom looking like new.

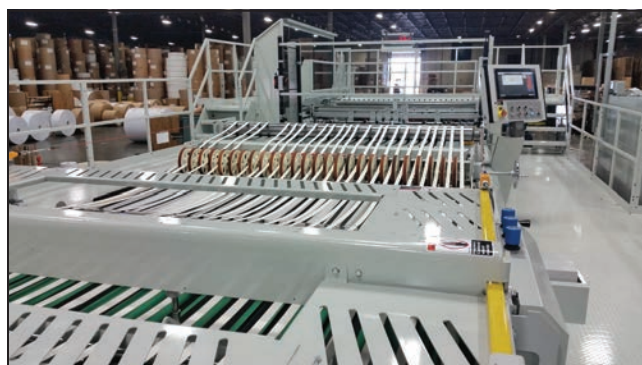
Impact 6005 is a water-based cleaner containing only 0.5 pounds per gallon of VOCs in the concentrated form. Our customers use the Impact 6005 to clean everything from concrete floors and side frames to blankets and press parts. The concentrated formula allows for various dilutions that permit the user to remove dirt, grease, oil, and ink from most pressroom surfaces. However, this product is not safe to use on fabric or carpet.

Impact 6005 can be mixed with up to 4 parts water to clean blankets, or 6 parts water to clean press parts and concrete. Impact 6005 comes in a variety of pack sizes.

Contact RBP's customer support at 800-558-0747 for more information or a free sample.



### Commitment To Customers



If there is a single factor that has made Roosevelt Paper America's leading resource for generic paper, for more than 85 years, it almost certainly lies in the word “commitment”. And the investment of our new Marquip Falcon sheeter, installed at our Kentucky plant, is part of our continued commitment to our customers.

Considering that Roosevelt Paper supplies a wide range of paper and paperboard to our customers' exact size requirements, it is imperative that our sheeters be flexible as well as precise. Our new Marquip Falcon meets those requirements perfectly, which also enables a quick turnaround for our customers. And remember, Roosevelt is now SFI Certified.

Whenever you need paper or board, check with Roosevelt at 856-303-4214.





### All About Judging

When it comes to judging, we need to be cautious of the who, what, when, where, and why. So many situations around us cause many to jump to conclusions in judging. But when it comes to the products we use, we must judge. We judge the need of the product, the performance, the quality, and value.

Here at Samuel, we are a manufacturer of the strapping products and equipment (the need). Please, call for your PAGE pricing on the strapping you use and other supplies like stretch film, paper tape, and equipment (value). We are proud of how our strapping is produced with virgin and recycled resins (quality).

Try our products and judge for yourself. A trial coil is available at no charge for you to use and compare to other competitors strapping (performance).

For more information, contact **Susan Coombs** at **800-222-1800 Ext. 26229**.



### SOCIAL NEWS DESK

#### Video Tips

How does live video fit into your social strategy? If it doesn't, you need to rethink it. All three major social networks (Facebook, Twitter, and Instagram) support and promote live video, but the audience on each platform and how they consume content is different. How do you know when to go live and on which platform? Here are a few tips:

- 1.) Facebook is likely where you have the largest audience, so get the big stories on there as quickly as possible. Keep the conversation going in the comments so the post will be delivered to more people in Facebook's News Feed.
- 2.) Twitter now promotes live videos to your followers. This is a great opportunity and prime real estate at the top of the Twitter feed. Twitter users consume video as much as Facebook users, and Twitter is designed to be more "real time."
- 3.) Instagram is best for connecting with your audience, especially the younger crowd. Sports, arts and entertainment, etc. are things that resonate more on Instagram.

Remember, you don't need a fancy camera, etc. You likely have a high-quality camera that also makes phone calls, called a "smartphone" and can go live wherever there is signal.

For more information, contact **Savannah Cokerof**, at Social News Desk, at **877-SND-3311** or email **info@socialnewsdesk.com**.



### Sleepless Nights



We listened and heard you. You cannot justify nor budget the capital to buy a new or refurbished prepress. And, you are losing sleep that your prepress may not continue to provide dependable day-in, day-out performance.

The Solution: LIFEXtender, exclusively from the Southern Lithoplate and ECRM partnership, affordably adds years of continued performance to your aging ECRM CtP. LIFEXtender includes on-site machine assessment, refurbishment, and recertification, which then affords you a full comprehensive parts warranty for minimal cost.

If your ECRM device is out of warranty, and you're keeping your fingers crossed plus losing sleep knowing your equipment is on borrowed time, then LIFEXtender is your simple, affordable solution. Contact **Gary Blakeley** at Southern Lithoplate for more details: **gblakeley@slp.com** or **800-638-7990**.

For our friends at PAGE Cooperative, the first 10 to sign up for LifeXtender will also receive a complementary My Pillow® pillow. We truly will help you sleep better.



### Mobile Readers



Your readers are mobile and one app puts all your media at their fingertips.

Tecnavia's 2-in-One Total Media App can combine all your digital media – live news, live video streaming, blogs, photo galleries, podcasts, events, and a full-featured print replica into one branded iOS or Android native app.

The app offers one experience with one face to the reader.

- Unified mobile interface navigates by tapping, not typing.
- Easily jump from live news, to print replica, to other media.
- No hunting multiple apps or websites while on the run.
- Responsive design for optimum presentation on each device.

Save time, money, and resources with a single app.

- Automated production using existing CMS and PDF pages.
- Tecnavia handles app configuration and app store publishing.
- Updates for compatibility with new devices and features.
- You'll find 2-in-One is less expensive than alternatives.

Tecnavia also offers other ePublishing services, including a new advertising network. Let TAN fill 2-in-One App and eEdition ad inventory for you with a revenue share program earning competitive rates with no fees.

Tecnavia's AdMemory electronic tearsheets offer a full-featured, low cost, hosted ad eTearsheet service, and Tecnavia's extended digital archive can turn back issues into a valuable resource for retention or paid access

For more information, contact **Diane Amato** at **damato@tecnavia.com** or call **330-646-1889**.



## Transitioning Businesses

How can a family business succeed for generations? This is a concern expressed often in the Trade and Professional organizations with which Telecom Strategies has affiliate memberships.

We recently spoke to a statewide industry group which included owners of second, third, and fourth generation businesses. These were businesses that parents had either created or matured which relied on practices that had generated success in the past. However, they lacked the staff and/or financial resources to make this assessment and potentially implement improvements to sustain and grow the business.

In the telecommunications arena, it is the mission of Telecom Strategies LLC to assist businesses by providing guidance at no cost – thereby preserving those resources.

In a recent case we encountered the following:

We were working with a PAGE member business that was transitioning from generation to generation. Their business demands that they address the print media as they had done in the past as well as embrace the digital era. Their hope is to transcend their generations of readership and grow their business. At the same time, they realize that their 20-year-old telephone system was not giving them the opportunity to move forward. In addition, it was no longer supported by the manufacturer and technical assistance was becoming increasingly difficult to secure. Their “lifeline” was fast approaching “end of life”. At the same time, their capital budget would have been severely strained by the purchase of a new telephone system. Our common goal was a smooth transition for them using appropriate, cost effective, technologies.

Our solution was to install a “cloud” based system that fit their budget. They will transition to current technology with minimal capital expenditure. It also gives them operating benefits that far outweigh their current legacy on-premise phone system.

In this scenario, manageable changes in technology will result in a working plan to transition a family business to the next generation efficiently and effectively, with no negative impact on clients.

Technology can be a welcome enhancement, not a burden. For more information contact **Michael Rogin** at **610-235-4340** or email **mrogin@telecomstrategies.net**.



*The Siebold Company, Inc.*

## TSC Acquires DR Press Equipment, Inc.



The Siebold Company (TSC) is pleased to announce it has acquired web offset printing press parts supplier DR Press Equipment, Inc. The purchase is aligned with TSC's parts expansion strategy to better serve their global customer base.

TSC VP Corporate Development, Christopher Miles, commented, “Following the TSC acquisition of Dauphin Graphic Machines (DGM) and Smith Pressroom Products, acquiring DR adds significant double-width and single-width press parts offerings to our growing parts inventory. The added inventory will certainly benefit our PAGE Cooperative customers. We are also very pleased that DR's, Dan Dowejko, joined TSC and will remain active in helping our customers with their parts purchases.” All parts are

inventoried and available at TSC's Harrisburg, Pennsylvania, facility by calling 800-452-9481.

TSC is also pleased to introduce the new TSC Annual Service Program. TSC parts and service manager, Ed Heim, outlined, “This new program benefits all of our customers by dramatically reducing press service labor costs while at the same time creating a pool for future parts purchases. The program also includes discounted rates for telephone, email, and online service support and any unused portion of the program cost is available as a credit for future parts purchases”

TSC's Matt Clouser and Eugene Albright developed a new compact press drive system that cost-effectively replaces old drives within the same drive cabinet and features optional remote diagnostics. Eugene commented, “After we purchased DGM last year, our customers began asking us for help to upgrade or replace their aging and obsolete press drives that led to our development of the cost-effective and highly reliable TSC digital and automated press drive system.” The new TSC Digital Press Drive System is part of the Concord Monitor press system that TSC is currently installing in Concord, New Hampshire.

TSC has completed over 5,000 successful equipment installation projects since 1989 throughout North America and the English-speaking Caribbean Islands. TSC specializes in the newspaper printing, commercial printing, and material handling industries and is the parent company of DR Press Equipment, DGM, and Smith Pressroom Products. TSC offers press equipment brokering services, equipment reconfiguring and reconditioning services, equipment audits and appraisals, operational consulting, and is the exclusive distributor for Netherlands-based GWS Printing Systems.

For additional information, visit [www.sieboldgraphicarts.com](http://www.sieboldgraphicarts.com), call **800-452-9481**, or email **Bruce@siebold.com**.

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## Payment Processing Changes

First Data Corporation recently completed the acquisition of BluePay Holdings, Inc. and has merged Wholesale Merchant Group's program with First Data CardConnect.

BluePay, a leading provider of technology-enabled payment processing for merchants, was one of First Data's largest distribution partners, with a strong focus on software-enabled payments and Card-Not-Present transactions. It processes \$19 billion of annual sales for more than 77,000 merchants and is integrated into more than 450 software platforms. BluePay offers software integration solutions that complement those offered through First Data's CardConnect business.

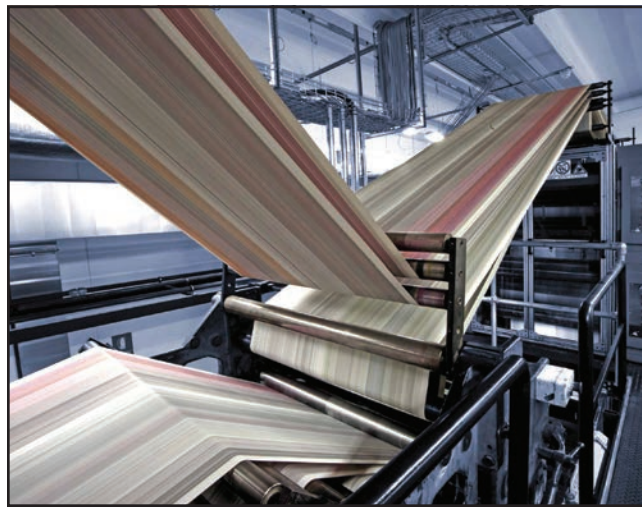
Adding BluePay's integrated Card-Not-Present solutions to CardConnect's ISV product suite, now provides PAGE Cooperative members with access to even more processing solutions and access to the FD North/CardNet platform.

Get your free processing audit to see how much you can save. Email us your current credit card processing statements and identify yourself as a PAGE member. We'll provide a detailed audit, identify processing issues and show you the savings.

Wholesale Merchant Group is committed to offering PAGE Cooperative members the most competitive rates available, excellent customer service, and industry-leading integrated-technologies. Contact **Don Turek** at 954-757-4066 or email [don.turek@wmgfl.com](mailto:don.turek@wmgfl.com) for further details.

## 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.*



# Been putting off those IT upgrades?

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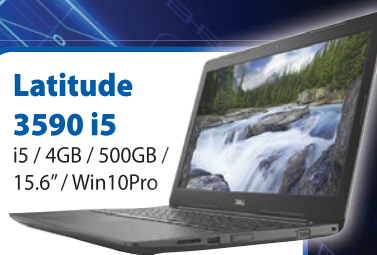
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15.6" / Win10Pro

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# ★ PAGE HONOR ROLL ★

## Top Members by Suppliers Used

Press-Enterprise, Inc.	Bloomsburg	PA
East Oregonian	Pendleton	OR
The Greenville Daily News	Greenville	MI
The Courier	Findlay	OH
MTM Acquisition, Inc.	Lewiston	ME
The Greenville Sun	Greeneville	TN
Hi-Desert Star	Yucca Valley	CA
Press Journal Printing	Louisiana	MO
Leader Telegram	Eau Claire	WI
Richner Communications Inc.	Garden City	NY
Booster/Mohave Valley News	Bullhead City	AZ
Southeast Missourian	Cape Girardeau	MO
Daily Astorian	Astoria	OR
Leader Publishing	Jacksonville	AR
The Santa Fe New Mexican	Santa Fe	NM
News Tribune	La Salle	IL
Madison Daily Leader	Madison	SD
Chronicle Telegram	Elyria	OH
Independent Newsmedia Inc.	Phoenix	AZ
The Indiana Gazette	Indiana	PA
Iowa Information Inc.	Sheldon	IA
Idaho Press-Tribune, Inc.	Nampa	ID
The Daily Reporter	Spencer	IA
The Daily News	Bowling Green	KY
Ogden Newspapers of Maryland, LLC	Frederick	MD
Prescott Newspapers, Inc.	Prescott Valley	AZ
Northeast Mississippi Daily Journal	Tupelo	MS
Quality Web	Elkton	KY
Cannon Valley Printing	Northfield	MN
Elizabethon Star	Elizabethton	TN
Page 1 Printers	Slayton	MN
The Herald-Times	Bloomington	IN
KPC Media Group Inc.	Kendallville	IN
Lancaster County Weeklies	Ephrata	PA
The Post Register	Idaho Falls	ID
The Appalachian News-Express	Pikeville	KY
Independent Newsmedia, Inc.	Dover	AZ
The Sun Chronicle	Attleboro	MA
Quincy Herald Whig	Quincy	IL
The Herald	Jasper	IN
ECM Publishers	Coon Rapids	MN
Auburn Journal	Auburn	CA
Sun Publications	Lakeland	FL
Central Valley News-Sentinel	Lodi	CA
The News Reporter Company, Inc.	Whiteville	NC
Big Sky Publishing Company	Bozeman	MT
Greenwood Commonwealth	Greenwood	MS
Union City Daily Messenger	Union City	TN
The Bradford Era	Bradford	PA
The Argus-Press Company	Owosso	MI
Shelbyville Times-Gazette	Shelbyville	TN
Daily Republic	Fairfield	CA
The Manhattan Mercury	Manhattan	KS
Press and Journal, Inc.	Middletown	PA
Nowata Printing Company	Springfield	MO
Elwood Publishing Inc./The Call Leader	Elwood	IN
Tri-Lakes Newspapers, Inc.	Branson	MO
Valley News Dispatch	Tarentum	PA
Citizen Tribune	Morristown	TN

## Top Members by Purchasing Amounts

Valley News Dispatch	Tarentum	PA
Northeast Mississippi Daily Journal	Tupelo	MS
ECM Publishers	Coon Rapids	MN
Delaware Printing Co.	Dover	DE
The Indiana Gazette	Indiana	PA
Press Journal Printing	Louisiana	MO
Leader Telegram	Eau Claire	WI
International Daily News	Monterey Park	CA
The Santa Fe New Mexican	Santa Fe	NM
Independent Newsmedia Inc.	Phoenix	AZ
MTM Acquisition, Inc.	Lewiston	ME
Auburn Journal	Auburn	CA
Nowata Printing Company	Springfield	MO
The Greenville Daily News	Greenville	MI
Epoch Press Inc.	Paterson	NJ
The Star Democrat	Easton	MD
Quincy Herald Whig	Quincy	IL
Gresham Outlook	Gresham	OR
Butler Eagle	Butler	PA
Chronicle Telegram	Elyria	OH
Prescott Newspapers, Inc.	Prescott Valley	AZ
Iowa Information Inc.	Sheldon	IA
Southeast Missourian	Cape Girardeau	MO
MTM Acquisition, Inc.	South Portland	ME
Page 1 Printers	Slayton	MN
Gwinnett Daily Post	Lawrenceville	GA
Daily Hampshire Gazette	Northampton	MA
The Papers Incorporated	Milford	IN
Eagle Web Press	Salem	OR
The Concord Monitor	Concord	NH
Lancaster County Weeklies	Ephrata	PA
Delphos Daily Herald	Delphos	OH
The Vindicator	Youngstown	OH
Times Daily	Florence	AL
Cannon Valley Printing	Northfield	MN
The Exponent Telegram	Clarksburg	WV
K. K. Stevens Publishing Co.	Astoria	IL
The Courier	Findlay	OH
Richner Communications Inc.	Garden City	NY
Community Media Print Facility	Gardena	CA
News Tribune	La Salle	IL
Press-Enterprise, Inc.	Bloomsburg	PA
Southeast Media Partners, LLC	Miami	FL
KPC Media Group Inc.	Kendallville	IN
Golden Valley Central Printing Facility	Golden Valley	AZ
The Post Register	Idaho Falls	ID
The Bradford Era	Bradford	PA
Quality Web	Elkton	KY
Lake Charles American Press	Lake Charles	LA
5 Star Offset Printing	Flushing	NY
The Daily Sentinel	Grand Junction	CO
The Anniston Star	Anniston	AL
Times-Citizen	Iowa Falls	IA
The Sedalia Democrat	Sedalia	MO
Sun Community News & Printing	Elizabethtown	NY
Antelope Valley Press	Palmdale	CA



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### Most Popular Suppliers by Number of Members Purchasing

Steel City Corp.  
Resolute Forest Products  
Southern Lithoplate  
Central Ink  
RBP Chemical Technology  
Finzer Roller  
Eastman Kodak Company  
White Birch  
Fujifilm Graphic Systems  
Hamilton Circulation Supplies  
Flint Group  
PDI Plastics  
TownNews.com  
Tecnavia  
Agfa Graphics  
Miller Bevo  
Alliance for Audited Media  
Staples Advantage  
Sun Chemical Corp.

Zones  
C&W Pressroom Products  
Newspaper Toolbox  
AMG/Parade  
Goss International Americas  
CDW  
PCM Sales, Inc.  
Day International  
Jet Micro  
NORPAC  
Rayonier A.M.  
J. Thomas McHugh Co  
PC Connection  
DYC Supply Co.  
Aramark Uniform Services  
Band-It Rubber Company  
Lyon Enterprises  
Printer's Service  
Beyond Private Label

Alberta Newsprint Company  
B&H Photo Video  
McGrann Paper  
DEI Systems, Inc.  
OfficeMax Workplace  
Roosevelt Paper Company  
Edgil Associates Inc.  
iPublish Media Solutions, LLC  
Heritage-Crystal Clean, LLC  
Bottcher America Corporation  
Streamlined Office Solutions (ASK-CRM)  
RouteSmart Technologies, Inc.  
Pamarco Global Graphics  
Dynaric Inc  
New ProImage America, Inc.  
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