

# THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY MAY 6, 2009

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## KPA CALENDAR

### AUG. 7

Western Kansas Miniconvention, Ramada Inn, Hays.

### SEPT. 3

Huck Boyd Lecture in Community Media, K-State.

### OCT. 23

KPA Advertising Conference, Grand Prairie Hotel, Hutchinson, featuring technology guru Kevin Slimp.



*Darrel Miller's children and wife were in Wichita for his induction into the Kansas Newspaper Hall of Fame. Shown from left are daughter Michelle Doherty, Ruth and Darrel Miller, son Randy Miller, daughter Lara and John Ketter.*

## Miller, Townsley are 2009 inductees into Kansas Newspaper Hall of Fame

**D**arrel Miller and Russell Townsley were named to the Kansas Newspaper Hall of Fame during the annual convention of the Kansas Press Association in Wichita.

Miller and his wife, Ruth, owned and operated newspapers in Smith Center, Downs, Lebanon and Cawker City.

Townsley was the long-time owner of the Russell Daily News.

Other special awards included:

☐ Gaston Outstanding Mentor Award: Ralph Gage, The World Company, Lawrence.

☐ Clyde M. Reed Jr. Master Editor Award:

*Russell T. Townsley's family was on hand for his induction. They are (from left) son Russell W., Mary Jane "Janie" Townsley, daughter Alice Bair and her husband, Michael, and Bill and Karen Townsley of Wichita. He is a nephew of the honoree.*

Les Anderson, Wichita State University professor and former owner of the Ark Valley News.

☐ Victor Murdock Award: Tim Carpenter, Topeka Capital-Journal, for a series of articles on the State Board of Healing Arts.

☐ Boyd Community Service Award: Dena Sattler and the Garden City Telegram for the first ever Pet Expo and other efforts to help the local animal shelter upgrade its facilities.

☐ The Kansas Farm Bureau's Golden Wheat awards: Cynthia McCall, Washington County News, and Amy Bickel, Hutchinson News.



# Here are a few ground rules on columns by public officials

By Jim Pumarlo

What's the impact of a legislative budget-balancing bill on local schools? How will a proposed change in the market value of commercial/industrial property affect city taxes on residential parcels? Will a proposed constitutional amendment on transportation funding pit metro vs. rural interests?

These are among the myriad issues facing local governing bodies at any given time. These issues also provide excellent fodder for additional explanation by school, city and county officials. Columns on these subjects can be informative and can engage citizens in valuable community dialogue.



Jim Pumarlo

Local officials frequently press

elaborate on issues facing the particular entity. It should not be a stage to respond to comments expressed through editorials, letters to the editor or story comments on the Web. Those replies should be handled through normal channels such as letters to the editor.

• The column should be a voice for the specific author – for example, the superintendent, city administrator or county administrator. If the elected officials from those bodies wish to comment on subjects, they have the standard avenues available to other readers.

• The column should be subject to the same review and editing as all other items offered for publication. That does not mean censorship. The authors should have free reign to express their opinions, even if they are contrary to ideas advanced by a newspaper.

• The column should not be a substitute for press releases from the particular body. For example, it's fine if a superintendent

wishes to expand on a district's position on busing. But the first public statements on the issue appropriately belong in a news story.

• The column should not be

a tool to give the school, city or county "good PR." For example, if school personnel have an idea for a story, they always are welcome to contact the news department. The ideas for school stories – all articles for that matter – should be judged on individual merits.

Editors are right to raise red flags on such column requests if the clear intent is

**The caution is that these columns do not become a public relations campaign. They must be substantive, or otherwise the floodgates will open for requests from every special interest.**

editors for a regular column in the name of advancing dialogue with residents. The request is not surprising. What candidate for elective office has not pledged to open the lines of communication.

The caution is that these columns do not become a public relations campaign. They must be substantive, or otherwise the floodgates will open for requests from every special interest.

Here are some ground rules when contemplating regular contributions from public officials:

- The column should be an avenue to

See PUMARLO on Page 3

## KPA BOARD

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## THIS MONTH'S QUESTION

Q. I was impressed with the Kansas Newspaper Hall of Fame presentation at convention. Where is the Hall of Fame?

A. The pictures of all those who have been named to the hall are on exhibit at the KPA office in Topeka. There are now 107 Kansas newspapermen and women in the hall. You can also read about every member at the Kansas Newspaper Foundation website at [www.kansasnewspaperfoundation.com](http://www.kansasnewspaperfoundation.com).



Other winners honored at the annual KPA convention in Wichita included: (above) Ralph Gage, The World Co., who received the Gaston Outstanding Mentor Award; (top right) Amy Bickel of the Hutchinson News and Cynthia McCall, Washington County

News, winners of the daily and weekly Golden Wheat Awards from the Kansas Farm Bureau; and (above) Dena Sattler of the Garden City Telegram, winner of the Boyd Community Service Award. She is shown with Doug Anstaett, KPA executive director.

# Pumarlo

Continued from Page 2

blatant boosterism.

At the same time, these columns can be worthwhile elements on editorial pages and can contribute to the discussion of vital community issues. They can supplement – but should not be a substitute – for newsroom coverage.

Aggressive reporting of local public affairs ranks among the prime responsibilities of the community press. Newspapers are still in the best position to provide the most thorough and credible coverage of these governing bodies that make decisions that affect all aspects of citizens' everyday lives.

At the same time, newsrooms are stretched to dispatch reporters to every meeting or track down every story that might warrant coverage. During these

challenging economic times, it seems hardly a week passes without another story surfacing of how the federal stimulus bill or state budget cuts can affect local government budgets and, as a result, your readers.

Newspapers often are challenged by space and resources to publish everything that might be discussed at a meeting or submitted to them for publication. In some instances, subjects might warrant additional explanation in columns by public officials. Each request should be evaluated on whether it will enhance the knowledge and debate on issues in your community.

**Jim Pumarlo** writes, speaks and provides training on *Community Newsroom Success Strategies*. He is author of *“Votes and Quotes: A Guide to Outstanding Election Coverage”* and *“Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper.”* He can be reached at [pumarlo.com](http://pumarlo.com).

Can newspapers still increase sales during the recession?

*They did.*

**MediaNews Group**

MediaNews Group set a goal for 37 newspapers during the last four months of 2008: **Increase co-op driven revenue \$2 million** over last year's 4-month figure.

They beat this goal by \$540,000.

[www.recas.com/recession](http://www.recas.com/recession) **MultiAd**

# Slimp releases his recommendations for 2009

By Kevin Slimp

Each year, I release a list of hardware and software recommendations for newspapers. With newspapers spending less this year, I've trimmed this list to items which tend to be of most interest. So get your scissors and tape ready. Here's my 2009 list of recommended hardware and software for newspapers:

## Mid-Priced Cameras

It's a great time to purchase a new camera. The mix of quality and prices has never been better.



Kevin Slimp

Here are a couple of my favorites:

— Canon 450D (Rebel XSi): Even though it's been on the market for over a year, the 450D still packs a lot of punch for the money. With a resolution of over 12 Mb, the Rebel XSi boasts LiveView, which allows you to

see the image you're shooting through the screen on the back of the camera, as well as the ability to shoot up to 53 continuous pictures at 3.5 frames per second. And it's hard to beat the ever-decreasing price, which is getting closer to \$500 with each passing day.

— Nikon D5000: Just released in April, The D5000 is built upon the small chassis of the D60 but adds many attributes of the D90. A notable feature borrowed from the D90 is high-definition video capability. The D5000 can record video at 720p (1280x720 pixels at 24 frames per second), and video can be captured using a Nikkor lens. With a resolution of 12.3 Mb and a speed of 4 frames per second, the \$729 price tag seems almost too good to be true.

## Scanner

— Epson 4490: Epson continues to

offer the best scanners for the money. The 4490 has been around for over a year, but it still offers the most bang for the buck. The quality of the scans depreciates significantly after about 18 months. If it's price that's holding you back, Epson has models starting at \$49 and, if you want to spend a little more, the Epson V500 offers twice the resolution for \$199. For value and quality, it's hard to beat the 4490.

## Desktop Computer

— iMac: For page layout and design, you can't beat the iMac. Well, you can beat it (Mac Pro), but you'd spend about \$1,500 more (with the monitor) and rarely notice the difference in speed. For \$1,499, you get 4 Gb ram and a built-in 24 inch monitor.

## Software

— Adobe Acrobat Pro 9.0: The latest rendition of Acrobat includes two features that make it well worth the \$150 upgrade price. The first is Acrobat's ability

to convert fonts to curves, relieving users of all the printing errors that can occur when CID fonts make their way into PDF files. The second is the Color Conversion tool that actually works the way you hoped it would. With a couple of clicks of your mouse, all colors are converted to grayscale, cmym or whatever.

— GIMP: A free application offering many of Photoshop's features. Available on both Mac and PC platforms, GIMP lacks the ability to work with RAW format images, but includes most other features used by newspapers when editing photos. It's very handy for folks who normally wouldn't have Photoshop available, yet need an option for quickly changing the wrong color format or resolution. Free

downloads are available at [gimp.org](http://gimp.org).

## Backup Drive

— LaCie Big Disk Quadra: LaCie has built my favorite backup disks for a long time and they continue to bring home the awards to prove their merit. The Big Disk Quadra offers four interfaces - eSATA, USB, FireWire 400 and FireWire 800 - to satisfy just about any computer specifications. Available in several sizes, the 2 Tb version lists for \$399.

## Online Tools

— Publish2.com: Create your own Web page — increasing traffic to your site — using links to content that's already been created on other sites. It couldn't be easier. Plus it's free.

— Ning.com: Don't go to the trouble

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**For page layout and design, you can't beat the iMac. Well, you can beat it (Mac Pro), but you'd spend about \$1,500 more (with the monitor) and rarely notice the difference in speed.**

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of programming your own social networking site when Ning does it for you for free. In just a few minutes, you'll have a site up and running. To see

an example of a site created by a newspaper, visit [gosmokies.ning.com](http://gosmokies.ning.com).

## Video Camera

— Sony Webbie: There are two versions of this handy camcorder. Both offer high definition video and 5 MP still photos. The audio is excellent for the price and the camcorders are small enough to fit in your jacket pocket. Choose from two styles and several colors at \$169-\$189.

OK. Go ahead and tape this to your wall or your boss's wall. There's a good chance it will still be there in 20 years.

*Kevin Slimp is a speaker and trainer in the newspaper industry. He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).*

# Online advertising network sign-up deadline June 1

The Kansas Press Association is inviting newspapers to join an online advertising network of Kansas newspaper websites. Deadline to sign up is June 1.

The network will be similar to the Kansas Display Ad and Kansas Classified Ad networks. A PDF of the participation form is attached to today's Kansas Publisher.

To be a part of the network, newspapers

will need to cut and paste a small piece of code into your website where the ads will appear. This snippet is unique to your website and tracks the total number of times ads were displayed on your site.

Newspapers will be credited for the number of impressions made by visitors to the page.

The plan is for advertisers to be

charged \$10 per thousand impressions. From this rate, KPA will set aside a percentage and send rebates to the participating newspapers based on the number of impressions each website delivers for a particular ad.

Call Nicole Schings at 785-271-5304 or e-mail [nschings@kspress.com](mailto:nschings@kspress.com) to set up your participation or to ask questions.

# Every U.S. industry being asked to change

**W**hen I started in the newspaper business in 1972, the Junction Daily Union was still a letterpress paper. It was hot and dirty work, and usually led to damaged clothes.

I loved it when we went offset in July 1974. We were able to provide a better news product and dress nicely at the same time. I remember the workers in the backshop wearing slacks and shirts to work.



**Tom Throne**

We were introduced to computers in the late 1970s. For us folks who weren't the best typists (photojournalists weren't necessarily noted for their typing skills), the computer was a godsend. It's amazing to me what has transpired with computers over the last 30 years.

We have seen the change from paste-up sheets to imagesetters, now computer to plate and the elimination of page cameras.

The images in our papers are no longer on film but are digital and some of them come from our phones.

Our business, like most of the businesses in the country, is seeing volumes of change — the Internet, Twitter and Facebook. It's hard to keep up with everything that's going on.

Despite the talk of the demise of news-

paper industry, we are in the process of changing to an information industry. We're not alone in these challenges. Nearly every business is facing fundamental changes — television, radio, book publishers, small businesses on our main streets and the automobile industry.

Earlier this week, there was a discussion on CNBC about whether textbooks would be replaced by an electronic tablet. Let's hope not. There's something about thumbing through a book that just can't be replaced by an electronic device.

Books like newspapers have that smell that draws you in to it.

The good thing about our industry is that we're able to adapt to the changing of the times. I certainly don't think the print edition of the paper is going to go away anytime soon, but I do think that not all of our readers are going to get the news on paper.

We're going to have to provide more options for news access. At the recent KPA convention, speakers talked about the need to look at all options, including social networking through Twitter and Facebook.

At The Daily Union, we've changed our delivery system to the U.S. Postal Service in the belief that we can better serve our readers and our advertisers. In future col-

umns, we'll talk about how our transition is going.

The Detroit Free Press has cut out home delivery except on Friday through Sunday. The rest of the week is available at the news rack or online.

We are getting ready to launch a paid electronic edition that will be free to subscribers or about half price from those who prefer it over a print edition. We're adding pushed headlines. At some point soon, I believe we'll be joining the world of Tweets and Facebook.

During this coming year, the KPA will continue its efforts to assist newspapers through the challenges of the new information age. We're going to have to teach old dogs, like me, new tricks.

Of course the greatest challenge in all of this is how to monetize all of this. It's something all of us are working on.

There's something about the smell of newsprint and ink that gets in our blood. That's one of the reasons we're in the industry.

Some, however, don't enjoy it and it's up to us to find ways to reach them and to make money doing it.

*Tom Throne is president of the Kansas Press Association for 2009-10.*

**I certainly don't think the print edition of the paper is going to go away anytime soon, but I do think that not all of our readers are going to get the news on paper.**

## NEWSMAKERS

### Serial meetings law tweaked

A new law which takes effect in July will make it clear that public officials can't use a series of one-on-one meetings, e-mails or texting to skirt Kansas' open meetings law.

Doug Anstaett, executive director of the Kansas Press Association, said the new law corrects a defect in the serial meetings legislation passed a year ago.

### Columbus no longer daily

**A**fter publishing daily for 100 years, the Columbus Daily Advocate recently switched to Monday, Wednesday and Friday print publication and online only Tuesdays and Thursdays.

Publisher Larry Hiatt told readers: "This was a difficult but necessary decision created by the costs associated with daily production, printing and delivery."

### Harris closes Topeka bureau

Citing deteriorating conditions in the industry, Harris News Service has closed its Kansas statehouse bureau in Topeka.

The office opened in 1972. It provided news for the five Harris newspapers in Kansas, the Salina Journal, Hutchinson News, Ottawa Herald, Hays Daily News and Garden City Telegram.

### Gutzmer appointed at Times

James Gutzmer is the new publisher of the Southwest Times in Liberal. He succeeds Larry Reynolds, who resigned.

Gutzmer is the former managing editor of the Times.

### Convention photos online

A video show of photographs from the 2009 Kansas Press Association convention

is available on Youtube at <http://www.youtube.com/watch?v=neAalNFAPYY>.

The show is set to music and includes photos taken during the two-day meeting.

### Miniconvention set Aug. 7

The third annual Western Kansas Miniconvention is scheduled for Friday, Aug. 7 at the Ramada Inn in Hays. More information will be coming in a few weeks.

### Send us your news items

If you have news to share with other KPA members, send it to [danstaett@kspress.com](mailto:danstaett@kspress.com).

We receive information from our clipping bureau, but the information often is two weeks old by then.

Help us make the Kansas Publisher and Kansas Press This Week more timely.

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*Les Anderson, above center, winner of the Clyde M. Reed Jr. Master Editor Award, was surprised when a number of family members showed up for the presentation. Below, outgoing KPA President David Powls, second from right, was joined at the annual meeting by his parents, Bob and Wanda Powls, brother and sister-in-law Mike and Colleen Powls and his wife, Connie, right. David Furnas, who served as KPA executive director from 1984 to 2000, speaks with KPA members Les Anderson and John Montgomery.*



# Kraft is Huck Boyd lecturer for 2009

Scott Kraft, senior editor and roving correspondent for the Los Angeles Times, will be the speaker for the 10th annual Huck Boyd Lecture in Community Media at 10:30 a.m. Sept. 3, in Forum Hall of the K-State Student Union at Kansas State University.

The lecture is free and open to the public.

Kraft is a 1977 graduate of Kansas State University.

The purpose of the lecture is to recognize the role of community journalists in



Scott Kraft

helping to keep their communities strong.

Kraft has covered or directed coverage of many of the world's top stories during more than two decades as an editor and reporter.

As national editor of the LA Times from 1997 until 2008, Kraft managed a 75-person news department

with bureaus in 10 cities. He directed the paper's coverage of many major stories, including 9/11, Columbine, the Clinton impeachment, the 2000 Florida recount and Hurricane Katrina. He ran the paper's presidential campaign coverage in 2000, 2004 and 2008. Under Kraft, the national staff won four Pulitzer Prizes – two in feature writing, one for national reporting and another for investigative reporting.

Before going to the Times, he worked as a correspondent for the Associated Press in Kansas, Missouri and New York.

## MARKETPLACE

### Advertising

Strategic Marketing & Multi-Media Sales Consultant — We are looking for a self-motivated, energetic professional with a “can-do” attitude who works well in a team environment. If this interests you, we have an exciting opportunity for you. This position is accountable for meeting and exceeding revenue goals by providing consultative services to clients through the development of strategic marketing plans. You will lead the effort to gain new business by demonstrating The Ottawa Herald's ability to meet the advertising and marketing needs of local and area businesses through effective print and web-based advertising. We reward our sales force with a compensation plan that includes salary, commissions and bonuses. Benefits include health and dental insurance, vacation and a 401(K) retirement plan. Excellent presentation and communication skills are required. Two-to-five years of outside sales and/or marketing experience a must in order to be considered. Newspaper, television, radio, or digital media sales experience is a definite plus. Qualified candidates will have a working knowledge of the internet, computer applications such as Word and Excel (typing at least 45 wpm), excellent phone and people skills and excellent organizational skills. Valid KS driver's license, good driving record, reliable vehicle and proof of valid auto insurance also are required. Send resume, including salary requirements, to The Ottawa Herald, Inc., Attn: Advertising & Online Services Director, 104 S. Cedar St., Ottawa, KS 66067; or e-mail to [jtaylor@ottawaherald.com](mailto:jtaylor@ottawaherald.com). For more information on The Ottawa Herald, Inc., click here.

The Arkansas City Traveler is accepting applications for an Advertising Director. The successful candidate will have the opportunity to direct an experienced team of three outside advertising

salespeople and one classified salesperson, each of whom assists clients in developing budgets and marketing strategies for our print and online editions. Responsibilities and duties include, but are not limited to: Meet and exceed a set monthly revenue budget; Motivate, supervise and train the sales staff; Keep abreast of current market trends; Set monthly goals for sales staff; Prepare monthly promotions. If you are responsible, enjoy people and welcome the opportunity to express your creativity, this may be the position for you. Health benefits and profit sharing available. EOE. Please send a resume to Arkansas City Traveler, Attn: David Allen Seaton 200 E. 5th Ave., Arkansas City, Kansas 67005 or e-mail [daseaton@arkcity.net](mailto:daseaton@arkcity.net)

Ambitious, organized, goal-oriented ad salesperson with flair for developing new business in competitive environment needed at award-winning rural weeklies. High-profile position, reporting directly to top management. Resume less important than energy, personality and ability to get results. Expected to be active in community and aggressively identify and pursue opportunities. Base plus commission; health and dental available. Sell yourself to Susan Berg, [susan@marion-record.com](mailto:susan@marion-record.com) or P.O. Box 278, Marion KS 66861.

Kansas Pregame Football Magazine is in need of an experienced salesperson to secure advertising sponsorships in eastern Kansas for its fourth annual Fall Preview which is distributed free through advertisers in early August. This is a great opportunity for an experienced salesperson with a working knowledge of customers primarily east of a line through Manhattan. For more information, or to submit resumes, send an e-mail to [john@kansaspregame.com](mailto:john@kansaspregame.com), or call (785) 524-6019.

### News

Here's your chance to use all of your skills for a small Kansas daily newspaper. We're looking for a reporter with the skills to be a jack of all trades. You'll be working a beat, copy editing for fellow reporters and laying out some pages. The ideal candidate will be someone who follows the stories rather than the clock. We're looking for someone who recognizes news, understands the need to hustle to beat local and area competition and is willing to step in whenever needed. A degree in journalism is preferred, but solid work experience will be considered, too. Additional skills, like multimedia and photography, are beneficial. Evaluations of applicants begins immediately. If interested, respond by e-mail to Box EB22 at [ebradbury@kspress.com](mailto:ebradbury@kspress.com).

Six-day daily in south-central Kansas trying to strengthen its Web presence seeks a solid journalist. We need someone to focus on photography and video but also write stories, lay out pages and react to breaking news when needed. Most duties involve photography and video, but a variety of skills are required. Please send resume or inquiries to James Jordan, [news@arkcity.net](mailto:news@arkcity.net), 200 E. Fifth Avenue, Arkansas City, KS 67005 (620) 442-4200 ext. 121. EOE.

GateHouse Media is looking for aggressive circulation managers to fill openings in several of our Midwest newspaper properties. We are a nation-wide company with over 250 properties coast-to-coast. We offer full time positions and a full slate of benefits to qualified individuals. Send resume and references to Gary Mehl, Regional Manager, GateHouse Media, Inc., P.O. Box 926, McPherson, KS 67460.

# Will our grandchildren experience the smell of ink?

When I was growing up, I learned my grandfather had worked in the coal mines in Osage County in his younger days, a job that he abandoned later for “easy” work as a gandy dancer for the Santa Fe Railroad.

I never got to see the coal mines where he worked or pictures of my grandpa, Humbert Rosetta, after a day in the mine, but I’m sure it must have been a tough way to make a living.



**Doug Anstaett**

My wife and I welcomed our second grandchild into the world on April 27.

Sebastian Iversen will someday know that his grandfather

spent his entire career in the newspaper business.

He will have the luxury of a few pictures showing Grandpa Anstaett in a variety of work situations, and probably a number of clippings of his favorite columns.

But will he ever read a newspaper, at least in its present form?

I don’t know.

Nostalgia is great for those who never want the past to be forgotten. I sympathize with them and count myself among those who yearn for the days when newspapers were king of the mountain and everyone else picked up our leftover crumbs.

But I’m less concerned about whether Sebastian will read a real newspaper than about whether quality journalism will survive.

Frankly, it doesn’t matter if good journalism is printed on paper or transmitted digitally to our cell phones and beepers or displayed electronically on our TV screens or whatever else the forward-thinkers will invent in the not-so-distant future.

But what does matter is that good journalism survives.

Sebastian and all the millions of others of this new generation will still have to be informed citizens for democracy to continue to prosper.

Will he have a unbiased, non-partisan source of information upon which to base his decisions about who gets his vote, who gets his financial support and who gets his moral support?

Who knows. I’m certain of one thing: his older sister, Olivia, is already well on her way to being a voracious reader. She loves books and she loves the printed

word, even if she cannot read it at 27 months.

It’s important for her to see that her parents and grandparents are just as excited about it as she is.

The citizens of our nation deserve a source of information that is reliable and trustworthy. Newspapers have always been that source, and can continue to be as long as we don’t lose sight of what we do best — inform.

We tell our communities what is going on so they can be engaged in the process of governance.

Our American way of life demands that citizens pay attention to what is happening and hold our elected and appointed officials accountable.

Sebastian may not ever have newspaper ink rub off on his hands or savor its aroma, but I will do my best to make sure he “reads” the best that journalism has to offer.

And if he chooses to read it on his iPod, his cell phone, his digital tablet or wherever, I’ll make sure he knows that “journalists” did the digging to make it all possible.

*Doug Anstaett is executive director of the Kansas Press Association.*

## And the KPA sweepstakes award winners are ...



Each year, the sweepstakes awards go to the newspapers in each circulation category accumulating the most points from among all the awards categories in the annual Awards of Excellence Contest of the Kansas Press Association. This year’s winners

were: Daily 1: Junction City Daily Union; Daily 2: Manhattan Mercury; Daily 3: Lawrence Journal-World; Daily 4: Kansas City Star; Nondaily 1: Baldwin City Signal; Nondaily 2: Atchison Globe; Nondaily 3: Miami County Republic.





## **Kansas Press Association**

# **Kansas Online Ad Network**

NOW is the time to sign up. KPA has set up June 1 as the first deadline for newspapers to sign up. Kansas Press Association is working on the first phase of, its online sales effort.

An opportunity for KPA members to generate online advertising is underway. KPA members are encouraged to sign up now. The online ad Network will create a program for advertisers to buy an ad on participating KPA newspapers' Web sites. In many ways it is similar to the Kansas Display Ad Network and Kansas Classified Ad Network.

To be a part of the Kansas Online Ad Network you will need to cut and paste a small piece of code into your website where the ads will appear. This snippet is unique to your website and tracks the total number of times ads were displayed on your site. For, example if you place the snippet on your website, and you have 30 different visitors to that page, the networks then credit your account for those 30 impressions.

An example pricing structure for the online network ad would be, the advertiser pays a rate of \$10 per thousand impressions. From this rate KPA will set aside a percentage and send rebates to the papers based on the number of impressions your website delivered for this particular ad.

Kansas Online Ad Network members will be able to use this in addition to any online advertising they already do on their side.

Please call Nicole at 785-271-5304 or e-mail if you have any other questions.

Newspaper: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Available Ad sizes on your website: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How many page views does your site generate on an average month? \_\_\_\_\_

Please return this form to

Kansas Press Association, 5423 SW 7th Topeka, KS 66606 / [info@kspress.com](mailto:info@kspress.com) / Fax 785.271.7341