



# The mission of **PaperChain**

is to promote the  
Community Paper Industry

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**MEMBERSHIP:** PaperChain is a legally formed Limited Liability Company. The membership is comprised of 15 community paper associations.

**FUNDING:** Annual funding is provided entirely by the 15 member state, regional and national community paper associations.

**BENEFITS OF PARTICIPATION:**

- SRDS promotion effort provides enhanced listings for every publication that is an audited member of one of the funding associations. These listings provide industry specific, and individual publication information to media buyers throughout the country via the Standard Rate and Data Service at [www.srds.com](http://www.srds.com)

**PLEASE NOTE:** Your publication data should be updated **every 6 months** for accuracy. Contact June Levy at [june.levy@srds.com](mailto:june.levy@srds.com) for assistance on how **to update your listing**.

- Link & Learn sales and manager training material distributed monthly.
- Link & Earn profit producing ideas distributed quarterly.
- A series of successful ads produced for all participating community papers to run in their publications to help promote the community paper industry. Find them on [www.paperchain.org](http://www.paperchain.org)

**PUBLIC RELATIONS** (External Communications Initiative): This is the committee that will take on the challenge of branding and promotion to the external audience, namely media buyers primarily through Standard Rate and Data.

**MEMBER RELATIONS** (Internal Communications Initiative): This committee is charged with keeping our participating publications informed of what PaperChain is doing through surveys and several forms of communication to all participants. They also provide the coordination of the Link and Learn, Link and Earn and celebration of Community Paper Month in July.

**TECHNOLOGY TASK FORCE:** This committee is charged with promoting the community papers using technology including, but not limited to, web sites, social media, mobile technology and things not even invented yet. They will keep a pulse on what is new and how it may be best utilized by the industry.

**PUBLIC SERVICE** (Charity Partnership): This committee will be working with The Fisher House, a national, non-profit organization serving the military and veterans' families in their time of need. Over the years this effort has allowed the industry to build the case that community papers deliver results! Please make sure you support this effort when asked to donate available space.

**ADMINISTRATIVE:** Made up of the PaperChain elected officers, this committee handles the ongoing governance tasks of meetings, minutes, contracts, accounting and all organizational details.

PaperChain maintains two independent websites, one is an internal website for member use and access to materials for training and promotion including:

**All of the Link & Learn lessons and all of the Link & Earn submissions**

An extensive collection of industry promotional material for use in your publication.

Videos and the Sizzle Reel explaining the purpose of PaperChain and the community paper industry.



Visit the INTERNAL website at:  
[www.paperchain.org](http://www.paperchain.org)

Tag this QR CODE for direct access to our internal website.

Visit the EXTERNAL website at:  
[www.paperchain.com](http://www.paperchain.com)

Tag this QR CODE for direct access to our external website.



## Current PaperChain Statistics from Circulation Verification Council (CVC) Audits:

**1,906**

Audited Member Publications

**97.0%**

Receivership Rating

**44,277,357**

Audited Circulation

**76.8%**

Readership Rating

**77.4%**

of our readers make buying decisions based on information derived from free community publications

**If you have any interest in serving on a sub committee - please let any member of the PaperChain committee know.**

Please consider helping your PaperChain team by putting the PC logo on your mast, add the Sizzle Reel to your web site, run the PaperChain promotional ads regularly, place a link on your web site near your advertising rate and circulation information to assist ad buyers to understand and recognize the strength and depth of our industry. Don't be the weak link in our PaperChain Network. Help us, help you frame our industry for today and the future of our local economies.

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