

# **SAPA**

# **Membership**

# **Guidebook**



**SAPA**  
SOUTHEASTERN  
ADVERTISING  
PUBLISHERS  
ASSOCIATION

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**SAPA Membership Guidebook**

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SOUTHEASTERN  
ADVERTISING  
PUBLISHERS  
ASSOCIATION

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Dear SAPA Member,

This Membership Guidebook has been prepared especially for you. We hope that it will be helpful to you, and that it will serve as a convenient reference for your participation in the Southeastern Advertising Publishers' Association.

Our goal is to have a guidebook for every person responsible for selling or processing classified or display network ads. If you need additional copies please let us know. We want this guidebook to be utilized and serve as a great benefit to you.

If you have any questions regarding the information in this guidebook, please call us anytime. We can be reached from 8:00 a.m. until 5:00 p.m. Central Time at 1-800-334-0649. Additionally, you may contact us via e-mail at [info@sapatoday.com](mailto:info@sapatoday.com) or you can fax us at our toll-free fax number: 1-888-334-0649.

We look forward to getting to know you, helping you, to your contributions to our exciting industry, and want to be your "go-to guy" when you need assistance. Give us a call.

Sincerely,

*Douglas Fry*  
Director

## **Mission Statement**

To advance the Free Paper Industry  
by providing resources for success  
and venues for sharing ideas.

## **HELPFUL INFORMATION**

### **Executive Director**

Douglas Fry

### **Mailing Address**

P.O. Box 456  
Columbia, TN 38402

### **Shipping Address**

1324 Trotwood Avenue, Suite 5  
Columbia, TN 38401

### **Web Page**

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

### **E-Mail**

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### **Phone Numbers**

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Fax 1-888-334-0649

**SAPA**  
SOUTHEASTERN  
ADVERTISING  
PUBLISHERS  
ASSOCIATION

SOUTHEASTERN ADVERTISING  
PUBLISHERS ASSOCIATION

\* BY-LAWS \*

**Article I - Name**

Section 1. The name of the organization shall be the Southeastern Advertising Publishers Association, sometimes referred to as the Association, *or SAPA*.

**Article II - Composition**

Section 1. AMENDED April 14, 1994. This Association shall be composed of those engaged in publishing community shopping guides and free newspapers, and operating in the eleven southeastern states of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

*Section 2. SAPA headquarters shall exist to be the center of operations of the Association, providing support to its membership and executing the policies mandated by the Board of Directors.*

**Article III - Purposes**

Section 1. To bring together member publishers for mutual agreement, the exchange of ideas for the betterment of the industry and such other purposes as may from time to time be determined by the membership, officers, and directors.

Section 2. To publish a newsletter or bulletin periodically, disseminating pertinent information to the membership and prospective members.

Section 3. To maintain and advance the highest standards of practice in the free shopping guide and free newspaper publishing industry.

Section 4. To acquire and hold such real and personal property as may be necessary for the full and proper execution of the Association's purposes as detailed herein.

Section 5. To carry on such Association functions and activities as are deemed necessary to accomplish the above purposes effectively.

**Article IV - Membership**

Section 1. The Association shall consist of active members, honorary members and associate members as herein provided.

Section 2. Membership in the Association shall be open, subject to Article II, Section 1, to all publishers actively engaged in the business of publishing shopping guides and free newspapers containing multiple retail, commercial and consumer advertising, distributed free to the public within a defined market area on a regular pre-stated schedule and who have been publishing said publication for a minimum of six consecutive months. Members agree to conform to such standards of business practice, ethics, and qualifications as the Association may from time to time set forth in writing.

Section 3. Applicant shall apply for membership by completing an application form prepared by the Secretary. Attachments to the application must include:

- \* Two consecutive issues of subject publication
- \* Current rate card or sheet
- \* Notarized circulation statement
- \* Coverage map
- \* Recommendation from current member publisher (In letter form)
- \* Dues payment for remainder of current fiscal year

After due investigation and approval by the membership committee, the Board of Directors at the next duly called meeting shall act upon the application. Election shall be by a majority of the Board of Directors. All proceedings regarding election of members shall be strictly confidential.

Section 4. Active members shall consist of all publishers who have been elected for active membership and whose current year's dues have been received by the *Association headquarters*.

Section 5. Honorary members shall be elected by unanimous vote of the Board of Directors. Honorary members shall be exempt from payment of any dues and shall be entitled to all of the privileges of active members except the right to vote or hold office.

Section 6. Associate members shall consist of any firm or individual supplying a product or service to member publications, *or a publication that does not fit the criteria in Article IV, Section 2* and shall be approved for membership by a majority vote of the Board of Directors. Associate members shall pay dues, determined by the Board of Directors, but not be eligible to vote or hold office.

Section 7. Members of the Association may be censured, suspended, or expelled by the Board of Directors for violation of these by-laws or regulations established

thereunder, or refusing to appear and testify before the Board of Directors after notice to so appear, or any other conduct which will tend to cause discredit to fall upon the Association, or upon the advertising publishing business as a whole. Any action by the Board of Directors shall have been approved by a two-thirds vote of that board.

Section 8. The active membership and participation in the Associations' affairs shall rest in and be exercised by, *and* all votes on Association business, shall be cast by the publisher, unless by his consent and approval this power is designated to his representative.

Section 9. Membership in the Association will be held by the publication. In the event of a change in a publication within the SAPA coverage area, continuance of this membership must be passed upon *by* the Board of Directors. In event of sale, successor must file application as set forth in Article IV, Section 3.

Section 10. Each publication must annually submit to *Headquarters* two consecutive copies of member publication, a notarized statement of copies published, rates, and the territory regularly covered by his publication. This statement must be submitted before the *Spring* meeting of the Association, covering prior year publishing, on a form to be furnished by the *Headquarters*. The deliberate falsification of this affidavit shall be cause for immediate expulsion from the Association.

#### **Article V - Dues**

Section 1. The Board of Directors shall determine the amount of annual dues payable to the Association by the members.

Section 2. Dues shall be payable on the 1st day of January in each year. Dues of new members may be prorated from the 1st day of the month in which such new member is elected for membership, for the remainder of the fiscal year of the Association.

Section 3. Multiple publications under one ownership, but separate publishers, operating within the SAPA coverage area will be required to pay annual dues for each publication, which will entitle said publisher, or his designated representative, to one vote for each membership paid.

Section 4. When any member shall be in default in the payment of dues (i.e. March 1st of each year), the

membership will be thereupon terminated in the manner provided in Article IV, Section 7, of these by-laws.

#### **Article VI - Meetings**

Section 1. The regular meetings of the Association shall be held at such place and time as designated by the Board of Directors.

Section 2. Voting at business meetings shall be for publishers and/or their representative in good standing. Business meetings and other meetings shall be open to guests of members in good standing.

Section 3. Other meetings. Meetings of the members may be held at such other times as the President may determine, or upon the written request of 25% of the members in good standing. Due notice shall be given to every member.

When called otherwise than by the President, the notice shall contain a statement of the purpose of the meeting and shall be issued at least ten days preceding the meeting.

Section 4. Quorum. A simple majority of the membership present at any general meeting shall constitute a quorum to transact business, and one, at least, shall be an officer.

Section 5. Roll Call. Upon request of two members present, the vote of any question shall be taken by roll call.

Section 6. Roberts' Rules of Order, Latest Edition, shall be recognized as the authority governing the meetings of the Association.

Section 7. Order of business. The order of business shall be as follows:

1. Roll Call *asking for a voting representative for each publication*
2. Minutes of previous meeting
3. Treasurer's report
4. Committee reports
5. Unfinished business
6. Election of officers (October Meeting only)
7. New business
8. Adjournment



The foregoing order of business may be suspended for any meeting by a vote of two-thirds of the members present.

### **Article VII - Officers**

Section 1. AMENDED October 22, 1991. The property, affairs, business and concerns of the Association shall be vested in a Board of Directors consisting of the President, Vice-President, Secretary, Treasurer, two At-Large Directors, and all Past Presidents. All Past Presidents must have maintained continual membership in the Association and must have continually remained active in the shopping guide or free newspaper business. Members of the Board shall hold office for one year (with exception of the two-year terms for the At-Large Directors and the above criteria for Past Presidents) such term to coincide with the calendar year, or until their successor shall have been duly elected and qualified.

Section 2. The Board of Directors shall meet as necessary to appoint committees on particular subjects, audit bills and disburse funds, print and circulate documents, communicate with other associations, employ agents and execute other measures as they deem proper and expedient to promote and protect the objectives of the Association. At a minimum, the Board of Directors shall meet prior to each regular meeting.

Section 3. The President may, when he deems necessary, call a special meeting of the Board, and only seven days notice shall be required for such special meetings.

Section 4. A majority of the Board of Directors shall constitute a quorum for the transaction of business. If a quorum is not present, a less number may adjourn the meeting.

Section 5. Should any member of the Board of Directors absent himself unreasonably from two consecutive meetings without sending a communication to the President stating his reason for so doing, or if his excuse shall not be accepted by the members of the Board, his seat on the Board may be declared vacant, and the President may forthwith proceed to fill *any necessary* vacancy for the remainder of the year.

Section 6. Whenever any vacancy occurs on the Board of Directors by death, resignation, or otherwise, the seat shall be filled for the remainder of the year without undue delay by the President.

Section 7. Any one or more of the Directors may be removed either with or without cause at any time in accordance with these by-laws, by a vote of two-thirds of the Board members present at a special meeting called for that purpose.

Section 8. Election of Board members shall be held during the October meeting for the year beginning the following January.

Section 9. Nominating Committee. At the *Spring* meeting of the Association, the President shall appoint *the standing committees*. *The* nominating committee *is to be comprised* of three members who shall report their nominations for all officers and all directors (both SAPA and *SAPA's seat on AFCP's Board*) at the October meeting. Any member in good standing may offer nominations for any office from the floor.

Section 10. Elections. Elections shall be made by ballot or voice vote as determined by the Board of Directors. The candidates receiving the majority of all votes cast shall be declared elected. Voting rights shall be in accordance with Article V, Section 3.

### **Article VIII - Duties of Officers**

Section 1. President. The President shall preside at all meetings. He shall be the chief executive of the Association. He shall be chairman of the Board of Directors. He shall appoint such committees as he deems necessary to carry on the activities of the Association.

Section 2. Vice-President. The Vice-President shall assume the duties of the President in the event that the President shall be unable to perform his duties and shall preside until the President shall again become active. *The Vice-President is to be the standing chair of the membership committee.*

Section 3. Secretary. The Secretary shall keep an accurate record of each meeting of the Association *and each meeting of the Board of Directors*, and shall also have on file a record of the meetings of the Board of Directors. *The Secretary shall ensure the keeping of a record of the circulation and advertising rates of all members. This information shall be available to potential advertisers.*

Section 4. Treasurer. The Treasurer shall keep a correct account of all money received and paid out by the Association *and ensure standard accounting practices.*

Section 5. The *Officers* shall constitute the Executive Board of the Association.

#### ***Article IX - Amendments***

Section 1. This constitution may be amended at any regular membership meeting of the Association provided such amendment shall have been proposed at the regular meeting immediately previous. It may also be amended at any special meeting called for that purpose, providing 10 days notice in writing shall have been given to each member at his last business address, stating the time and place of such meeting and containing a copy of the proposed amendment unless otherwise specifically provided for.

Section 2. A two-thirds affirmative vote of the members present shall be necessary to amend.

Adopted: October 29, 1983  
Terrace Garden Inn  
General Membership Meeting  
Atlanta, GA

#### ***Amendments***

Article VII - Officers. Section 1. The property, affairs,

business and concerns of the Association shall be vested in a Board of Directors consisting of the President, Vice-President, Secretary, Treasurer, two At-Large Directors, and all Past Presidents. All Past Presidents must have maintained continual membership in the Association and must have continually remained active in the shopping guide or free newspaper business. Members of the Board shall hold office for one year (with exception of the two-year terms for the At-Large Directors and the above criteria for Past Presidents) such term to coincide with the calendar year, or until their successor shall have been duly elected and qualified.

Adopted: October 22, 1991  
Terrace Garden Inn  
General Membership Meeting  
Atlanta, GA

Article II - Section 1. This Association shall be composed of those engaged in publishing community shopping guides and free newspapers, and operating in the eleven southeastern states of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

Adopted: April 15, 1994  
Terrace Garden Inn  
General Membership Meeting  
Atlanta, GA

# Membership Benefits

- ★ **Free** subscription to **Free Paper Ink**, the only magazine exclusively serving our industry.
- ★ **Free** subscription to **Tech Topics**, a biweekly technical update for production and design staff via fax. Tech Topics explores a topic, explains how to use it and 2 weeks later, a new idea will follow.
- ★ **Free** subscription to S.A.P.A.'s own **SAPA**Today newsletter. An informational newsletter on S.A.P.A.'s events. Members may advertise in the **SAPA**Today at no cost!
- ★ **Free** on-site consultation services by publishing guru Douglas Fry. Simply call to set up an appointment.
- ★ **By participating in S.A.P.A.'s successful classified network**, your customer can advertise to 4 million plus households in eleven southeastern states for only \$349. The good news for you - your commission is \$195. S.A.P.A. receives only \$154 for every ad you sell.
- ★ **Circulation Audit by CVC** those members that participate in the classified ad network and submit weekly tearsheets of the ads are eligible to receive annual audits by industry leader CVC. The audit includes a readership study that will give your salespeople the ammunition they need to overcome any obstacle.
- ★ **By participating in S.A.P.A.'s display ad network**, you will receive display ads to run in your publication at 75% of your open rate. Opportunity to offer regional buys for your customers. NEW! Simplified process - S.A.P.A. headquarters generates your sales proposals for you!
- ★ **Free CMYK Newsprint Color Selector.** Provides accurate and consistent color for your publication.
- ★ **\$10,000 Media Library** at your disposal. Borrow books, tapes and videos for free for 21 days on subjects such as sales, management, staff and personal growth.
- ★ **Spring and Fall Conferences** featuring the best speakers and seminar instruction at reduced hotel room rates and no registration fee, a \$50 per person value.
- ★ **S.A.P.A. SUPPORTS YOU ALL THE WAY!** Recognition, friendship, respect, training, awards for excellence and the prestige of being part of an association exclusively dedicated to serving it's members and promoting the free paper industry.

# SAPA Today

April/May 2002

Visit us on the Web at [www.SAPAToday.com](http://www.SAPAToday.com)

## SAPA Moves Headquarters

The average American family moves once every three (3) years. SAPA is like one, big family. So, it should come as no surprise that the headquarters of SAPA has moved from its home in New Bern, North Carolina to its new one in Columbia, Tennessee.

After serving over 12 years as treasurer of the Southeastern Advertising Publishers Association, Rick Davis has asked the board to reassign his duties to another person. During his tenure we have seen SAPA attain a much better financial position, and we are poised to contribute in a major way to the success of all free community publications in the southeast. We sincerely thank Rick for his hard work and dedication, and wish him success and happiness in the future.

The new treasurer of SAPA is Greg Ledford of the Shelby Shopper in Shelby, North Carolina. He brings dedication, experience, and a keen eye for detail to the office of treasurer. He has some pretty big shoes to fill and his skills make him capable of transitioning smoothly and doing a great job.

With Rick's resignation, the board saw the need to move the offices of SAPA from his hometown of New Bern and, although change is difficult, it can provide opportunities for growth and progress.

We are therefore delighted to announce the appointment of Douglas Fry as our new Executive Director and the relocation of our headquarters to Columbia, Tennessee. We anticipate great things from Douglas. His experience and knowledge of all aspects of

our industry make him an ideal person to help us all.

Douglas worked well with Sarah and Lorie to make the transition smooth and trouble-free. We had no disruption of service and look forward to improving the level of membership support and attention we have come to expect from Sarah and Lorie, whose contributions to SAPA are greatly appreciated.

Our new address and phone numbers are as follows:

P.O. Box 456  
1324 Trotwood Avenue, Suite 5  
Columbia, TN 38402  
1-800-334-0649  
931-490-0400  
Fax 931-490-2258  
[www.sapatoday.com](http://www.sapatoday.com)  
[info@sapatoday.com](mailto:info@sapatoday.com)

You may have noticed our e-mail and web address change. If you did, then you are eligible for reduced rates at our upcoming conference in Daytona Beach! Look on page 3 for details.

Please update your records to reflect these changes. We appreciate your support and look forward to helping make 2002 a great year for you and your publications.

We are here to serve you. If we can do anything to be of assistance just give us a call and let us know.



*“...it should come as no surprise that the headquarters of SAPA has moved...”*

**SAPA**  
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# SAPA/AFCP/FCPF & Lots of Other Letters Meet in Daytona Beach May 2 - 4



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The best part of the conference may be the cost. For members of SAPA, AFCP, and/or FCPF that participate in their respective classified ad networks we are offering a lowered room rate. When you call 386.254.8200 and talk to the good folks at the Adam's Mark Hotel, to make your reservations, you'll be quoted a lowered rate of \$104 per night. Now, here's where it gets good, if you are a participating classified ad network member in SAPA you'll only have to pay \$54 per night! We'll pay 1/2 your hotel bill simply by participating in the network.

Furthermore, if you participate in two or more of the classified ad networks your cost for your stay is nothing, nada, zip, zilch, zero. In order

for you to reap these great rewards you must fill in the registration form on page 4 and fax it to 877-373-3142 before April 1st. Additionally, you need to make your own reservations with the Adam's Mark Hotel at 386-254-8200 immediately to reserve your room. We have a limited number of rooms available at this low-to-no-cost rate. Call today and fax in your registration.

Lowered hotel rates is a great plus, but if the program isn't top-notch you might be tempted to not attend. The three associations have put together a program suited to anyone on your staff. Take a look at the schedule of events on pages 6 & 7 and decide which of your people will benefit from each track.

Publishers will enjoy the publishers' track. Thursday's events are geared especially for publishers. A clambake on the beach ends your day. Friday you can enjoy a day on the links and a visit to Lenny Marsh's publication the Daytona Pennysaver.

Your sales force will benefit from activities like a networking breakfast each morning on Friday and Saturday. Then they'll spend the whole day learning how to sell to vertical segments, hiring techniques, tips for effective advertising, team building exercises, sales leadership, and major account roundtables.

Graphic design professionals will enjoy the sessions by our own Douglas Fry on using off-the-shelf software to paginate your product and quick tips & dirty tricks. Then on Saturday their copy writing skills will be honed to a razor's edge. Top that off with team building and you have a formula for success in all areas of publishing.



# Plenty To Do In Daytona

The fun doesn't stop at 5:00 p.m. In fact, there is something to do each evening. Join your peers and guest for a casual, relaxing clambake on the beach Thursday night. Get reacquainted with longtime associates and enjoy music, food and drink as you let the stress of the office drain from your soul.

Every kid wants to grow up and be a racecar driver. So, whether those childhood fantasies faded long ago or still haunt your soul, you will not want to miss an evening at the track—not just any track, but Daytona USA! Daytona USA is a one-of-a-kind interactive motor sports attraction, featuring a variety of hands-on activities with both advanced technology and historical elements. The Official Attraction of NASCAR is a high-energy experience designed to appeal to everyone, regardless of your level of racing knowledge or enthusiasm.

From motorcar racing to old-fashioned horse racing, hoist your mint juleps, put Stephen Foster on the sound system and bet on your favorite horse, as the annual FCPF Kentucky Derby party provides Saturday night's entertainment. So, pick your pony and enter any of several contests for prizes and awards.

After watching the "Run for the Roses," you will dine and dance to conclude a power-packed three days. But don't miss the opportunity to take a star-lit walk along the beach with someone special.

In addition to these exciting scheduled events you should make time to explore Daytona Beach. The "World's Most Famous Beach" is 23 miles of beautiful, white sand. The beach is famous for more than just cars and racing. But if you want more, there's plenty to choose from.

You can watch motorcycle racing, go deep seas fishing or go-kart racing, see every Corvette model ever made, enjoy world-class dining, shop 'till you drop at great speciality shops, visit museums, enjoy professional sports and entertainment, go to the theater, or take a short drive to other big vacation attractions.

The area's convenient location provides easy access to Disney World, Sea World, Universal Studios, Epcot Center, Wet 'n Wild, MGM Studios, St. Augustine, & the Kennedy Space Center. So, plan on arriving early or staying late to enjoy this part of the country. **SAPA**



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*Midwest*  
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**(209) 634-7202**



*“from the leaders in the sale of community newspapers”*

# Check Out SAPA's New Website



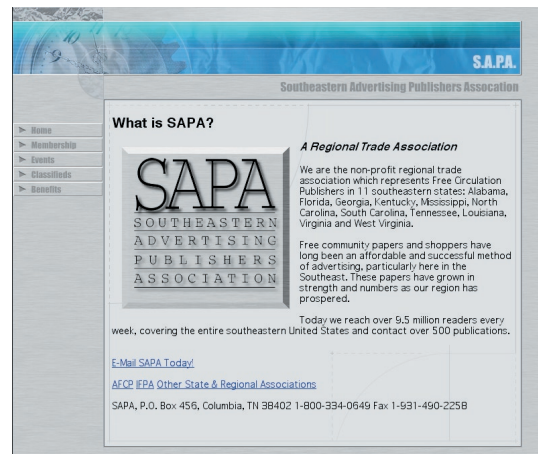
Everything on the internet is a "work in progress." Our new website is no exception. We are constantly updating and advancing the SAPA website based on your suggestions. So, take a moment and go to [www.sapatoday.com](http://www.sapatoday.com). Here's a hint, think of the name of our newsletter and add a ".com".

We think you'll find our new website even easier to use. The bonus is that we can update the site immediately. Whenever we have new members join the association we can add their information to our web page right away. Isn't technology wonderful?

Remind your Classified Ad Network customers that their ads are also posted to this web page each week. This adds value because the additional exposure is free for them. We do not charge extra for putting their ad on the internet.

Remember, [www.SAPAToday.com](http://www.SAPAToday.com). Bookmark the page and watch us as we grow.

**SAPA**



“[www.SAPAToday.com](http://www.SAPAToday.com)”

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# Video Viewpoint

In each issue of **SAPA**Today we'll review one of the many titles we have in our lending library. For this issue we'll review Earl Nightingale's *"The Boss: Why Your Customer Is In Charge."*

Don't let the first 5 minutes of this video turn you off. Mr. Nightingale looks like he dropped right out of a 1970's health class film. He has a huge head, glasses that are way too small for his gargantuan cranium, and a deep voice that would make gravel seem smooth. But get past that and you'll find this guy has something really important to say.

Earl makes 4 really good points. First of all, he tells the viewer that the rewards they will receive in sales, or whatever their profession, will equal the amount of service they give to their customers. Give better, more focused attention to your customers and you will receive more back in sales and new customers.

Second, if you give work a larger portion of your effort you will realize a substantial increase in your income. Yes, that makes sense. But, how many of us focus our efforts on the customer and not the mechanism?

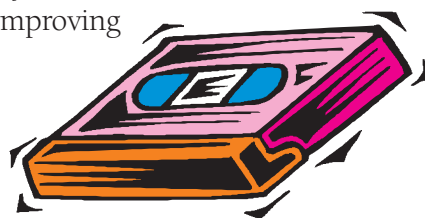
Third, treat others like you want to be treated yourself. Sounds "Golden Rule"-ish but it's true. Make sure your time with your customer is the high point of their day.

Fourth, find *someway, everyday*, to improve what you do. This could be a new sales pitch, or a sure-fire close, a better way to introduce yourself to new people, a way to remember names, ways to listen more actively. Whatever you come up with, work on improving your skills every day.

Mr. Nightingale promises increased income by these efforts. Why not try? **SAPA**



*"...find  
someway,  
everyday, to  
improve what  
you do."*

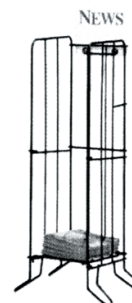
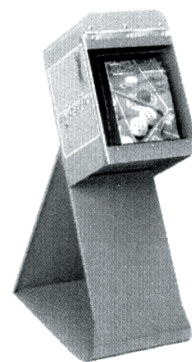


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# Make A Winning Impression

Congratulations, you've gone through the interviews, passed the tests, and landed that new position. Now on to step two—making a good impression.

For many people, the first few days on the job are even more stressful than the process of landing the job in the first place. You know your new boss and co-workers will be carefully observing, scrutinizing, and evaluating your every move. Although you may be a bit nervous, you know that making a good first impression is very important. Here are some things you can do to ensure success:

Get mentally prepared before the first day. If you've got an extreme case of the first-day jitters, talk to a close friend or family member. Get your fears and concerns out in the open so you can have a clearer mind. If you have difficulty with meeting people, use role-play to practice shaking hands and introducing yourself.

Dress conservatively. Even if you've been told that the dress code is casual, it's always best to be conservative at first. Take the first few days to assess the expected dress standard by observing what everyone else wears around the office.

Ask questions. Don't be afraid of not appearing competent. On the contrary, questions are expected. Besides, most people enjoy being helpful—it's empowering to them. It also shows you are interested in your new job. Some questions you may have: Whom can you turn to if you have computer problems? How do you order office supplies? Who are the company's vendors and how can they be contacted? What is the procedure for making travel arrangements? What is the office's filing system?

Clarify expectations. If you don't have any type of meeting set up with your new boss yet, then take the initiative to schedule one as soon as possible. Clarify your boss' expectations, short-term and long-term goals, preferred communication methods, priorities, and your responsibilities. Also use the opportunity to get an initial feeling for your boss' personality and work style. Then, don't forget to ask for feedback in about three or four weeks.

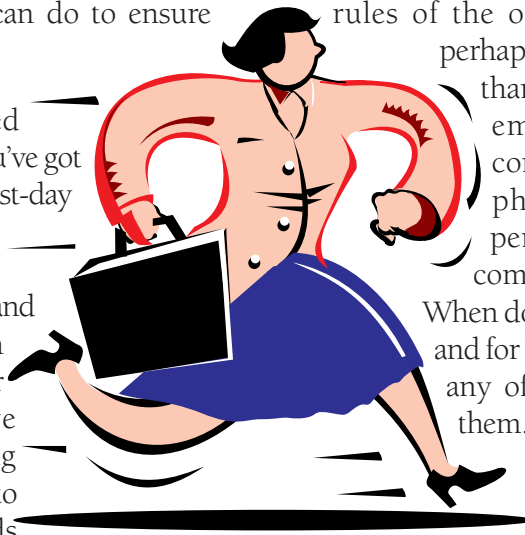
Assess the office culture. The unwritten rules of the office environment are perhaps even more important than the written ones. Do employees tend to communicate via e-mail, phone, memos, or in person? Do they tend to come in early or stay late? When do they take lunch breaks, and for how long? Try to identify any office politics and avoid them.

Identify the key players. These people can offer you important insight for succeeding in your new job. Take notice of what traits they have in common. Schedule a lunch meeting to get to know them and get their take on the office culture and how to succeed in the company.

Save major suggestions for later. Unless you are directly asked for your opinion, it's probably best not to show off your ability for improving the office systems and procedures too soon. Besides, you may end up finding out that your suggestion has already been tried but discarded for some reason.

Avoid getting too personal. While you definitely should get to know your co-workers, it's probably best to avoid getting too personal, at least for now. And, definitely avoid getting involved in any gossip.

*“For many people, the first few days on the job are even more stressful than the process of landing the job in the first place.”*



# Calendar of Events



**April 7-8, 2002:** Free Community Papers of New England (FCPNE). Spring Meeting, Portsmouth, New Hampshire. For information call Lynn Duval, 860-456-1620.

**April 12-13, 2002:** Midwest Free Community Papers (MFCP). Graphics and Awards Spring Meeting, West Des Moines Marriott. For information call 800-248-4061.

**April 18-19, 2002:** Pacific Northwest Association of Want Ad Newspapers, (PNAWAN). Spring Conference, West Coast Templins Resort, Post Falls, Idaho. For information contact Joan Vanhorn, 208-746-0483.

**April 19-21, 2002:** Mid-Atlantic Community Papers Association (MACPA). Spring Conference, Harrisburg Marriott, Harrisburg, Pennsylvania. For information, contact Alyse Mitten, 800-450-7227.

**April 22-23, 2002:** Free Community Papers of New York (FCPNY). Annual Awards meeting, Wyndham Hotel, Syracuse, New York. For information call 315-472-6007.

**May 1-2, 2002:** Wisconsin Free Community Papers (WFCP). Circulation roundtables scheduled in Appleton and Madison. For information, call Janelle Anderson, 1-800-727-8745.

**May 2-4, 2002:** Free Community Papers of Florida, (FCPF) & Association of Free Community Papers (AFCP) & Southeastern Advertising Publisher's Association (SAPA). Spring Conference, Adams Mark Resort, Daytona Beach, Florida. For information call 800-334-0649.

**June 9-11, 2002:** Free Community Papers of New York (FCPNY). Sales Management Conference, Beaver Hollow Conference Center, Java Center, New York. For information call 315-472-6007.

**July 12-13, 2002:** Midwest Free Community Papers (MFCP). Summer Meeting, Collings Plaza Hotel, Cedar Rapids, Iowa. For information call 800-248-4061.

**August 16-17, 2002:** Wisconsin Free Community Papers (WFCP). Fall Conference, Green Bay Regency Suites. Contact Janelle Anderson, 1-800-727-8745.

**September 13-15, 2002:** Free Community Papers of New York (FCPNY). Publisher's Conference. Location to be announced. For information call 315-472-6007.

**September 29-30, 2002:** Free Community Papers of New England (FCPNE). Fall Conference, Marriott in Mystic/Groton, Connecticut. For information call Lynn Duval, 860-456-1620.

**October 11-12, 2002:** Free Community Papers of Florida (FCPF). Fall Conference, Renaissance Airport Resort, Orlando. For information call 1-800-624-6747.

**October 18-20, 2002:** Mid-Atlantic Community Papers Association (MACPA). Fall Conference at the Felicita in Harrisburg. For information call Alyse Mitten, 800-450-7227.

**October 18-20, 2002:** Southeastern Advertising Publishers Association (SAPA). Fall Conference at the Sheraton Buckhead, Atlanta, Georgia. For information call Douglas Fry, the SAPA Guy, at 1-800-334-0649.

**October 21-22, 2002:** Free Community Papers of New York (FCPNY). Annual meeting, Wyndham Hotel, Syracuse, New York. For information call 315-472-6007.

*“Call  
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to make your  
reservations at  
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By: Steel City Corporation  
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**Controlling Anger**

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By: Peter Wagner  
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**Denis Waitley Live: On Winning**

By: CareerTrack Publications  
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**Don't Wing It!**

By: The Sales Board  
Video Tape

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**Embracing Chaos**

By: Tom Peters  
Audio Cassette

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**Executive Time Management**

By: Brian Tracy  
Video Tape

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**Finance For Non-Financial**

By: Fred Moore  
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**Getting Started**

By:  
Video Tape

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**Getting Things Done**

By: National Press Publications  
Spiral

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**Guerrilla Tactics for Streetwise Selling**

By: Pam Lontos  
Binder

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By: Lisa Ford  
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**How to Read Your Client's Mind**

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By: Kerry L. Johnson  
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By: Pam Lontos  
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By: Jimmy Calano  
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**Imagine... Your Most Saleable**

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**Joe Bourns Live**

By: Joe Bourns  
Video Tape

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**Kids as Consumers**

By: James McNeal  
Book

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By: Brian Tracy  
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By: Brian Tracy  
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By: Selina S. Guber/Jon Berry  
Book

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By: Kerry L. Johnson  
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By: Pam Lontos  
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**Multimedia Vendor Presentation**

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By: Brian Tracy  
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By: Brian Tracy  
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By: Debra Smith  
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**Proofreading & Editing Skills**

By: CareerTrack Publications  
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**Proofreading & Editing Skills**

By: Debra Smith & Helen Sutton  
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**Push the Weiner Schnitzel Before You**

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**Putting More Into Your Newsroom**

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**Raising Positive Kids in a Negative**

By: The Zig Ziglar Corporation  
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**Reigniting the Great American Work**

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**Relationship Strategies**

By: Tony Alessandra  
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**Seeds of Greatness**

By: Denis Waitley  
Audio Cassette

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**Self Esteem: The Power to Be Your**

By: National Press Publications  
Spiral

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**Self-Enlightenment: Your Inner Quest**

By: Nightingale-Conant Corporation  
Audio Cassette

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**Selling with Dignity**

By: Bob Tacy Jr.  
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**Setting Business Strategy**

By: Brian Tracy  
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**Setting Business Strategy**

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Audio Cassette

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**Sexual Harassment**

By: Maria Arapakis  
Video Tape

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**Sign Marketing Group: Vendor**

By:  
Audio Cassette

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**Solving the People Puzzle**

By: Kerry L. Johnson  
Audio Cassette

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**Solving the People Puzzle I**

By: Kerry L. Johnson  
Audio Cassette

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**Spring Conference: Myrtle Beach, SC**

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**Stress Survival**

By: Kerry L. Johnson  
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**Subliminal Selling Skills**

By: Kerry L. Johnson  
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Audio Cassette

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**The Best of Freddy Pierce**

By: Freddy Pierce  
Audio Cassette

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**The Boss**

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By: King & Ballow  
Audio Cassette

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**The Fast Track to Success**

By:  
Spiral

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By:  
Spiral

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Book

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**The Shopper**

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Book

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Book

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Audio Cassette

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By: Lisa Ford  
Video Tape

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## **Wise Up to Teens**

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## **Write It & Reap**

By: Cassell Productions

Video Tape

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# Paid Membership

Member			Type
<b>Access Communications, Inc.</b>	Reg Durant	517-263-0800	Associate
155 North Winter	Adrian, MI 49221		
<b>Acento Latino</b>	Charles Broadwell	910-486-2760	Regular
P.O. Box 1124	FAYETTEVILLE, NC 28302		
<b>Ad-Pak</b>	Jeff Phenicie	1910-791-0688	Regular
25 North Kerr Avenue	Wilmington, NC 28405		
<b>Advertiser of Polk County</b>	Larry Knowles	1863-299-2201	Regular
1122 Fifth Street SW	Winter Haven, FL 33880		
<b>Advertising Network</b>	Cathy Hardesty	502-458-5582	Associate
3900 Classified Place	Louisville, KY 40218		
<b>Albany Area Advertiser</b>	Don Grimes	1229-888-7653	Regular
132 Pine Avenue	Albany, GA 31701		
<b>Alternative I &amp; II</b>	Dale Hopkins	1864-542-8015	Regular
554 El Paso St.	Spartanburg, SC 29303		
<b>Alternative News/Coast</b>	Bill Darby	1843-444-5556	Regular
Post Office Box 2485	Myrtle Beach, SC 29578		
<b>American Classifieds - Dothan</b>	Patrick Liester	1-334-792-5503	Regular
P.O. Box 8547	DOTHAN, AL 36301		
<b>American Classifieds - Louisville</b>	Ron Dukes	1502-458-5582	Regular
3900 Classified Place	Louisville, KY 40218		
<b>American Classifieds - Tallahassee</b>	Larrie Jemison	1-850-385-0505	Regular
209 North Magnolia Drive	TALLAHASSEE, FL 32301		
<b>Americus Shopper</b>	Joel Ward	1229-924-9000	Regular
1403 Felder Street, P.O. Box 6314	AMERICUS, GA 31709		
<b>Appen Newspapers, Inc.</b>	Christina Appen	770.442.3278	Do Not Send
319 North Main	Alpharetta, GA 30004		
<b>Atlanta Parent</b>	Liz White	1770-454-7599	Regular
2346 Perimeter Park Dr., Ste 101	Atlanta, GA 30341		
<b>Bainbridge Post-Searchlight</b>	Sam Griffin, Jr.	1229-246-2827	Regular
P.O. Box 277	Bainbridge, GA 31718		
<b>Bargain Browser</b>	Doug & Barbara Lee	1615-672-3555	Regular
P.O. Box 347	White House, TN 37188		
<b>Bargains Plus</b>	Tony Onellion	1985-649-9515	Regular
Post Office Box 613	SLIDELL, LA 70459		
<b>Busy Shopper/N. GA News Newspaper Grp.</b>	Larry Boyer	1706-866-1020	Regular
1462 Cross St.	Fort Oglethorpe, GA 30742		
<b>Buyer's Guide/Senior Times</b>	Charlie Delatorre	1800-372-5468	Regular
2251 NW 41St. St. Suite B	GAINESVILLE, FL 32606		
<b>Buyers Connection</b>	Michael Hall	1478-329-0056	Regular
108 Russel Parkway	Warner Robins, GA 31088		
<b>C.A.C., Inc.</b>	Mike Devlin/Mark Stoecklin	973-785-3000	Associate
155 Willowbrook Blvd.	WAYNE, NJ 07470		
<b>Carolina Woman</b>	Debra Simon	1919-852-5900	Regular
P.O. Box 3529	Carv. NC 27519		

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Member			Type
<b>Circulation Verification Council</b>	Tim Bingaman	800-262-6392	Associate
P.O. Box 31523	St. Louis, MO 63131		
<b>Clay Today</b>	Vinnie Grassia	904-264-3200	Regular
1560 Kingsley Ave, Suite 1	Orange Park, FL 32073		
<b>CNHI</b>	Brett Branzelle	205-298-1512	Associate
3500 Colonnade Parkway ste 600	Birmingham, AL 35243		
<b>Coastal Empire Media</b>	Louise Phelps	912-351-9122	Associate
5 Oglethorpe Professional Blvd. Suite	SAVANNAH, GA 31401		
<b>Coffee County Shopper</b>	Brenda Finchum	1931-728-3273	Regular
105 W. High St.	Manchester, TN 37355		
<b>Common Cents Want Ads</b>	Kaye Stirling & Jerrima Mullins	1225-272-6828	Regular
PO Box 45730	BATON ROUGE, LA 70895		
<b>Community News</b>	Mark Mathes	1813-909-2800	Regular
P.O. Box 271880	TAMPA, FL 33688		
<b>Community Papers of Florida</b>	Dave Neuharth	800-624-6747	Associate
13405 Highway 484	BELLEVUE, FL 34420		
<b>Community Shoppers Guide</b>	Frances Cooper	1256-734-1532	Regular
P.O. Box 1214	Cullman, AL 35056-1214		
<b>Cook County Advertiser</b>	Jim Long	1-229-896-5002	Regular
606 Newton Drive	ADEL, GA 31620		
<b>Country Peddler, Inc.</b>	Kyda West / Belinda Saltzman	1270-842-1615	Regular
P.O. Box 492	Bowling Green, KY 42102		
<b>Courier Journal</b>	Thomas V. Magazzu	1256-764-4268	Regular
1828 Darby Drive	Florence, AL 35630		
<b>Cribb &amp; Associates</b>	John T. Cribb	406-586-6621	Associate
104 East Main, Suite 402	Bozeman, MT 59715		
<b>Daytona Pennysaver</b>	Lenny Marsh	1386-677-4262	Regular
P.O. Box 67	Ormond Beach, FL 32174		
<b>Dickson Shopper</b>	Becky Moran	1615-446-5184	Regular
P.O. Box 96	Dickson, TN 37056		
<b>Dixie Web</b>	Robin Crumpler	1-504-818-2320	Associate
1401 Edwards Avenue	NEW ORLEANS, LA 70123		
<b>East Cobber</b>	Cynthia Rozzo	1770-612-1397	Regular
PO Box 672121	Marietta, GA 30006		
<b>Exchange</b>	Bill Thomas	1931-433-9737	Regular
P.O. Box 490	Fayetteville, TN 37334		
<b>Fake Brains</b>	Lisa & Pat	303-791-3301	Associate
P.O. Box 261632	Littleton, CO 80163		
<b>Fifty Plus Grand Strand</b>	Jim Watrus	1-843-215-4118	Regular
1432 Seahorse Court	MYRTLE BEACH, SC 29575		
<b>Flagler Pennysaver</b>	Lenny Marsh	1386-437-5971	Regular
2A McCormick Drive	Bunell, FL 32110		
<b>Flashes Shopping Guide</b>	Gary Hawken	1772-287-0650	Regular
742 Colorado Ave.	Stuart, FL 34994		
<b>Florida Pennysaver</b>	Joyce Sullivan	1561-820-3188	Regular
2751 South Dixie Hwy.	WEST PALM BEACH, FL 33405		

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Member			Type
<b>Forum Publishing Group</b> 1701 Green Road, Ste. B	Mickie Carusos Deerfield Beach, FL 33064	1954-428-7355	Regular
<b>Franklin County ADvantage</b> 2144 Decherd Blvd.	Brenda Finchum DECHERD, TN 37324	1-931-967-9977	Regular
<b>Fredricksburg Area Tradewinds</b> P.O. Box 4022	Brent Brady FREDERICKSBURG, VA 22402	540-368-9645	Regular
<b>G. &amp; V. Campbell, Inc.</b> 154 Whitney Street N.E.	Gene & Vicky Campbell Eatonton, GA 31024	706-484-1872	Associate
<b>GP Plastics Corporation</b> P.O. Box 560584	Sherry Brumley Dallas, TX 75356	800-327-9616	Associate
<b>Green Tab Publishing</b> P.O. Box 536	Bob Munn Moundsville, WV 26041	1304-845-4050	Regular
<b>High Mach</b> 105 West High St.	Phaedra Lancaster Manchester, TN 37355	1931-728-3273	Regular
<b>Intermountain Color</b> 1840 Range Street, P.O. Box 4299	Pat Nealy Boulder, CO 80301	800-678-9785	Associate
<b>International Poly Company</b> 609 E. Colonia Lane	Todd Wilson NOKOMIS, FL 34275	800.243.7659	Associate
<b>Kamen &amp; Company Group Services</b> 3009 Grand Blvd.	Kevin B.Kamen Baldwin, NY 11510	516-379-2797	Associate
<b>Kaspar Sho-Rack</b> PO Box 1127	Gary Finley Shiner, TX 77984	800-527-1134	Associate
<b>Kaspar Wire Works</b> 3605 Potomac Drive Ridge Court E	Gary Grosz Mobile, AL 36695	512-594-2911	Associate
<b>Kidsville News of the Triangle</b> P.O. Box 18108	Martha Tempest Raleigh, NC 27619	919-791-0510	Associate
<b>Lawrence County Advocate</b> P.O. Box 308	John Finney Lawrenceburg, TN 38464	1-931-762-1726	Regular
<b>Legal News</b> 700 First Avenue	Frank Lemaire SULPHUR, LA 70663	337-310-4600	Associate
<b>Macon County News &amp; Shopping Guide</b> 107 Highlands Road	Gary L. Gooder Franklin, NC 28734	828-369-6767	Regular
<b>Marathon Free Press</b> 6363 Overseas Hwy.	John Cooke, Jr. Marathon, FL 33050	1305-743-8766	Regular
<b>Media Consultants, Inc.</b> 6225 Mountain View Drive	Michael Lindsey Cheyenne, WY 82009-2698	307-772-0003	Associate
<b>Mediabids.com</b> 448 Main Street	June Peterson WINSTED, CT 06098	1860-379-9602	Associate
<b>Monroe County Shopper</b> P.O. Box 357	Bill Monaghan/Robert Boozer Amory, MS 38821-0357	1662-256-8424	Regular
<b>Mullet Wrapper</b> P.O. Box 34403	Fran Thompson Pensacola, FL 32507	1850-492-5221	Regular
<b>National Ad Placement Service</b> 1423 S. Glenburnie Road	Rick Davis New Bern, NC 28561	888-215-2790	Associate
<b>New Bern Shopper</b> P.O. Box 12367	Rick Davis New Bern, NC 28561	1252-633-1153	Regular

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Member			Type
<b>New Smyrna Pennysaver</b> P.O. Box 767	Doug Hodson New Smyrna Beach, FL 32170	1386-423-2300	Regular
<b>News Shopper, Inc.</b> P.O. Box 1111	William A. Godwin Woodstock, GA 30188	1770-926-4467	Regular
<b>Newspaper Printing Company</b> 5210 South Lois Ave.	Richard King/Steve Tolliver Tampa, FL 33611	813-839-0035	Associate
<b>Okeechobee Pennysaver</b> 106 SE 5th. Street	J.W. Owens Okeechobee, FL 34974	1863-763-7283	Regular
<b>Orlando Post/Smart Shopper</b> 672 N. Semoran Blvd. Suite 301	Bob Ericson Orlando, FL 32807	1407-275-9300	Regular
<b>Our City Weston</b> 2645 Executive Park Drive 101	Eric L. Robinson Weston, FL 33331	954-306-1007	Regular
<b>Panama City Pennysaver</b> P.O. Box 1448	John Ross LYNN HAVEN, FL 32444	1850-265-4325	Regular
<b>Panhandle Buyer's Guide</b> 415 Wilson St., Box 2118	Thomas J. Aird Martinsburg, WV 25401	304-267-9983	Regular
<b>Pasco Shopper</b> PO Box 187	J. W. Owens DADE CITY, FL 33526	1352-567-5639	Regular
<b>PDS, Inc.</b> P.O. Box 1256	Janelle Anderson FOND DU LAC, WI 54936-1256	800-236-0737	Associate
<b>Peddler ADvantage</b> 110 India Road	Gary Benton Paris, TN 38242	1731-644-9595	Regular
<b>Pennysaver - West Columbia</b> P.O. Box 3546	Mark Miller West Columbia, SC 29171	1803-796-8742	Regular
<b>Pickens County Shopper's Guide</b> 103 Broad Street	Bill & Billy McKinzey Aliceville, AL 35442	1800-367-7891/	Regular
<b>Piedmont Shopper, Inc.</b> 300 Ringgold, Industrial Parkway	Alan Lingerfelt Danville, VA 24540	1434-791-7334	Regular
<b>Pine Mountain Shopper</b> P.O. Box 368	Joe & Susan Harris Pineville, KY 40977	1606-337-7463	Regular
<b>Quik Quarter Classifieds</b> 201 N. College Road	Molly A. Richard Lafayette, LA 70506	1337-234-3463	Regular
<b>Rak Systems</b> 5500 Plantation Rd.	Richard A. Kitzmann Theodore, AL 36582	800-467-1725	Associate
<b>Rhinoceros Times</b> 107 E. Market St.	William Hammer Greensboro, NC 27401	1336-273-0885	Regular
<b>Rhinoceros Times</b> 225 West Morehead Street	William Hammer CHARLOTTE, NC 28203	1704-338-1028	Regular
<b>Richard Briggs &amp; Associates</b> 206 Turner St./PO Box 579	Richard Briggs Landrum, SC 29356-0579	864-457-3846	Associate
<b>Riverside Reader</b> PO Box 771	John Michael Lockhart Port Allen, LA 70767	225-336-0749	Regular
<b>Rutherford County Reader</b> PO Box 10976	Pete Doughtie Murfreesboro, TN 37129	1615-217-7414	Regular
<b>Savannah Pennysaver</b> P.O. Box 5100	Ron Rudolph Savannah, GA 31414	1912-238-2040	Regular

# Paid Membership

Member				Type
<b>Senior News</b>		Frank Hoffer	1304-489-1068	Regular
	P.O. Box 46	Mineral Wells, WV 26150		
<b>Shelby Shopper &amp; Info</b>		Greg Ledford	1704-484-1047	Regular
	PO Box 2424	Shelby, NC 28150		
<b>Shopper - Charleston</b>		R.P. Gemmett	1843-552-6826	Regular
	P.O. Box 40635	Charleston, SC 29423		
<b>Shopper's Guide</b>		Bill Ridings	1931-296-7705	Regular
	P.O. Box 626	Waverly, TN 37185		
<b>Shopping News &amp; Neighbor</b>		Bill Derby	423-979-1300	Regular
	P.O. Box 5006	Johnson City, TN 37602		
<b>Smoky Mountain Trader</b>		Jerry Baldwin	1423-587-1700	Regular
	6158 West Andrew Johnson Hwy.	Talbott, TN 37877		
<b>Southeast Sun</b>		Russell Quattlebaum	1334-393-2969	Regular
	P. O. Box 311546	ENTERPRISE, AL 36331		
<b>Southside Shopper</b>		Greg Byers	1919-772-9002	Regular
	P.O. Box 449	Garner, NC 27529		
<b>Spirit Newspapers</b>		Steve Hartley	912-748-3567	Regular
	P.O. Box 33	Pooler, GA 31322		
<b>St. Albans Monthly</b>		Bud Grace	304-722-2046	Regular
	Post Office Box 707	St. Albans, WV 25177		
<b>The Advertiser</b>		Rhonda Hillier	1850-785-7355	Regular
	2905 East Business Hwy. 98	Panama City, FL 32401		
<b>The Amazin' Shopper</b>		Tommy Hicks	1828-248-1408	Regular
	164 East Main Street	Forest City, NC 28043		
<b>The Bayou Journal</b>		Ella Metrejean	985-252-0501	Regular
	P.O. Box 695	PIERRE PART, LA 70339		
<b>The Bonus Shopper</b>		Tracy Mayo	1-912-384-2323	Regular
	P.O. Box 750	Douglas, GA 31534		
<b>The City Sun</b>		Judy Wehunt	1843-757-9507	Regular
	P.O. Box 2056	Bluffton, SC 29910		
<b>The CreekLine</b>		Rebecca Taus	904-886-4919	Regular
	P.O. Box 600465	Jacksonville, FL 32260		
<b>The Cumberland View</b>		Marilyn Campbell	1931-924-3040	Regular
	P.O. Box 679	MONTEAGLE, TN 37356		
<b>The Dollar \$aver Shopper</b>		Jeanne Berry	1606-451-1508	Regular
	PO Box 3255	West Somerset, KY 42564-3255		
<b>The Dothan Progress/Eagle</b>		Allen Davis	334-793-9586	Regular
	P.O. Box 1968,1927	Dothan, AL 36302		
<b>The Flyer</b>		Jim Kendall	1813-626-9430	Regular
	201 Kelsey Lane, P.O. Box 5059	Tampa, FL 33619		
<b>The Keenan Group, Inc.</b>		Bob Keenan	800-229-0922	Associate
	155 Keenan Court	Pleasant View, TN 37146		
<b>The News Herald/The News Beacon</b>		Jack Soodhalter	1615-889-1860	Regular
	P.O. Box 140628	Nashville, TN 37214		
<b>The News Journal</b>		Don Swartz	1-843-667-9656	Regular
	1460 West Evans Street	FLORENCE, SC 29501		

# Paid Membership

Member				Type
<b>The Peddler</b>	P.O. Box 701	Bob Wilborn & Timothy Sneed Cookeville, TN 38501	1931-526-5910	Regular
<b>The Reminder</b>	280 N. Main Street	Daniel Buendo EAST LONGMEADOW, MA 01028	1-413-525-6661	IRC
<b>The Underdawg</b>	PO Box 27	Bernice Hedrick Gray, GA 31032	478-986-4435	Regular
<b>The Weekly Want Ads</b>	6160 West Park Avenue	Debra Rushing HOUMA, LA 70364	1985-868-7515	Regular
<b>Thrifty Nickel</b>	5214 West Market Street	Dan Leasure GREENSBORO, NC 27419	336-297-4300	Regular
<b>Thrifty Nickel - Gainesville</b>	457 Dawsonville Highway	Chip Earles GAINESVILLE, GA 30501	770-533-9494	Regular
<b>Thrifty Nickel- Marietta</b>	1468 Roswell Road	Donna McCown Marietta, GA 30062	770-971-8333	Regular
<b>Thrifty Nickel of Alexandria</b>	P.O. Box 6033	Bill & Bobbie Clifton ALEXANDRIA, LA 71307	318-445-0163	Regular
<b>Thrifty Nickel of Birmingham</b>	619 Robert Jimison Rd., Suite 200	Rob Pucket Birmingham, AL 35209	1205-942-2555	Regular
<b>Thrifty Nickel Wants Ads</b>	PO Box 8437	Stan Robinson Hermitage, TN 37076-8437	615-872-9992	Regular
<b>Thrifty Nickel - Winston Salem</b>	3109 Peters Creek Parkway	Jim & Paula Noonan WINSTON SALEM, NC 27127	1336-773-1595	Regular
<b>Tidbits</b>	4629 Jefferson Davis Hwy.	Bill & Fay Daniel NORTH AUGUSTA, SC 29841	1803-593-8815	Regular
<b>Town Tooter</b>	P.O. Box 276	Jeff Mueller HENDERSONVILLE, NC 28793	1828-692-7550	Regular
<b>Tuscaloosa Shopper &amp; Reporter</b>	3309 66th. Ave.	Mike Woodard Northport, AL 35473	1205-333-7525	Regular
<b>Up &amp; Coming Weekly</b>	PO Box 53461	Bill Bowman FAYETTEVILLE, NC 28305	1910-484-6200	Regular
<b>Vanguard Marketing Group, Inc.</b>	P.O. Box 51	Joe Garran, President Northfield, OH 44067	1-440-843-2926	Associate
<b>Verified Audit of Circulation</b>	517 Jacoby Street, Suite A	William H. Jelinek San Rafael, CA 94901	415-457-3868	Associate
<b>Village Advocate</b>	222 West Northfield Blvd.	Pete & Carol Bennett Murfreesboro, TN 37129	931-815-3939	Regular
<b>W.B. Grimes &amp; Company</b>	24212 Muscari Court	Larry Grimes, President Gaithersburg, MD 20882	301-253-5016	Associate
<b>Want Ads of Columbus</b>	2908 Macon Road	Randy Eiland COLUMBUS, GA 31906	706-571-3463	Regular
<b>Waycross Shopper</b>	PO Box 1304	Al Joiner Waycross, GA 31502	1912-285-8539	Regular
<b>Web Press Corporation</b>	22023 68th Ave. So.	Grant Dickinson Kent, WA 98032	253-395-3343	Associate
<b>Wisconsin Free Community Papers</b>	101 South Main Street	Janelle Anderson FOND DU LAC, WI 54935	1-920-924-2651	IRC



# SOUTHEASTERN ADVERTISING PUBLISHERS ASSOCIATION MEMBERSHIP APPLICATION

Date: \_\_\_\_\_

Please Print (One application per paper)

Name of FREE publication: \_\_\_\_\_

Name of company if different than publication: \_\_\_\_\_

Mailing address: Street/P.O. Box \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: www. \_\_\_\_\_

Publisher or GM \_\_\_\_\_ Display Sales Manager \_\_\_\_\_

Classified Ad Manager \_\_\_\_\_ Production Manager \_\_\_\_\_

Circulation Manager \_\_\_\_\_ Accounting Manager \_\_\_\_\_

Month and year paper was established \_\_\_\_\_  
(six months of continuous publication required for membership)

Area Covered by Zip Code:

Zip Code	Town	Amount	Zip Code	Town	Amount
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Day of Delivery \_\_\_\_\_ ☐ Carrier ☐ USPS Mail ☐ Rack ☐ Other

Total Circulation \_\_\_\_\_ Circulation Audited? ☐ Yes ☐ No By Whom? \_\_\_\_\_

Display ad rate per column inch \_\_\_\_\_ Display ad deadline \_\_\_\_\_

Color Rate \_\_\_\_\_ Insert rate \_\_\_\_\_

Classified ad rate \_\_\_\_\_ Classified Deadline \_\_\_\_\_

Full Page Image Size: \_\_\_\_\_ inches wide x \_\_\_\_\_ inches high Application Continued On Back

SAPA P.O. Box 456, Columbia, TN 38402  
1-800-334-0649 • Fax 1-888-334-0649

## Please Select Your Participation Level as a SAPA Member

☐ **Active Member Participating in the Classified Ad Network**

I publish a FREE distribution weekly paper (not a TMC) in the Southeastern U.S. I agree to participate in the Classified Ad Network and publish (within publisher's guidelines) the classified ads faxed, e-mailed, or postal-mailed to me each week.

☐ **Active Member Participating in the Display Ad Network**

I will participate in the Display Ad Network where I can receive camera-ready advertisements to run in my publication at 75% of my open rate. I understand this is also an opportunity to offer regional buys to my customers and generate extra revenue. No selling obligation is required.

☐ **Active Member NOT Participating in Either Network**

I publish a FREE distribution weekly paper (not a TMC) in the Southeastern U.S. but I am not interested in either network, or I am not a weekly paper. I also choose not to participate in the Display Ad Network.

### Please mail the following required items for membership approval...

☐ Completed Membership Application

☐ \$75 Annual Dues (January 1 - December 31)

☐ Notarized Circulation Statement

☐ Circulation Coverage Map

☐ Advertising Rate Card

☐ Two current consecutive issues of your free publication

*I hereby apply for membership in the Southeastern Advertising Publishers Association. I swear we are a free distribution paper (not a TMC) striving for saturation coverage of our market, publishing on a regular basis. We have a printed rate card and do not practice double-billing. We will strive to follow the SAPA Code of Ethics as printed below.*

Signed: \_\_\_\_\_

## Code of Ethics

As a member of the Southeastern Advertising Publishers Association, members pledge themselves and/or their organization to:

- Observe the highest standards of honesty in all business transactions and avoid the use of any and all unfair business practices.
- Advertise and publish only such circulation and distribution figures as can be satisfactorily substantiated.
- Advertise and publish current advertising rates and furnish rate cards to any legitimate business firm upon request. I will quote no rate that cannot be earned by any or all advertisers and will not practice "double billing."
- Subscribe fully to the copyright principle and will respect the copyrights of others to the same extent which we expect others to respect our won copyrights.
- Not knowingly permit the use of any false titles, confusing technical data, descriptions, misleading or inaccurate terms or claims in any ad copy.
- Maintain a spirit of friendly cooperation and assistance towards our fellow craftspeople and hold out a helping hand wherever possible.
- Continually endeavor to raise and enhance the quality level of our profession and maintain a dignity of manner in our craft and the services connected with it, and in the appearance of our places of business and all other forms of public contact.
- Recognize and subscribe to the authority of the officers and directors of the Southeastern Advertising Publishers Association in all matters of interpretation of this Code of Ethics.



**6 Lines \$349 Each additional line is \$20**

Date to Run: Week of \_\_\_\_\_ (Papers have a 2 week window to run.)

*A space must be left between words!* 26 characters or spaces per line.

**SAPA P.O. Box 456 Columbia, TN 38402    800.334.0649    Fax 888.334.0649**

**S.A.P.A. Classified Ad Network Participants**

5/14/2004

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Publication	City	County	State	Circulation	Phone
Southeast Sun	ENTERPRISE	Coffee	AL	18500	1334-393-2969
Thrifty Nickel of Birmingham	Birmingham	Jefferson	AL	65000	1205-942-2555
Tuscaloosa Shopper & Reporter	Northport	Tuscaloosa	AL	16,000	1205-333-7525
<b>99,500</b>					
Advertiser of Polk County	Winter Haven	Polk	FL	33,497	1863-299-2201
Broward County Pennysaver	Plantation	Broward	FL	61,000	1954-792-3044
Buyer's Guide/Senior Times	GAINESVILLE	Alachua	FL	31000	1800-372-5468
Clay Today	Orange Park	Clay	FL	31150	904-264-3200
Community News	TAMPA	Hillsborough	FL	110,000	1813-909-2800
Daytona Pennysaver	Ormond Beach	Volusia	FL	76,000	1386-677-4262
Flagler Pennysaver	Bunell	Flagler	FL	24,000	1386-437-5971
Flashes Shopping Guide	Stuart	Martin	FL	60,000	1772-287-0650
Florida Pennysaver	WEST PALM BEACH	Palm Beach	FL	425,000	1561-820-3188
Forum Publishing Group	Deerfield Beach	Broward	FL	671,000	1954-428-7355
New Smyrna Pennysaver	New Smyrna Beach	Volusia	FL	29000	1386-423-2300
Okeechobee Pennysaver	Okeechobee	Okeechobee	FL	16,000	1863-763-7283
Panama City Pennysaver	LYNN HAVEN	Bay	FL	15,000	1850-265-4325
Pasco Shopper	DADE CITY	Pasco	FL	40000	1352-567-5639
The Advertiser	Panama City	Bay	FL	20,000	1850-785-7355
The Flyer	Tampa	Hillsborough	FL	844,658	1813-626-9430
<b>2,487,305</b>					
Albany Area Advertiser	Albany	Dougherty	GA	38,000	1229-888-7653
Americus Shopper	AMERICUS	Sumter	GA	23,500	1229-924-9000
Busy Shopper/N. GA News	Fort Oglethorpe	Catoosa	GA	29000	1706-866-1020
Buyers Connection	Warner Robins	Houston	GA	33182	1478-329-0056
Covington & Conyers Shopper	Covington	Newton	GA	49,500	770-786-8562
East Cobber	Marietta	Cobb	GA	40,000	1770-612-1397
Savannah Pennysaver	Savannah	Chatham	GA	83,000	1912-238-2040
Spirit Newspapers	Pooler	Chatham	GA	8000	912-748-3567
The Underdawg	Gray	Jones	GA	10,000	478-986-4435
Thrifty Nickel - Gainesville	GAINESVILLE	Hall	GA	18000	770-533-9494
Thrifty Nickel- Marietta	Marietta	Cobb	GA	52500	770-971-8333
Tri-County Shopper	Hazlehurst	Jeff Davis	GA	17,200	912-375-5632
Waycross Shopper	Waycross	Ware	GA	23,494	1912-285-8539
<b>425,376</b>					
American Classifieds - Louisville	Louisville	Jefferson	KY	55000	1502-458-5582

Publication	City	County	State	Circulation	Phone
Lawsons Publications, Inc	BRODHEAD	Rockcastle	KY	8,000	606-758-0029
Pine Mountain Shopper	Pineville	Bell	KY	18500	1606-337-7463
<b>81,500</b>					
Bargains Plus	SLIDELL	Saint	LA	29,100	1985-649-9515
Common Cents Want Ads	BATON ROUGE	East Baton	LA	60,000	1225-272-6828
Consumer's Edge	Baton Rouge	East Baton	LA	35,000	1225-927-6242
Quik Quarter Classifieds	Lafayette	Lafayette	LA	60200	1337-234-3463
Riverside Reader	Port Allen	West Baton	LA	32000	225-336-0749
The Weekly Want Ads	HOUMA	Terrebonne	LA	27,000	1985-868-7515
Thrifty Nickel of Alexandria	ALEXANDRIA	Rapides	LA	33500	318-445-0163
<b>276,800</b>					
Ad-Pak	Wilmington	New Hanover	NC	47,469	1910-791-0688
New Bern Shopper	New Bern	Craven	NC	34,100	1252-633-1153
Rhinoceros Times	Greensboro	Guilford	NC	47,000	1336-273-0885
Rhinoceros Times	CHARLOTTE	Mecklenburg	NC	31000	1704-338-1028
Shelby Shopper & Info	Shelby	Cleveland	NC	26,000	1704-484-1047
Southside Shopper	Garner	Wake	NC	48000	1919-772-9002
The Amazin' Shopper	Forest City	Rutherford	NC	7000	1828-248-1408
Thrifty Nickel	GREENSBORO	Guilford	NC	29500	336-297-4300
Town Tooter	HENDERSONVILLE	Henderson	NC	18000	1828-692-7550
Up & Coming Weekly	FAYETTEVILLE	Cumberland	NC	15,000	1910-484-6200
<b>303,069</b>					
Alternative I & II	Spartanburg	Spartanburg	SC	21,000	1864-542-8015
Alternative News/Coast	Myrtle Beach	Horry	SC	25,000	1843-444-5556
News & Shopper	Conway	Horry	SC	24,500	843-248-6671
Pennysaver - West Columbia	West Columbia	Lexington	SC	102000	1803-796-8742
Tidbits	NORTH AUGUSTA	Aiken	SC	30,000	1803-593-8815
<b>202,500</b>					
Bargain Browser	White House	Robertson	TN	20000	1615-672-3555
Coffee County Shopper	Manchester	Coffee	TN	21500	1931-728-3273
East Memphis Shopper News & Guide	Memphis	Shelby	TN	202,000	1901-458-8030
East Shelby Review	Arlington	Shelby	TN	1950	1901-465-4042
Exchange	Fayetteville	Lincoln	TN	20,600	1931-433-9737
High Mach	Manchester	Coffee	TN	7,000	1931-728-3273
Peddler	Clarksville	Montgomery	TN	28,000	1931-552-1160
Peddler ADvantage	Paris	Henry	TN	20700	1731-644-9595

**S.A.P.A. Classified Ad Network Participants**

5/14/2004

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Publication	City	County	State	Circulation	Phone
Quality Shopper	CHATTANOOGA	Hamilton	TN	20,000	423-697-0044
Shopping News & Neighbor	Johnson City	Washington	TN	30212	423-979-1300
Smoky Mountain Trader	Talbott	Hamblen	TN	17900	1423-587-1700
The News Herald/The News Beacon	Nashville	Davidson	TN	31,537	1615-889-1860
The North Shelby Times	MEMPHIS	Shelby	TN	50,000	1901-358-8034
The Peddler	Cookeville	Putnam	TN	17,000	1931-526-5910
				<b>488,399</b>	
Piedmont Shopper, Inc.	Danville	Danville City	VA	17,000	1434-791-7334
				<b>17,000</b>	
Green Tab Publishing	Moundsville	Marshall	WV	50000	1304-845-4050
Panhandle Buyer's Guide	Martinsburg	Berkeley	WV	44,929	304-267-9983
				<b>94,929</b>	



**How  
Does  
Selling  
SAPA  
Classified  
Ads  
Benefit  
You &  
Your  
Paper  
in Dollars  
& Cents?**

As a participating member of the Southeastern Advertising Publishers Association, your customer can advertise to 4 million households in eleven southeastern states for only \$349.

**The good news - your paper keeps \$195!**

SAPA receives only \$154 for every ad you sell.

Selling One Ad A Month:

**Adds \$2,340 To Your Annual Bottom Line**

Selling One Ad A Week:

**Adds \$10,140 To Your Annual Bottom Line**

**Now, multiply these numbers by  
the number of sales people!!!**

Members of SAPA who participate in the classified ad network will receive these benefits:

**ADDITIONAL MEMBERSHIP BENEFITS**

- ★ **Free** on-site consultation services by publishing guru Douglas Fry. Simply call to set up an appointment.
- ★ **Circulation Audit by CVC** those members that participate in the classified ad network and submit weekly tearsheets of the ads are eligible to receive annual audits by industry leader CVC. The audit includes a readership study that will give your salespeople the ammunition they need to overcome any obstacle.
- ★ **By participating in S.A.P.A.'s display ad network**, you will receive display ads to run in your publication at 75% of your open rate. Opportunity to offer regional buys for your customers. NEW! Simplified process - S.A.P.A. headquarters generates your sales proposals for you!
- ★ **Spring and Fall Conferences** featuring the best speakers and seminar instruction at reduced hotel room rates and no registration fee, a \$50 per person value.

# SAPA

SOUTHEASTERN  
ADVERTISING  
PUBLISHERS  
ASSOCIATION

## **How Can Your Paper Promote The Classified Ad Network?**

- Regularly visit SAPA's website for needed forms, updated lists, and information about contest and conferences.
- Use the FREE brochures provided to your paper to explain the program to your customers. Note: Attach a sales representative business card in space provided in brochure.
- You may choose to run those display ads as filler ads when possible.
- Proudly utilize the SAPA logo indicating your membership in this progressive regional free paper association.
- Print the SAPA classified ads in your paper weekly. You'll gain extra member benefits by sending headquarters weekly tearsheets of those ads.
- Sell classified ads to run in the SAPA classified ad network.
- Be sure your entire staff is trained and has all the information available about the program. Disseminate all updated network info as mailed to you.
- Set up an incentive or commission program for your sales and classified staff.
- Designate a SAPA contact person.

VISIT US ON THE WEB!  
[www.sapatoday.com](http://www.sapatoday.com)

## Who Is A Good Prospect For SAPA Ads?

**RULE OF THUMB:** Any person or company looking to benefit from wide coverage at a small price and appreciates the benefits and convenience of making only one call, with one contact person, and paying with one check would be a perfect prospect for the SAPA classified ad network!

- HOTELS** All tourist areas can use SAPA ads successfully to promote room sales or special shows. Even non-tourist area hotels can benefit by running special events or promoting special events in their area.
- REAL ESTATE & VACATION PROPERTY** Whether it be a condo, time-share, resort, or vacation, mountain, beach, lake, or farmland property, real estate is a natural prospect.
- AUCTIONS** Estate auctions, bank auctions, repossession auctions. Auctioneers are often looking for collectors, antique dealers and real estate companies. A regional distribution is perfect for them.
- FAIRS  
FESTIVALS  
FLEA MARKETS** Events that are looking to attract a large market area. They usually have a special theme. Advertising with the greatest reach and most affordable price is a must for this group.
- CHAMBER OF COMMERCE** Advertising budgets may be small, but they are always looking to attract people from all over the region to their events, fairs and festivals.
- ANTIQUES  
COLLECTIBLES** Any collectibles!! Advertiser is usually targeting a limited audience and needs an expanded market area at a low cost. Antiques and collectibles have become a huge business.
- EMPLOYMENT** Be sure to follow the guidelines on this one. The ad must state a specific position and the information must be free. Possible prospects would be colleges, hospitals, real estate assessors and casino managers. Any position that requires specific training or experience. The audience is narrow so the market area must be large.
- MEDICAL AIDS** There are a vast amount of possible advertisers in the medical field. Ads offering supplies for diabetics, colostomy, urostomy, mastectomy, impotence, weight loss and the list goes on and on.
- FOR SALE** Everyone wants to sell something! Look for companies with shipping capabilities. Steel buildings, garages, tornado shelters, cable supplies, seasonal items, rare pets, pressure cleaners and pool supply ads do well.

## How To Sell SAPA Classified Ads....

### **1. WHAT IS THE S.A.P.A. CLASSIFIED AD NETWORK?**

Before you can sell a S.A.P.A. classified ad, you must know a little about our association. We are the free paper association for eleven southeastern states. These states consist of AL, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV. One of the benefits from your membership into SAPA is the ability to profit from our classified ad network. Our members sell SAPA classified ads and these ads are networked to all of our participating member papers in the eleven states by fax, e-mail or regular mail each week for publication. As a participating member in this network, the publisher has agreed to publish the SAPA classified ads on a weekly basis free of charge. The suggested selling price for a 30 word classified ad is \$349. Of that \$349, your paper keeps \$195 and you send SAPA \$154 to run in the network. You should familiarize yourself with the SAPA Classified Ad Network brochure that has been provided in this packet. The brochure provides important information that you may need to relay to your customer.

### **2. PREPARING TO MAKE THE SALE.**

Now that you have familiarized yourself with how the classified network works, you can begin to sell SAPA classified ads. Make sure that you have all of your information handy before placing the call. You will need a SAPA script, a current circulation list, the SAPA Classified Ad Network brochure and an ad insertion order form, all provided in this packet. Practice what you will say before you make your call using the SAPA script. You have familiarized yourself with the information provided so you will be able to answer questions quickly. Remember the fantastic deal that is being offered to your customer... one low price for tremendous coverage. In an effort to sell multiple insertions, you should mention that consistency is the key to any successful advertising campaign. SAPA occasionally offers promotions that may benefit you and your customer. These promotions are listed on the last page of SAPA classified ads that are sent out each week. If a copy of the ads is being sent to a different department and you do not see them, you should call the SAPA office to ask if there are any promotions being offered.

### **3. MAKING THE CALL.**

Make the call using the SAPA script and answer any questions your customer may have. Write or type the customers ad copy on the ad insertion order and how many times they wish to run the ad. Make sure you have all of the information you need such as how they will be paying you for the ad, customers name, address, phone # etc. Make sure you have given the customer your contact information.

### **4. AFTER THE CALL.**

Finish completing the ad insertion order. Double check the ad copy to make sure it is correct. Make a copy of the insertion order and turn into your accounting department to process payment to SAPA. \$154 should be sent to SAPA for every insertion (number of weeks to run). Payment must be received with the ad insertion order unless prior arrangements have been made. SAPA does not bill for classified ads. To expedite your ad insertion order, you may fax the order to SAPA's office at 888.334.0649 along with a copy of the check or money order. Your fax machine may give you a confirmation that SAPA received your ad. If not, you may call the office to confirm at 800-334-0649. Your deadline to send SAPA a classified ad order is Tuesday at 5:00 p.m. one week prior to run date. Run dates are always Monday dates.

**Need Assistance? Call us at 800-334-0649.**



## Frequently Asked Questions

**Q. WHAT IS THE VALUE OF THIS NETWORK?**

A. Place your ad in 84 papers and write only one check. Your investment comes to approximately \$4.15 per publication. Your ad gets saturation coverage in over 4 million homes in papers with at least a one week shelf life. Surveys prove weekly publications receive more reading time than other media.

**Q. CAN I PLACE MY AD FOR MORE THAN ONE INSERTION?**

A. Yes, consistency is the key to any successful ad campaign. This also saves you time and assures that your ad will continue to run without any further attention on your part.

**Q. WILL MY AD RUN IN EVERY PAPER?**

A. Due to the varied subject matter of ads, each publisher has the right to refuse any ad that does not meet their guidelines for publication. Variation of legal issues from state to state may also impact the decision not to run an ad. In general, our advertisers have been very satisfied with their results.

**Q. DO WE PROVIDE TEAR SHEETS?**

A. Because of the low cost of advertising offered to customers, it is not possible to provide tear sheets on a regular basis.

**Q. WHAT DAY WILL MY AD APPEAR?**

A. Publication days vary with each paper. The SAPA office sends ads to its publishers on Wednesday. Each publisher is allowed a two week window, meaning your ad would run sometime within two weeks. Most publishers print the ad in their next available issue.

**Q. WILL MY AD BE UNDER A SPECIFIC HEADING?**

A. Publications that provide headings usually include SAPA ads under headings that best fit the product or service being offered. The SAPA office will request any heading you choose to the publishers. However, we do not guarantee a specific heading.

**Q. CAN I GET CAPS or BOLD?**

A. The SAPA office will request these special additions to the publisher at no additional charge. However, SAPA does not guarantee these special additions. Because of the low cost, some papers are not able to offer these special additions.

**Q. HOW MANY WORDS CAN I HAVE IN MY AD?**

A. The cost for a 30 word ad is \$349. Additional words are charged at a rate of \$20 per 26 characters.

**Q. CAN YOU BILL ME?**

A. Customers pay the seller. Billing arrangements would be made between the seller and the customer. SAPA requires the seller to send payment with the ad order.

**Q. WILL MY AD APPEAR ON THE INTERNET?**

A. Your ad will be placed on the SAPA web site, [www.sapatoday.com](http://www.sapatoday.com). Some publications may also place your ad on their website.

**Other Questions?**  
**Call us at 800-334-0649.**

## **To solicit ads for Classified Network**

**Hello. I saw your ad in the classified section of USA Today (for example) and I wanted to let you know we can place that same classified ad (up to 30 words) for \$349 in our classified network. We are a member of an association called SAPA. Since all of our members publish classified ads each week- it only made sense to create a network among our members.**

**The cost is only \$349.**

**The combined circulation of all the participating papers is over 4 million. Your ad would be placed in 83 newspapers throughout 11 southeastern states. (AL, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)**

**There is only a 1-2 week lead-time, meaning, your ad would run 1-2 weeks after we receive your ad and payment.**

**Remember consistency is the key to any successful ad campaign.**

**Deadline for the following week is Mon. at 5:00 p.m. (Note: This deadline reflects your clients deadline to give you ad copy and payment. Your deadline to send SAPA the classified ad order is Tuesday at 5:00 p.m. 1 week prior to insertion.)**

**May I send you some free information regarding this fantastic network?**

**You would then send prospective customers a SAPA classified network brochure and a circulation list. Follow-up with each prospective client.**

Publication	City	State	Circulation	Rate	Phone
Southeast Sun	ENTERPRISE	AL	18500	\$36.20	1334-393-2969
Thrifty Nickel of Birmingham	Birmingham	AL	65000	\$110.00	1205-942-2555
Tuscaloosa Shopper & Reporter	Northport	AL	16,000	\$16.00	1205-333-7525
			<b>99,500</b>	<b>\$162.20</b>	
Advertiser of Polk County	Winter Haven	FL	33,497	\$27.00	1863-299-2201
Belleair Bee	Largo	FL	12500	\$64.00	1727-397-5563
Citizen-Journal	Largo	FL	20950	\$64.00	1727-397-5563
Citizen-Journal-Beacon-Leader-Bee	Largo	FL	94600	\$64.00	1727-397-5563
Community News	TAMPA	FL	110,000	\$20.00	1813-909-2800
Coral Springs Neighborhood News	Coral Springs	FL	20000	\$225.00	1954-752-9121
Flagler Pennysaver	Bunell	FL	24,000	\$31.00	1386-437-5971
Flashes Shopping Guide	Stuart	FL	60,000	\$72.00	1772-287-0650
Largo Leader	Largo	FL	18000	\$64.00	1727-397-5563
Marathon Free Press	Marathon	FL	10500	\$48.00	1305-743-8766
Mullet Wrapper	Pensacola	FL	11,000	\$36.00	1850-492-5221
New Smyrna Pennysaver	New Smyrna Beach	FL	29000	\$42.20	1386-423-2300
Okeechobee Pennysaver	Okeechobee	FL	16,000	\$46.00	1863-763-7283
Our City Weston	Weston	FL	20000	\$50.00	954-306-1007
Panama City Pennysaver	LYNN HAVEN	FL	15,000	\$28.00	1850-265-4325
Pasco Shopper	DADE CITY	FL	40000	\$300.00	1352-567-5639
Seminole & Beach Beacon	Largo	FL	34100	\$64.00	1727-397-5563
St. Augustine Catholic Magazine	Jacksonville	FL	38,000	\$65.00	904-262-3200 x188
The Advertiser	Panama City	FL	20,000	\$29.00	1850-785-7355
Treasure Island Today	Largo	FL	5500	\$64.00	1727-397-5563
			<b>632,647</b>	<b>\$1403.20</b>	
Albany Area Advertiser	Albany	GA	38,000	\$56.00	1229-888-7653
Americus Shopper	AMERICUS	GA	23,500	\$33.40	1229-924-9000
Busy Shopper/N. GA News Newspaper	Fort Oglethorpe	GA	29000	\$32.00	1706-866-1020
Buyers Connection	Warner Robins	GA	33182	\$36.00	1478-329-0056
East Cobber	Marietta	GA	40,000	\$35.00	1770-612-1397
Savannah Pennysaver	Savannah	GA	83,000	\$35.00	1912-238-2040
Spirit Newspapers	Pooler	GA	8000	\$30.00	912-748-3567
Thrifty Nickel - Gainesville	GAINESVILLE	GA	18000	\$24.00	770-533-9494
Thrifty Nickel- Marietta	Marietta	GA	52500	\$35.00	770-971-8333
Waycross Shopper	Waycross	GA	23,494	\$24.00	1912-285-8539
			<b>348,676</b>	<b>\$340.40</b>	

Publication	City	State	Circulation	Rate	Phone
American Classifieds - Louisville	Louisville	KY	55000	\$51.00	1502-458-5582
Country Peddler, Inc.	Bowling Green	KY	33,700	\$48.00	1270-842-1615
Lawsons Publications, Inc	BRODHEAD	KY	8,000	\$35.00	606-758-0029
Pine Mountain Shopper	Pineville	KY	18500	\$17.00	1606-337-7463
The Dollar \$aver Shopper	West Somerset	KY	20000	\$24.00	1606-451-1508
			<b>135,200</b>	<b>\$175.00</b>	
Bargains Plus	SLIDELL	LA	29,100	\$48.00	1985-649-9515
Common Cents Want Ads	BATON ROUGE	LA	60,000	\$55.00	1225-272-6828
Consumer's Edge	Baton Rouge	LA	35,000	\$35.00	1225-927-6242
Riverside Reader	Port Allen	LA	32000	\$189.00	225-336-0749
The Weekly Want Ads	HOUMA	LA	27,000	\$31.60	1985-868-7515
			<b>183,100</b>	<b>\$358.60</b>	
Ad-Pak	Wilmington	NC	47,469	\$68.00	1910-791-0688
Carolina Woman	Cary	NC	40,000	\$359.00	1919-852-5900
Fifty Plus	DURHAM	NC	97200	\$275.00	1919-493-5900
Macon County News & Shopping	Franklin	NC	10,500	\$45.00	828-369-6767
New Bern Shopper	New Bern	NC	34,100	\$18.20	1252-633-1153
Rhinoceros Times	Greensboro	NC	47,000	\$40.00	1336-273-0885
Rhinoceros Times	CHARLOTTE	NC	31000	\$40.00	1704-338-1028
Shelby Shopper & Info	Shelby	NC	26,000	\$30.00	1704-484-1047
Southside Shopper	Garner	NC	48000	\$42.00	1919-772-9002
The Amazin' Shopper	Forest City	NC	7000	\$18.00	1828-248-1408
Thrifty Nickel	GREENSBORO	NC	29500	\$55.00	336-297-4300
Thrifty Nickel - Winston Salem	WINSTON SALEM	NC	26,000	\$25.00	1336-773-1595
Town Tooter	HENDERSONVILLE	NC	18000	\$32.00	1828-692-7550
Up & Coming Weekly	FAYETTEVILLE	NC	15,000	\$92.00	1910-484-6200
			<b>476,769</b>	<b>\$1139.20</b>	
Alternative I & II	Spartanburg	SC	21,000	\$32.00	1864-542-8015
Alternative News/Coast	Myrtle Beach	SC	25,000	\$35.00	1843-444-5556
Pennysaver - West Columbia	West Columbia	SC	102000	\$100.00	1803-796-8742
Shopper - Charleston	Charleston	SC	20,000	\$34.00	1843-552-6826
Tidbits	NORTH AUGUSTA	SC	30,000	\$45.00	1803-593-8815
			<b>198,000</b>	<b>\$246.00</b>	
Coffee County Shopper	Manchester	TN	21500	\$34.00	1931-728-3273
East Memphis Shopper News & Guide	Memphis	TN	202,000	\$106.00	1901-458-8030
East Shelby Review	Arlington	TN	1950	\$48.00	1901-465-4042

Publication	City	State	Circulation	Rate	Phone
Exchange	Fayetteville	TN	20,600	\$40.60	1931-433-9737
High Mach	Manchester	TN	7,000	\$24.00	1931-728-3273
Peddler	Clarksville	TN	28,000	\$30.00	1931-552-1160
Peddler ADvantage	Paris	TN	20700	\$26.80	1731-644-9595
Shopping News & Neighbor	Johnson City	TN	30212	\$55.80	423-979-1300
Smoky Mountain Trader	Talbott	TN	17900	\$40.00	1423-587-1700
The News Herald/The News Beacon	Nashville	TN	31,537	\$52.00	1615-889-1860
The North Shelby Times	MEMPHIS	TN	50,000	\$28.80	1901-358-8034
The Peddler	Cookeville	TN	17,000	\$25.00	1931-526-5910
Village Advocate	Murfreesboro	TN	36,000	\$55.00	931-815-3939
			<b>484,399</b>	<b>\$566.00</b>	
Piedmont Shopper, Inc.	Danville	VA	17,000	\$36.00	1434-791-7334
			<b>17,000</b>	<b>\$36.00</b>	
Green Tab Publishing	Moundsville	WV	50000	\$74.34	1304-845-4050
Panhandle Buyer's Guide	Martinsburg	WV	44,929		304-267-9983
Senior News	Mineral Wells	WV	39,000	\$75.00	1304-489-1068
			<b>133,929</b>	<b>\$149.34</b>	



## **Display Ad Network Proposals**

### **NEW! Simplified Process!**

As a participating member in the display ad network of the Southeastern Advertising Publishers Association, your customer can advertise in up to 2.5 million households in ten southeastern states. Each participating member receives SAPA display ads to run at 75% of their open rate. You have the opportunity to sell display ads into the network by offering regional buys to your customers.

**Based on the information you give SAPA,  
we will generate a proposal ASAP!**

#### **Information SAPA will need to generate a proposal:**

1. What states/publications your client would like to run their ad? (Your client may pick and choose from the Display Ad Network circulation list)
2. What is the size of the ad?

**That's it! We will generate as many proposals as  
needed to fit your clients budget.**

**Call SAPA Headquarters 1-800-334-0649**

**Display  
Ad  
Network  
Insertion  
Order**

**NEW!  
Simplified  
Process!**

What SAPA will need to process the ad insertion order.

1. What states/publications your client would like to run their ad? (Your client may pick and choose from the Display ad network circulation list)
2. What is the size of the ad?
3. Camera ready copies of the ad. (We will need one camera ready ad for each publication that was selected)
4. Payment for the “amount to send SAPA”. (Located on the ad insertion order) Payment must be received by headquarters before ad will be processed.

That’s it! We will mail out your clients ad along with an insertion order to each publication and make the payments.

**Call SAPA Headquarters 1-800-334-0649**

# Insertion Order

SAPA 500

June 28, 2002

# SAPA

SOUTHEASTERN  
ADVERTISING  
PUBLISHERS  
ASSOCIATION

Up & Coming Weekly  
Bill Bowman  
PO Box 53461  
Fayetteville, NC 28305

910-484-6200

P.O. Box 456  
Columbia, TN 38402  
1-800-334-0649  
Fax 910-490-2258

---

Client: Lowes Home Improvement

Ad Caption: Home Improvement Warehouse

Ad Size: 2 Columns x 5 Inches at \$21.0000 per column inch

Insertions: 1 Run Date: June 20, 2004

Total Price: \$210.00 Please Send 2 Tearsheets to SAPA headquarters  
so your payment can be processed

Instructions: Wants on left hand page toward the back of the paper.....



# Insertion Order

SAPA 500

June 28, 2002

# SAPA

SOUTHEASTERN  
ADVERTISING  
PUBLISHERS  
ASSOCIATION

Up & Coming Weekly  
Bill Bowman  
PO Box 53461  
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Insertions: 1 Run Date: June 20, 2004

Total Price: \$210.00 Please Send 2 Tearsheets to SAPA headquarters  
so your payment can be processed

Instructions: Wants on left hand page toward the back of the paper.

.....  
.....  
.....  
.....  
.....  
.....

When you send tearsheets please attach SAPA 500 to your copies.

Upon receipt of tearsheets, payment will be sent to your publication within three (3) weeks. The ad must run during the week it is scheduled. If you have any questions please call 1-800-334-0649.

*Thank You For Your Participation.*

# Payment Copy

SAPA 500

June 28, 2002

**SAPA**  
SOUTHEASTERN  
ADVERTISING  
PUBLISHERS  
ASSOCIATION

Up & Coming Weekly  
Bill Bowman  
PO Box 53461  
Fayetteville, NC 28305

P.O. Box 456  
Columbia, TN 38402  
1-800-334-0649  
Fax 910-490-2258

910-484-6200

---

## Enclosed Is Payment For The Following Advertisement

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Client: Lowes Home Improvement

Ad Caption: Home Improvement Warehouse

Ad Size: 2 Columns x 5 Inches at \$21.00 per column inch

Insertions: 1 Run Date: June 20, 2004

Total Payment: \$210.00

Instructions: Wants on left hand page toward the back of the paper.

If you have any questions please call 1-800-334-0649.

*Thank You For Your Participation.*

# Proposal - Customer Copy

SAPA 500

Submitting Ad:	Exchange	Ad Cost:	\$1323.00
Contact Name:	Bill Thomas	Total Circulation:	228,085
Phone Number:	931-433-9737	Total Publications:	9
Fax Number:	931-433-0053		

Client:	Lowes Home Improvement		
Ad Width in Cols:	2	Ad Height in Inches:	5
Order Date:	6/28/2002	Run Date:	Jun 20, 2004
Insertions:	1	Tearsheets:	2
Instructions:	Wants on left hand page toward the back of the paper.	Ad Caption:	Home Improvement Warehouse

Publication		Circulation	Ad Price
Alternative News/Coast	Myrtle Beach SC	25,000	\$160.00
Citizen-Journal	Largo FL	20,950	\$195.00
Flagler Pennysaver	Bunell FL	22,000	\$80.00
East Cobber	Marietta GA	40,000	\$220.00
Seminole & Beach Beacon	Largo FL	34,100	\$195.00
The Weekly Want Ads	HOUMA LA	27,500	\$73.00
Waycross Shopper	Waycross GA	23,535	\$60.00
Up & Coming Weekly	Fayetteville NC	15,000	\$280.00
Tuscaloosa Shopper	Northport AL	20,000	\$60.00

*Thank You For Advertising With Members of the Southeastern Advertising Publishers Association*

# Tele - Sales Hot Tips

Help them get to the point and end the call

Many salespeople struggle with keeping people on the phone. But another situation we've all likely run into is getting long-winded types off the phone after the business portion of the call has ended. Or, prompting the rambler to quickly make his point. Here are a couple of ideas: To deal with the rambler - Although it's usually not a good idea to interrupt someone, in some cases you don't have a choice. Break in, and say, "So if I understand what you're saying..." Then paraphrase the gist of their meaning. Or, ask a question, "Bottom line, what is your suggestion?" Or, "What is your final conclusion?" To end the call; At a convenient break point, "It was really great talking to you again..." Or summarize the call and next action, "OK, before we end, let's just go through what we concluded and what the next steps will be..."

Send an agenda

Before a follow-up call to a customer or prospect, consider faxing or e-mailing a brief agenda of what you'll cover during the call. This shows you mean business, and prepares them for the contact.

Simple telephone time tips

Don't make a "to do" list at the beginning of the day. Make a "To Get Done" list. View your plans as something you'll accomplish, not as an activity you'll try to perform.

When you have backlog on your voice mail, write or type the messages, and delete them from your system. You won't waste time scrolling through them the next time you check your system.

When you leave a question on voice mail, be specific. This way they can reply with a complete, detailed answer.

Ditch low-potential prospects, or low-performing customers. Cut your losses. You need to make the tough choices about what your time is really worth. As I always say, move them forward or move them out.

Use "Power Blocking." Set aside blocks of 45-minute time blocks for activities, and do nothing but that during those times. For example, you might have two blocks of prospecting, and three blocks for follow up calls during the day. This helps you focus and avoid spraying your activity in all directions.

Take the "Why am I doing this?" test. When engaged in a questionable activity, like stuffing envelopes, or writing a proposal to a marginal prospect, ask why you're doing it. If you can't honestly say it's either making you or the company money (or saving money), don't do it, or delegate it.

Do you spend time preparing and sending tons of brochures, letters, catalogs, and e-mail? That stuff might compliment your selling efforts, but, bottom line, you won't sell unless you're talking to people. Drop all nonessential activities from your day, and spend more

# Can You Hold A Customer's Attention for **10 Seconds?**

## Customers Top 5 Frustrations

1. Salesperson is difficult to communicate with.
2. Salesperson's lack of knowledge about customer's company.
3. Salesperson is too aggressive.
4. Salesperson has a slow delivery.
5. Salesperson is over promising.

## Try This

1. 90% of all customers can't wait for you to stop talking so they can get in a word. The best way to communicate is to take turns.
2. Learn all you can about your customer's advertising needs. Tactfully mention how you have some ideas to benefit them.
3. Relay what your product can do for your customer without being too aggressive. If you have given them a good reason, they will decide they need it.
4. People are busy. Try to get to the bottom line as quickly as possible.
5. Don't make promises you can't keep. Be honest.
6. Practice saying your message on a tape recorder.
7. Articulate your words crisply and pronounce the ends of words and consonants.

# Federal and Postal Job Scams: Tip-offs to Rip-offs

You never have to pay for information about job vacancies or employment opportunities with the U.S. Government or U.S. Postal Service. But some fraudulent promoters are victimizing many Americans by selling information about federal job opportunities. These scam artists advertise in the classified sections of newspapers and offer -for a fee- to help job seekers find and apply for federal jobs. Some fraudulent companies even try to confuse consumers by using names that sound like those of federal agencies, like the “U.S. Agency for Career Advancement” or the “Postal Employment Service.”

Fraudsters may lie about the availability of federal job openings in your area. For example, the Postal Service has few vacancies for career positions, and for many of the entry-level jobs, you must take a written examination. Postal Service hiring takes place at the local level through 85 district offices. If someone tells you that postal jobs are available, check with the Postal Service to determine if hiring is taking place and if an exam is required for eligibility. Because of the high volume of applicants taking the tests, they usually are offered every few years in any particular district.

Federal agencies and the U.S. Postal Service never charge application fees or guarantee that an application will be hired. If positions require a competitive examination -and many do not- hiring agencies typically offer free sample questions to consumers who sign up for the exam.

It's deceptive for anyone to guarantee you a high score on the postal entrance examinations required for rural carrier associate, clerk, city carrier, mail handler, flat sorter machine operator, mail processor and markup clerk jobs. These exams test your general aptitude, something you can't necessarily increase by studying. Attending workshops, studying exam techniques and taking practice questions won't assure you of a top score on the exam -and even a top score doesn't guarantee that you'll be hired. You must meet other requirements, including passing a background check and a drug test. Some veterans receive hiring preferences.

The Federal Trade Commission and the U.S. Office of Personnel Management urge job seekers to avoid falling for these tip-offs to federal and postal job rip-offs:

\* Classified ads or verbal sales pitches that imply an affiliation with federal government, guarantee high test scores or jobs or state that “no experience is necessary.”

- \* Ads that offer information about “hidden” or unadvertised federal jobs.
  - \* Ads that refer to a toll-free phone number. Often, in these cases, an operator encourages you to buy a “valuable” booklet containing job listings, practice test questions and tips for entrance exams.
  - \* Toll-free numbers that direct you to other pay-per-call numbers for more information. Under federal law, any solicitations for pay-per-call numbers must contain full disclosures about cost. Also, the solicitation must make clear if there is an affiliation with the federal government. You must have a chance to hang up before you incur any charges.
- If you have concerns about a company’s advertisement for employment services, contact:
- \* Federal Trade Commission: 1-877-FTC-HELP (382-4357) or [www.ftc.gov](http://www.ftc.gov).
  - \* U.S. Postal Inspection Service: Your local offices listed in the blue (Government) pages of your telephone directory.
  - \* Your state attorney general or your local Better Business Bureau.

Federal job information is available through the U.S. Office of personal Management’s USAJOBS information system. Call

Nationwide	912-757-3000	Atlanta, GA	404-331-4315
Chicago, IL	312-353-6192	Dayton, OH	937-225-2720
Denver, CO	303-236-8570	Detroit, MI	313-226-6950
Honolulu, HI	808-541-2791	Huntsville, AL	256-837-0894
Kansas City, MO	816-426-5702	Minneapolis, MN	612-725-3430
Norfolk, VA	757-441-3355	Philadelphia, PA	215-861-3070
Raleigh, NC	919-790-2822	San Antonio, TX	210-805-2402
San Francisco, CA	415-744-5627	Seattle, WA	206-553-0888
Washington, DC	202-606-2700	TDD Services	912-744-2299

In addition, job information is available online at [www.usajobs.opm.gov](http://www.usajobs.opm.gov). Information on postal jobs is available at your local post office. In many areas, the Postal Service offers a job information hotline with current hiring announcements. Also, check the Postal Service website at [www.usps.gov](http://www.usps.gov).

For more information on avoiding fraudulent practices, visit the Federal Trade Commission’s website at [www.ftc.gov](http://www.ftc.gov).

# Government and Postal Jobs

## Public Service Message for the Classifieds

High-Paying Postal Jobs!  
No Experience Required!

Don't pay for information about jobs with the Postal Service or federal Government. Call the Federal Trade Commission toll-free, 1-877-FTC-HELP, or visit [www.ftc.gov](http://www.ftc.gov) to learn more. A public service message from [your newspaper or magazine] and the FTC. (41 words)

Government Wildlife Jobs!  
Great Pay and Benefits  
No Experience Necessary

The ticket to a dream job might really be a scam. To protect yourself, call the Federal Trade Commission toll-free, 1-877-FTC-HELP, or visit [www.ftc.gov](http://www.ftc.gov). A public service message from [your newspaper or magazine] and the FTC. (42 words)

Now Hiring!  
Federal and Postal Jobs!

Call the Federal Trade Commission toll-free at 1-877-FTC-HELP to find out how to avoid job placement scams. Or visit [www.ftc.gov](http://www.ftc.gov). A public service message from [your newspaper or magazine] and the FTC. (34 words)

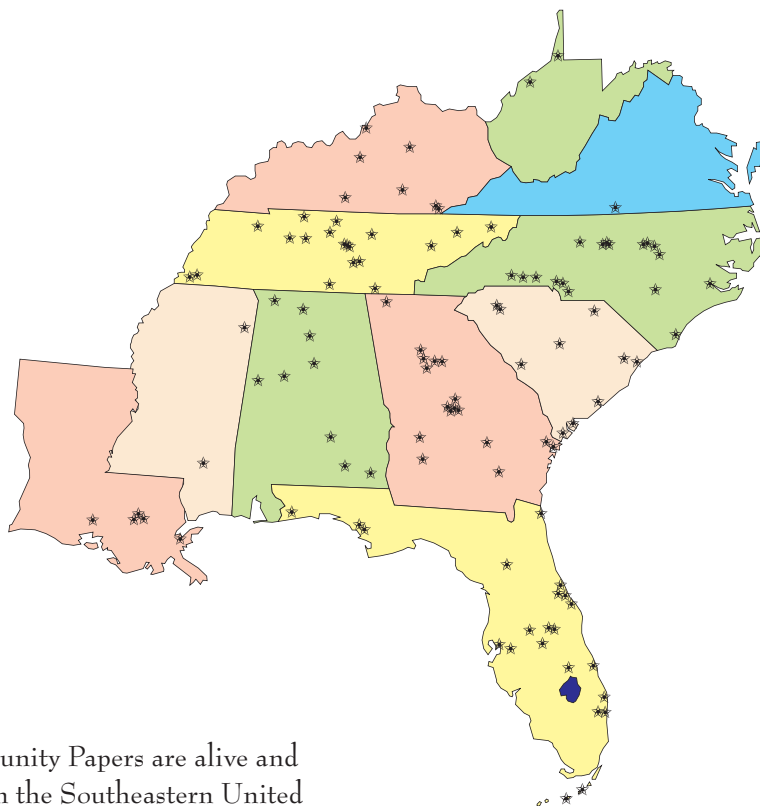


# Terminology

**It is important to familiarize yourself with some of the advertising jargon because clients that have been in the business for a long time will expect you to know it, and those just starting will be impressed by how knowledgeable you are.**

- 1. Lead-time: The time it takes the customer's ad to get in the newspaper.**
- 2. Two-week Window: The time period that it may take an ad to be placed in the newspapers.**
- 3. Tearsheets: An actual page out of the newspaper which shows the customer how their ad looked and to verify that it ran.**
- 4. Free Paper: There is no cost for receiving the paper. Generally, free circulated newspapers are published once a week. In some areas, these are the only newspapers.**
- 5. Deadlines: The day and time that the ad copy and payment must be received and processed in order for the ad to be placed.**
- 6. Circulation List: A list of all the papers in a specific zone where the client's ad will be placed. Circulation lists change often, but are not always updated in the media kit so there may be some discrepancies.**
- 7. Market: A region where your ad will be placed.**
- 8. Demographics: Characteristics of a population classified by age, sex, and income for sociological analysis.**
- 9. Positive Feedback: Agreeable response and good results.**

# Nobody Covers The Southeast Like We Do.



Free Community Papers are alive and doing well in the Southeastern United States. From the Atlantic Ocean to the Mississippi River, from the Gulf Coast to the Appalachian Mountains and everywhere in between, Free Papers cover all the important markets.


With publications in Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia you're sure to find a Free Paper in your market. If you can't, give us a call. We know the industry and people that make it great. We'll be glad to introduce you.

**SAPA**  
SOUTHEASTERN  
ADVERTISING  
PUBLISHERS  
ASSOCIATION

P.O. Box 456  
Columbia, TN 38402  
1.800.334.0649  
Fax 1.888.334.0649

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

Promote your publication and the free paper industry by  
running this filler ad in your publication.



**Catch  
the Spirit  
of  
Free Papers**

Your Free Paper is your local connection to area businesses, opportunities, local and regional advertisements, coupons, announcements, school events, and much more.

We're Working For You!

**SAPA**  
SOUTHEASTERN  
ADVERTISING  
PUBLISHERS  
ASSOCIATION

Insert your paper's  
name & phone here.

Promote your publication and the free paper industry by running this filler ad in your publication.

# What's the **BIG** idea?

PaperChain™ is a network of over 1,000 free community papers across North America which have linked together to bring you:

- Growing, Audited Circulation
- Over 40 Million Homes Each Week
- Loyal, Grassroots Readers
- New and Expanding Market Penetration

Through PaperChain, you can blanket the nation or target one specific zip code.



To find out more, call any of PaperChain's member associations, or visit our website at [www.PaperChain.com](http://www.PaperChain.com).

Free Community Papers of New York, Mary Gaughan **1-877-275-2726**

Midwest Free Community Papers, Wally Zurich **1-800-248-4061**

Wisconsin Free Community Papers, Janelle Anderson **1-800-727-8745**

Southeastern Advertising Publisher Association, Douglas Fry **1-800-334-0649**

Independent Free Papers of America, Joe Nicastro **1-800-737-9676**

Texas Community Newspapers, Corey Hewitt **1-800-324-4402**

Association of Free Community Papers, Craig McMullin **1-877-203-2327**

Mid-Atlantic Community Papers, Alyse Mitten **1-800-450-7227**

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# Code of Ethics

As a member of the Southeastern Advertising Publishers Association,  
members pledge themselves and/or their organization to:

- ❖ Observe the highest standards of honesty in all my business transactions and avoid the use of any and all unfair business practices.
- ❖ Advertise and publish only such circulation and distribution figures as can be satisfactorily substantiated.
- ❖ Advertise and publish current advertising rates and furnish rate cards to any legitimate business firm upon request. Quote no rate that cannot be earned by any or all advertisers and will not indulge in the practice known as 'double billing.'
- ❖ Subscribe fully to the copyright principle and will respect the copyrights of others to the same extent which we expect others to respect our own copyrights.
- ❖ Not knowingly permit the use of any false titles, confusing technical data, descriptions, misleading or inaccurate terms of claims in any ad copy.
- ❖ Maintain a spirit of friendly cooperation and assistance towards our fellow craftsmen and hold out a helping hand wherever possible.
- ❖ Continually endeavor to raise and enhance the quality level of our profession and maintain a dignity of manner in our craft and the services connected with it, and in the appearance of our places of business and all other forms of public contact.
- ❖ Recognize and subscribe to the authority of the officers and directors of the Southeastern Advertising Publishers Association in all matters of interpretation of this Code of Ethics.