



**2017**



**afcp**  
**membership**  
**information**



**BE A PART OF  
THE FREE PAPER  
INDUSTRY'S  
LARGEST  
ASSOCIATION  
AND REAP THE  
BENEFITS.**



# Welcome

The Association of Free Community Papers represents publishers of community papers from coast to coast, reaching millions of homes on a weekly, biweekly or monthly basis. These papers are united in providing the best advertising coverage to their clients and valuable advertising information to their strong and loyal readership base.

AFCP's members are owners, publishers, general managers and sales managers of free circulation community publications throughout North America. Our diverse membership ranges from small, independently owned publications with circulations less than 5,000 up to divisions of major communications companies publishing millions of copies every week. The common bond among AFCP's membership is that all publications are distributed free-of-charge to the readers in their designated circulation areas.

AFCP is a member-driven organization, led by elected and appointed board of directors who set the group's direction in carrying out that mission. Policies, activities and administration of the organization are directed by the board and a variety of committees focusing on specific areas of the industry and organization. Day-to-day operations are conducted by a professional staff headquartered in upstate New York. Membership in AFCP assures you the opportunity to network and learn from the best the free paper industry has to offer!

## A Note from the AFCP President

Hello and thanks for your interest in AFCP. This organization is focused on providing its members every opportunity to be successful in this rapidly changing media environment. We welcome your participation, ideas and suggestions to help build a stronger free community publication industry.

Kind Regards,



**Shane Goodman**  
AFCP President  
Big Green Umbrella Media, Inc.

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**Association of Free Community Papers**  
135 Old Cove Road - Suite 210, Liverpool, NY 13090  
Call (877) 203-2327 or visit [afcp.org](http://afcp.org)

*"The mission of AFCP is to help its members enhance their profitability and lead in strengthening the free publication industry."*



# Annual Conference

Over the last decade, this conference has transitioned from being a training gathering into “the” educational and social gathering of the year for AFCP Members.

This NANI supported conference is all inclusive featuring TLI’s professional training certification courses and upper echelon motivational and industry speakers, back-dropped against some of nation’s top resorts and vacation hot spots. Past locations have included San Francisco, Miami, New Orleans, Savannah, Tucson, Palm Springs and St. Pete Beach. Not only will you and your staff be given the royal VIP treatment, the networking and educational opportunities are unlike any other conference you may have attended and all for little or no costs to the participants. As a member of AFCP you owe it to yourself, your publication and your industry to join us at this very special event.



Networking Opportunities  
 Industry Specific Training  
 Free Exchange of Ideas  
 Extensive Trade Show

Access to Decision Makers  
 All Inclusive Events  
 Keynote Speakers  
 Track Industry Trends



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**Here are just a few of the attendee comments from recent conferences...**

**“This is a must attend conference! Not only do you have a chance to network in a comfortable atmosphere but the education is top notch and relevant.”**

**“You can generate great revenue making ideas to implement in your own paper from people who are currently proving they work. Everyone who attends has great ideas and they are willing to share!”**

**“The learning experience is really good but the conversations you have with other people in the business that are going through or have overcome the same business experiences and obstacles is really great.”**



**The Annual Conference is “the” educational and social gathering of the year for AFCP members.**



**The networking and educational opportunities are unlike any other conference you may have attended.**

# Free Paper Ink Magazine

Free Paper Ink, an AFCP publication, is the free paper industry's monthly magazine. Free Paper INK is distributed to all owners, publishers, general managers and free paper leaders free of charge. Current circulation of about 3,000 copies monthly, assures you that INK's news and advertising information is the most widely distributed in North America.

Free Paper INK is your key to keeping up on the latest news, developments and opportunities throughout this rapidly changing industry. A monthly source of answers to your questions or solutions to common issues makes this an invaluable resource for our members.

- **Industry Specific News** - Keep track of the people, organizations and publishing companies who are making the news across the country.
- **Current Events** - Stay informed on all the industry events to ensure you take advantage of every opportunity to participate in helping shape your future.
- **Association Business** - INK also serves as the AFCP member newsletter with updates on member benefits, conference plans and all official notifications.
- **Educational Articles** - Content centered on industry related topics covering graphics, software, technology and other areas that apply to operations efficiency and effectiveness.
- **Delivery Developments** - From the USPS to the auditing firms that document our delivery, INK is a consistent source of this essential and ever changing component of the publishing process.
- **FREE CLASSIFIEDS** - Publishing Members in good standing can run employment, equipment for sale, wanted or any other type of classified appropriate to the INK audience at no charge!

It's all about keeping you informed on all the critical information necessary to be successful in the free community publication industry.

## Contact

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Free Paper INK consistently ranks as one of the most valuable member benefits when we survey our members!

INK offers **proof.**  
INK's Readership Survey Results Show That:



97% are interested in legal issues.

**100%** are interested in product information

**EVERY MONTH** Free Paper INK is delivered to the publishers and managers who make buying decisions for their papers.

**67%**

of our INK readers said they share INK with other members of their company every month!

**87%**

read EVERY issue of Free Paper INK



92% are interested in price comparisons for major suppliers

# The Leadership Institute

The Leadership Institute (TLI) is a structured, comprehensive, cost effective sales and leadership training program designed specifically for AFCP members and the free paper industry. Experts from across the country have pooled their experience and resources to create a curriculum that comprises the best and most complete training available for free paper advertising sales personnel anywhere. As a member, you have free access to the entire body of training resources. TLI sessions are presented at AFCP Annual Conferences each year as well as at other state and regional association conferences and available through the Online Learning Center.

## Online Learning Center

The Leadership Institute currently offers the following classes through the Online Learning Center so that members can new hire training to their sales staff without costly training or travel expenses. These self directed programs can be completed online and during work hours or after hours, complete flexibility.

### Classes Currently Available:

- Opening a Sales Dialogue (TLI-104)
- Effective Questioning (TLI-106)
- Communicating Through Listening (TLI-105)
- Answering the Classic Sales Objections (TLI-103)
- Closing the Sale (TLI-101)
- Four Essentials of an Effective Advertising Campaign (TLI-108)

## TLI Certification

Professional certification demonstrates to the business community that you are a trained professional in advertising sales. This certification process provides the ability to utilize professional designations on your letterhead and business card.

### Associate Advertising Executive Requirements:

- 15 Unduplicated TLI Class Credits
- Passed the Comprehensive AAE Exam
- Completed at least two years on-the-job experience in the advertising industry



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To date, over 1,600 free paper professionals have attended classes at the national, state and regional conferences, earning over 10,260 class credits in 55 different course curriculums.



**"Without continual growth and progress, such words as improvement, achievement and success have no meaning."**

**-Benjamin Franklin**

# Awards Competition

Be the Best of the Best! Get your staff and publications the recognition they deserve. These annual awards provide an opportunity to showcase your graphic, writing, photography and design skills and creativity. The broad spectrum of categories provides for magazine, newspaper, special section, individual ads and websites to be judged for recognition as some of the **Best of the Best** the industry has to offer.

## Outstanding Achievement in Design, Advertising, Editorial and Publishing


### Be recognized as the Best of the Best!

Understanding all of the hard efforts that go into producing the highest quality publications, get your staff and publications the recognition they deserve. With more than 300 publications entering in more than 40 categories, the annual awards competition gives you the opportunity to gain national recognition. This competition is open only to AFCP members and awards the true innovators in our industry. These awards are presented annually at a ceremony at AFCP's spring conference.

## Innovative Idea Awards

### Be recognized as an innovator!

Each year members submit innovative ideas that they have utilized in their own business to be presented at the annual conference. This program offers cash prizes for all the finalists but even more importantly, an opportunity for fellow publishers to get insights into innovations for their own operations. Several state and regional associations offer their members an opportunity to compete on a more local level with winners advancing to the annual finals at conference. In this program - everybody wins!

 Download current entry materials and information at [afcp.org/member-benefits/awards-recognition](http://afcp.org/member-benefits/awards-recognition)

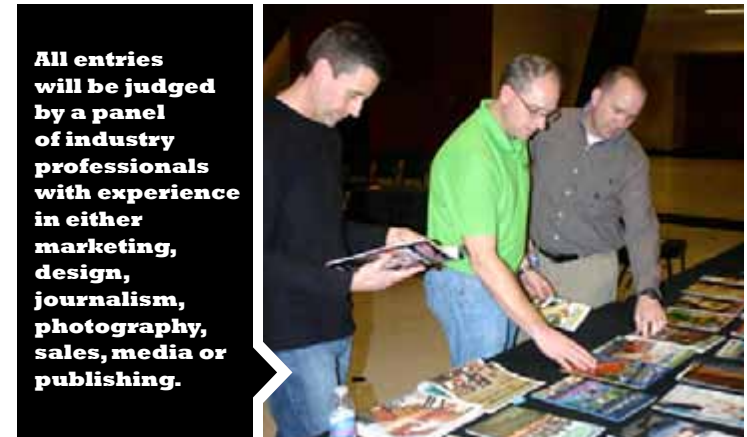


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**Reward your customers...  
Reward your staff...  
Reward yourself!  
Recognition is a powerful motivator and a lasting reward.**



**All entries will be judged by a panel of industry professionals with experience in either marketing, design, journalism, photography, sales, media or publishing.**

# Rising Stars Program

The AFCP Rising Stars program is designed to honor individuals under 35 who are emerging leaders in the free paper industry and 35 years old or younger. This annual program will recognize up to 8 individuals who represent the best of our up and coming industry professionals. These individuals exemplify good character, leadership, and professionalism not only at work, but in the communities they serve.

## Nominee Qualifications

These individuals should show the promise of and a commitment to impacting their publication and the industry in a positive manner through professional achievement. Nominees must also show they not only perform their jobs to a high standard, but they also have a commitment to furthering their knowledge and abilities. Nominees must actively work in the free paper industry for a member or associate member of AFCP and are required to have been employed for more than a year. Nominees must not be 36 prior to December 31 of the year they are nominated in.

## National Recognition

Rising Star award recipients will be recognized in INK magazine, the official publication of AFCP, as well as participate in an awards presentation program conducted during the annual AFCP Conference and Trade Show held each spring. Rising Star award winners receive free conference registration, meal plan, specialized training sessions, and a free round trip airfare as part of their award.

## Ongoing Opportunity

The AFCP Rising Stars program does not end with the recognition program. Rising Stars will be asked to assist the various initiatives of the association on an ongoing basis for up to two years. AFCP recognizes that we have much to learn from these talented young people and desires to use their skills to help us lead the free paper industry. In return for participation in regularly scheduled conference calls and for volunteering some time to assist with AFCP initiatives, AFCP will provide additional leadership development opportunities and the opportunity to attend future conferences for even more training.

Download the AFCP Rising Stars Nomination Form at [afcp.org/member-benefits/rising-stars-program](http://afcp.org/member-benefits/rising-stars-program)



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Amy Hansen, inducted 2014

**The AFCP Rising Star Program is designed to honor individuals younger than 35 who are emerging leaders in the free paper industry**

**Rising Stars get to participate in group panel discussions and compete in innovative idea competitions**



# National Advertising Network

National Advertising Network, Inc. (NANI) is the largest classified advertising network available in North America, offering national exposure to advertisers at affordable pricing. Active participation in the NANI Network provides for significant reductions in the cost of membership through reduced annual membership dues, conference attendance discounts, a quarterly rebate program and most importantly, the opportunity to sell network advertising at a significant profit.

- **Reduced Membership Dues** - NANI participants pay only \$275 per year annual dues as opposed to the normal \$1,000 per year for non-participants.
- **Conference Attendance Discounts** - Conference registration fees for NANI participating companies are waived and guest registration fees are significantly reduced in addition to traditional room rate buy-downs for NANI participants!
- **Participation Rebates** - NANI participating companies share in a rebate program that redistributes NANI revenues over and above our quarterly operating costs back among those participants who successfully pass their periodic advertising audit complete with certified circulation verification.
- **NANI Selling Opportunity** - NANI participants have the opportunity to sell ads into the NANI network at a sales margin set by the selling member. Suggested retail rates of \$895 for a national classified ad with a circulation exceeding 14 million!

Start selling today and add profits to your long list of AFCP Member Benefits!

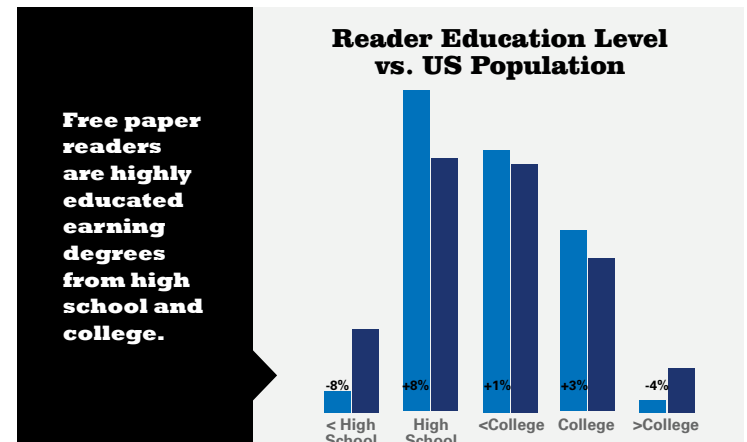
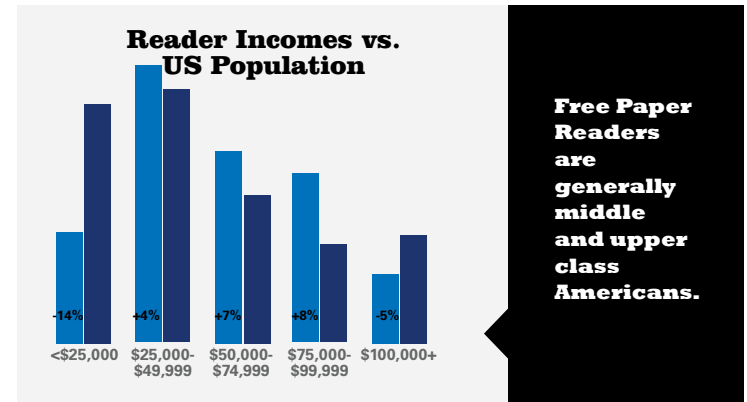
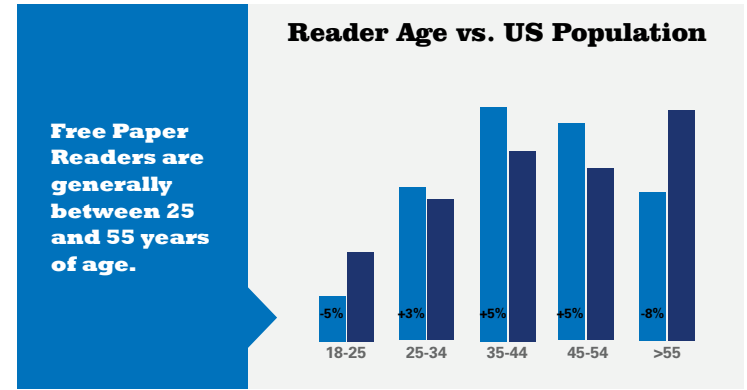


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## Who reads NANI?

■ NANI READERS  
■ US POPULATION





# Professional Connections

AFCP serves the free paper industry by acting as a facilitator to connect members seeking help. Whether it is advice, answers to questions or the wise counsel of people within the industry who have tackled similar issues in their own operations. There is no more efficient way to improve your business than by utilizing the resources available from fellow members. Many of the issues you deal with - legal, personnel, marketing or production are most often not unique to your operation but similar to those that face many free papers. Let us help connect you to experienced answers!

## PaperChain Affiliation

AFCP proudly partners with other state and regional free paper associations in sponsoring the efforts of PaperChain. PaperChain is the largest integrated organization of its kind, dedicated to connecting media buyers and our industry with reliable, factual information and proven results! By sponsoring such initiatives as getting member publications listed in SRDS, PaperChain has and will continue to successfully build the media buyer's awareness of free community publications and promote the value, efficiencies and dramatic market penetration they offer advertisers everywhere.

## Peer Group Affiliations

AFCP facilitates a variety of Peer Groups to help members network with fellow members who have similar operations. These connections can be valuable assets to members as they share ideas, procedures and problems in an effort to maximize opportunities and minimize the impact of those things that will go wrong from time to time.



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## Digital Toolbox

The AFCP Digital Toolbox helps members find the right product and service providers to meet the varying needs of their publications. This handy resource tool lets you locate an appropriate provider and see a brief description of their products and services. If the company looks like they will be able to meet your needs, you have the ability to click right to their website for additional information and direct contact.



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