



# Iowa Newspaper Association Bulletin

www.INAnews.com

## Across seven countries, the average price for paywalled news is about \$15.75/month

*More and more news organizations are implementing paywalls. A new report from the Reuters Institute for Journalism surveys the paywall landscape in 6 European countries and the U.S.*

**BY FELIX SIMON & LUCAS GRAVES**

REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM  
AT THE UNIVERSITY OF OXFORD

“Let’s enjoy it while it lasts” was a familiar reaction on social media when The New York Times announced last week that it would temporarily disable its paywall to mark World Press Freedom Day. The excitement of many users points toward a key development in online news of recent years: the rise of paywalls across online news sites, as publishers around the world try to find new, sustainable business models in order to make up for the revenue shortfall caused by a rapidly changing business environment.

Paywalls may seem to be everywhere these days, but how widespread are they in fact? This is the question Lucas Graves and I tried to address when we set out to survey the current pay model landscape across six European countries (Finland, France, Germany, Italy, Poland, and the United Kingdom) and the U.S.

When we first conducted a similar study in 2017, pay models had already spread across nearly two-thirds of newspaper sites in Europe. Two years have passed since then — eons in the rapidly evolving news environment — which is why we thought that it was time for a much-needed update. So what did we find?

### **PAY MODELS ARE ON THE RISE — BUT NOT AS QUICKLY AS ONE MIGHT THINK**

For our study, we collected data from four broad categories of, in total, 212 news outlets: daily newspapers (up-market, tabloid/mid-market, business, and regional), weekly newspapers and magazines, TV news (commercial and public service media), and digital-born news outlets.

### **A LOCAL LOOK...**

In March 2019 the Iowa Newspaper Association conducted a member survey to collect and compare data from member newspapers across the state of Iowa. Listed below are the results regarding paywall access from participating member newspapers.



**100% OF DAILY NEWSPAPERS WHO RESPONDED TO OUR SURVEY CHARGE FOR ONLINE ACCESS**  
*(8 RESPONDENTS)*



**56% OF WEEKLY NEWSPAPERS WHO RESPONDED TO OUR SURVEY CHARGE FOR ONLINE ACCESS**  
*(32 RESPONDENTS)*

We sorted pay models into three categories: hard paywalls, where no content is accessible for free at all; “freemium” models, made up of a mix of free and premium content; and metered paywalls, which allow access to a limited number of free articles each month.

Our data suggest that a growing number of news organizations across Europe and in the U.S. are challenging the assumption that people will not pay for digital news.

69 percent of the newspapers we surveyed now operate some kind of a pay model, a small increase from 64.5 percent in 2017. Hard paywalls — operated by outlets such as The Wall Street Journal and Financial Times — are extremely rare, with the landscape evenly divided between freemium models and metered paywalls (33 percent each). When it comes to weekly newspapers and news magazines, just over half (52 percent) operate a pay model, down 10 percentage points from 2017. Freemium models are the most widely used in this category, followed by metered paywalls and hard paywalls.

Where we saw little to no change was among

**PAYWALLS** - cont. on page 3

### **CALENDAR of EVENTS**

#### **WEBINARS**

Grant Writing and Partnerships  
Thursday, June 20

Conquer Your Inbox, Boost Your Sales!  
Thursday, July 25

#### **MEETINGS**

INA Government Relations Committee Meeting  
Friday, June 7

INA, INF & INA Services Co. Boards  
Friday, July 19

# meeting minutes

## Iowa Newspaper Foundation Contest Committee Meeting May 23, 2019

Chair Jim Johnson of the Kalona News called the meeting to order at 2:00 p.m. Those present were: Marcie Jensen, Carroll Daily Times Herald; Jake Kurtz, Des Moines Register; Beth Lutgen, Dyersville Commercial; Ana Olsthorn, Garner Leader; Mike Rolands, Indianola Record-Herald & Tribune; Matt Milner, Ottumwa Courier and Janine Kock, Westside Observer. Also present were Susan Patterson Plank and Cicely Gordon, INA, and Jana Shepherd, INF.

### Votes Taken:

- A. On a motion by Roland, seconded by Kock, the Committee recommended to the INF Board the following circulation classes for the 2020 Better Newspaper Contests.

	2020	2019
Daily Class I	Under 10,000	Under 10,000
Daily Class II	10,000 and greater	10,000 and greater
Weekly Class I	960 and under	1,001 and under
Weekly Class II	961-1,550	1,002-1,550
Weekly Class III	1,551 and above	1,551 and greater

- B. On a motion by Roland, seconded by Kock, the Committee recommended to the INF Board adding 'generated for publication between October 1, 2018 and September 30, 2019 for Editorial, Photography, Digital and Writing contests' to All material must have been published between October 1, 2018 and September 30, 2019 in the call for entries.
- C. On a motion by Olsthorn, seconded by Milner, the Committee recommended to the INF Board the addition of a continuing news coverage writing category. Newspapers will be allowed one entry in the category, with three to five examples of the continuing coverage.
- D. On a motion by Olsthorn, seconded by Roland, the Committee recommended to the INF Board that when a newspaper moves from a daily to a weekly or from a weekly to a daily during the contest year having published 26 weeks as a daily and 26 weeks as a weekly, it competes in the daily contest category for that year.

### Discussion Items:

- A. The Committee discussed eligibility of ads submitted from previous years publications. No change was made in the call for entries.
- B. Milner volunteered to draft the new continuing news coverage writing category description for the call for entries.
- C. The Committee requested staff select two of the three dates in editorial contests to be in the second half of the current contest year.
- D. The Committee discussed a member request to review the Genevieve Mauck Stoufer Outstanding Young Iowa Journalists Award and the Jay P. Wagner Prize. No changes were made.

The meeting was adjourned at 3:24 p.m.

Respectively submitted,  
Jana Shepherd

## KUDOS TO 2019 CONTEST PARTICIPANTS!

*From an Indiana Production Manager serving as INF Contest judge:*

**“Your newspapers really have a lot of great design work of which to be proud!  
This is the fourth press association I have judged, yours has been the best yet!**

**Thank you for the opportunity to judge your contest. It’s been an honor.”**

## CONTACT US



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**INA LEGAL HOTLINE**  
515-283-3100 (paid service)

broadcasters and digital-born news outlets. Just as in 2017, all broadcasters in our sample continue to offer free access to their digital news in 2019. This includes private sector broadcasters such as CNN or Fox News as well as public service media like the BBC in the U.K. or YLE in Finland. Similarly, almost all digital-born news outlets (94 percent) across our seven countries offer free access to their news, down a meager three percentage points from 2017.

Overall, things are looking up for those unwilling to pay for their daily dose of news. More than half of the news organizations — 53 percent of the 212 outlets we looked at — continue to offer free access to digital news. Still, it seems that the trend we first identified two years ago persists in 2019, with newspapers and news magazines across Europe and the U.S. gradually moving away from digital news offered for free and supported primarily by display advertising.

### PRICES AND COUNTRY DIFFERENCES

But how much exactly can we expect to pay for news online these days? We found an average price of €14.09 (USD \$15.79, at 0.89 euros to the dollar) across countries for the cheapest available monthly subscription (without discounts), roughly similar to 2017. Prices range from as little as €2 to €41.50 a month. For comparison, the average price for a Netflix subscription across countries is €7.77.

Perhaps unsurprisingly, we see strong differences across titles and countries. Looking specifically at newspapers and weeklies, Poland has the lowest average monthly price at €9.27. And while the U.K. boasts the lowest percentage of newspapers and weeklies with pay models (33 percent), consumers have to reach particularly deep into their pockets, with an average monthly price of €17.45 for a news subscription.

As one would expect for such different media markets, there are significant differences between countries, not only in terms of price but also in the adoption of pay models in general. For instance, many Finnish newspapers rely on hybrid paywall models (a

combination of a monthly pageview limit and some premium content), whereas the U.S. is dominated by metered paywall solutions.

The United States has also seen a sharper rise in paywalls than the EU. Some 48 percent of U.S. outlets in our sample have a paywall, compared to 38 percent in 2017, a 10 percentage point increase in just two years. This increase stems exclusively from newspapers, of which 76 percent have a pay model in place in 2019, up 16 percentage points from 2017. During the same period, the number of paywalls across the sample of media from EU countries covered in our study has stayed nearly flat, rising just one percentage point to 46 percent in 2019.

### CONCLUSION

In many ways, 2018 was a difficult year for legacy media companies, especially newspapers; print revenue continued to decline with digital unable to make up the difference. In this climate, we are seeing a strategic split: as many publishers (particularly in complex and fragmented markets) continue to offer online news for free, much of the industry is making a renewed push to implement pay models as well as membership and donation models.

Overall, paywalls are likely here to stay. The trend we identified two years ago persists in 2019, with newspapers and news magazines across Europe, and particularly the US, moving away from digital news offered for free. Nevertheless, fears about paywalls limiting the access to quality information — with all the concomitant implications for democracy — seem overblown for now. Hard paywalls are extremely rare, even among newspapers, and a majority of outlets overall (53 percent) remain free to access for users.

Visit <https://reutersinstitute.politics.ox.ac.uk/our-research/pay-models-online-news-us-and-europe-2019-update> to view the full report, including methodology and sample of outlets.

*Felix M. Simon is a research assistant at the Reuters Institute for the Study of Journalism at the University of Oxford. Lucas Graves is the Reuters Institute's acting director of research.*


# NEW INA MEMBER BENEFIT

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**Questions?** Contact [jshepherd@inanews.com](mailto:jshepherd@inanews.com)





Reports the monthly sales activity of Customized Newspaper Advertising.  
 Figures compare each month to the year before and 2019 sales with budgeted projections.

2019	2018	MAY SALES	Difference	% Increase
\$442,743	\$710,537		-\$267,794	-40%
2019	2018	Year-to-Date Sales	Difference	% Increase
\$2,517,198	\$3,400,991		-\$883,793	-26%
Actual	Budget	Actual-vs.-Budget	Difference	% of Budget
\$2,517,198	\$2,774,005		-\$256,807	-9%

**Sales Summary:** In May, CNA sold **\$181,444** in display advertising into Iowa newspapers.

# meeting minutes

## Iowa Newspaper Foundation Board of Directors | Executive Committee May 24, 2019 Minutes

The INF Board of Directors Executive Committee electronically with the following members participating: Mary Unga-Sogaard, Dyersville Commercial; Alan Mores, Harlan Newspapers; Mark Rhoades, Missouri Valley Times- News; and Mark Spensley, Monticello Express. Also present was Susan Patterson Plank, INA.

### Votes Taken:

- A. On a motion by Mores, seconded by Spensley, the Executive Committee appointed Dave Paxton, Albia Union-Republican to the INF Executive Committee as Secretary-Treasurer.

Respectively submitted,  
 Susan Patterson Plank

## INF offers free content from Iowa Department of Cultural Affairs



Visit <https://inanews.com/foundation/giving/iowa-department-of-> to download this month's series and to view the archive of articles from previous months.

New articles available today! The June series of articles are available today for download from the INA website, and cover the follow topics:

- **Drive-in movies** - At Iowa's four drive-in theaters, a new generation is discovering the joy of seeing movies under the stars.
- **Foul fundraiser** - Iowans have cooked up a lot of bird-brained fundraisers over the years, but a rooster that toured the state to raise more than \$40,000 for the Red Cross wins the prize. The bird, named Jack Pershing, is on temporary (taxidermy) display in Casey for the town's sesquicentennial.

During World War I, Private C.W. Gill of Exira, Iowa, carried this postcard of auctioneer D. R. Jones with the rooster Jack Pershing. Gill gave it to Jones after the war and asked that he donate it to the State of Iowa. **(Photo courtesy of State Historical Society of Iowa)**

Find this photo and other content sponsored by the Iowa Department of Cultural Affairs by visiting <https://inanews.com/foundation/giving/iowa-department-of->





# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**ACCOUNT EXECUTIVE.** The Newton Daily News located in Newton, IA has a sales opening in the Advertising Department. This is an exciting opportunity for those that like to get out and meet people! About This Opportunity: This position is responsible for selling advertising in a variety of print and online products, including but not limited to newspapers, magazines, websites and much more in an established territory. Some sales experience is desired, but we look for a person with personality, drive, and ambition more than just past sales experience. We are always willing to train a person with a great attitude and shows the desire to grow and learn. If you are looking for a career change or new to the workforce and want to join an established but growing company, then we'd like to meet you! The successful candidate must have and maintain a valid drivers license, dependable transportation, and proof of insurance. This position is Monday - Friday and offers base pay along with a generous commission program, making this an excellent opportunity! 0626

**ADMINISTRATIVE ASSISTANT.** The Grundy Register, a newspaper that reaches over 2,000 homes on a weekly basis is seeking a full-time administrative assistant for immediate hire. The successful candidate will possess customer service skills, be able to work from 8:00 a.m. to 5:00 p.m. Monday through Friday and be proficient in MS Word and Excel. The successful applicant will also handle customer billing and classified line advertising submissions among other office tasks. Competitive benefits include health, dental and vision insurance, paid time off and 401K with match. Mid-America Publishing and Printing, the Register's parent company, is an Iowa based family owned business employing over 110 Iowans across the state. Applications may be picked up at the Grundy Register at 601 G Avenue, Grundy Center, IA, 50638, or by calling Rob Maharry Publisher, at (319) 824-6958. 0626

**COMMUNITY JOURNALIST.** The Newton Daily News is seeking a community journalist to join its award-winning news staff. This reporter will be responsible for coverage of public safety in Newton and the surrounding area, including the Newton Police Department, Jasper County Sheriff's office and Iowa Department of Corrections. We're looking for a creative writer, comfortable covering crime and courts as well breaking down wider trends in criminal justice impacting Newton. This reporter will split their time between the daily paper and our two weekly newspapers - The Jasper County Tribune and PCM Explorer - and will have the opportunity for general assignment reporting as needed. About This Opportunity: This position is ideal for an entry-level reporter wanting to cover a growing market not far from the Des Moines metro area and is passionate about community journalism. Must be disciplined with meeting short and long-term deadlines, proficient in AP Style, able to shoot their own photos and video. Experience with Adobe InDesign and Photoshop is a plus. The position requires occasional night and weekend assignments. The preferred candidate will have a bachelor's degree in journalism or related field and at least 1 year of deadline-driven reporting experience in a daily newsroom. Must possess and maintain a valid drivers license, dependable transportation and proof of insurance. 0626

**MARKETING REPRESENTATIVE.** Mid-America Publishing, publisher of the News-Review, Keota Eagle, New Sharon

Sun and 21 other weekly newspapers in Iowa is now hiring a marketing representative to sell advertising solutions and custom print products in Keokuk County and Mahaska County. We are looking for a dynamic personality with the drive to succeed, the attitude to win and the skill set to be a team player. Organizational skills are a must, sales knowledge is teachable, must be able to travel within your sales territory.

The ideal candidate will be personable, able to communicate effectively both in person and by phone and have above average presentation skills. Responsibilities will include developing ad campaigns and promotional materials to service existing clients, prospecting for new clients in person and by phone, maintaining client and prospect databases and promoting sales of the company's custom print products. Prior sales experience a plus but will train motivated candidate.

Driver license and own vehicle required. Competitive benefits include health, dental and vision insurance, paid time off; vacation accrual; 401K w/ match. Complete orientation and ongoing one on one training plus group coaching and large library of self-study webinars through the Iowa Newspaper Association. Compensation based on an hourly wage plus commission. How to apply: Please submit a resume to pam@midamericapub.com or call Pam at 641-456-2585 ext. 119 for more details today! 0703

**NEWS REPORTER.** Plymouth County's official newspaper, The Le Mars Daily Sentinel, is in search of a news reporter to join our news team. We're looking for a motivated writer who can generate story ideas, turn in accurate and well-organized stories, and work well with our newsroom staff. Responsibilities include: covering everything from hard news, business and government, to personality features. The ideal candidate should be comfortable with digital photography. Page design abilities and experience with InDesign and Photoshop are a must. The Daily Sentinel offers a competitive salary and solid benefits package. Please forward resumé, cover letter and clips to Kim Fickett, Editor at santeditor@gmail.com or mail to Editor, Le Mars Daily Sentinel, 41 First Ave. N.E., Le Mars, Iowa 51031. No phone calls please. 0821

**SALESPERSON.** Are you ready to take your skills to the next level? Are you looking for a challenging new career where your earning power is limited only by your desire for personal success? Do you enjoy talking to people and helping them become the best that they can be? Then, this job is for you. No sales experience? No problem. We will train the right candidate on how to become a part of our winning team! Our community newspapers, related websites and special section products are part of Enterprise Media in New Hampton Iowa. We are an equal opportunity employer that offers health, vision and dental insurance along with an optional 401K plan. Let us help you grow while building value to the place you already call home! 0731

## ▼ FOR SALE

**Considering a sale of your newspaper but not sure where to start?** Iowa's newest media broker, Scenic Trail Media Brokers, LLC, is here to help you. Scenic Trail Media Brokers will work with you in every step of the process to properly market your newspaper to help you attract the right buyer for your property. We'll work with you until the final closing to make sure you get top dollar. Call Ryan Harvey today at

MEMBER EXCHANGE - cont. on page 6



And  
Finally

Help wanted: Telepath. You know where to apply.



# Iowa Newspaper Association Bulletin

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## IN THIS ISSUE...

- Grant Writing and Partnerships
- Conquer Your Inbox, Boost Your Sales!

### MEMBER EXCHANGE - cont. from page 5

515-689-1151 or reach him by email at scenictrailmediabrokers@gmail.com for more information.

**Iowa weekly newspaper for sale:** excellent community; city, school, county legals, gross around \$200K. 40 year owner seeking to slow down. Contact Northeast Iowa, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa 50309. Contact: Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

**Two weekly newspapers,** including one in county seat community. Progressive communities. City, county, school legals. Located in southwest Iowa. Contact: Weekly Newspapers, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

**Profitable group of three small weekly newspapers** for sale in South Dakota, two in Black Hills. If interested write to: S.D. Newspapers c/o Iowa Newspaper Association, 319 E. 5th St., Des Moines, IA 50309.

**Profitable weekly newspaper** for sale in Winfield, IA. Covers 4 communities/3 school districts. If interested contact: robin.therme@gmail.com.

**IN NEED OF NEW LISTINGS.** This could be the right time to sell! \*Appraisals-Consultations-Brokerage services\* Your full service broker, News Brokerage of Iowa, dtappnewsbrokerageofiowa@gmail.com, 319-350-2770.

**Two Weekly Newspapers:** Great opportunity for first-time owner or company seeking to expand to West Central Iowa. Can be purchased individually or as a pair. Great community support; city, county, school legals. Contact WCIA, Iowa Newspaper Association, 319 E. 5th St., Des Moines, Iowa.

**Just listed!** County seat weeklies with top line revenues at \$1.4M. Over \$200k in cash flow. This listing won't last long. Please call today--Edward Anderson, Broker--National Media Associates--417-338-6397 or email: brokered1@gmail.com

**Just listed:** Owner looking to retire making this highly profitable, privately held group of Iowa weekly newspapers available for the first time in decades. The group features a strong staff with a centralized graphics department. Perfect add-on for a current group, or great opportunity for a hands-on owner. All inquiries are strictly confidential. While a cash purchase is preferred, contract terms are available under the right circumstances. For more information contact: Ryan Harvey, Broker, Scenic Trail Media Brokers, LLC, at 515-689-1151 or by email at scenictrailmediabrokers@gmail.com

**Iowa publisher looking to own an Iowa newspaper.** Contact Dave Tapp of News Brokerage of Iowa, dtappnewsbrokerageofiowa@gmail.com, 319-350-2770.

*View and submit ads on the Internet at www.INAnews.com. Students and professionals may also submit their resumes for online viewing.*

*There is no charge for most of these ads. They are a free service to INA active (newspaper) members only. The name of the newspaper in the ad must be the same as published in the current INA Directory.*

*If you are trying to help an employee relocate, please send us the ad information on your letterhead, rather than having the employee write us. We will not run ads for persons living in a member's town without first clearing the ad with the publisher.*

*Please have copy to the INA office no later than noon on Monday. The INA will make the determination of whether an ad qualifies for free or paid publication. If payment for an ad is not enclosed with the ad, the INA will require payment in advance before the ad will be published.*

*Ads for products or services which could be marketed for a profit may be published for a fee of \$10 per insertion, paid in advance, with a 40-word maximum.*

*Recruitment (help wanted) ads for positions in states other than Iowa may be published for a fee of \$25 per insertion, with a 100-word maximum.*

*For more information, contact Cicely Gordon at cgordon@inaneews.com.*

## question of the week

### Can we use an illustration of the American flag in an ad?

The U.S. Code says the U.S. flag should "never be used for any advertising purposes in any manner whatsoever."

A New York Court of Appeals case said that this federal law is "not intended to prescribe behavior, but it is an extension of prevalent customs, and thus the provisions are not to be accorded the full weight of statutory prohibition."

So, you may run into trouble if you use a flag to sell merchandise or services. But if you are showing the flag as an illustration to sell a flag kit or flag poles, you're probably all right.

The NNA's handbook "Federal Laws Affecting Newspapers" has this to say on the subject: "While the language of a federal statute would indicate that the flag may not be used in any ads whatsoever, at least one court has held that the provisions are not to be accorded the full weight of a statutory prohibition."



An Iowa Newspaper Foundation webinar...

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# GRANT-WRITING & PARTNERSHIPS

Thursday, June 20  
1:00-2:00 p.m.

Registration Deadline: June 17  
Registration Fee: **FREE**

Presented by:



GateHouse Media™

In this webinar...

Wondering what you can do to receive newsroom grants or work with ProPublica and other nonprofits on projects? We have tips from people who've been successful and those who've worked on the receiving end of the process. Steve Dorsey, vice president of performance and partnerships for GateHouse Media, offers tips collected from Florida Times-Union Executive Editor Mary Kelli Palka, South Bend Tribune Executive Editor Alan Achkar and Charlie Ornstein, deputy managing editor, ProPublica.

**The presenter...**

**Steve Dorsey**



Steve Dorsey was the VP/innovation at the Austin American-Statesman where he worked on product development and project planning. Dorsey came from the Detroit Media Partnership where he was VP for R+D, after working in many roles in the Detroit Free Press newsroom, culminating as the deputy managing editor/presentation. He has held numerous positions within the Society for News Design. He was a Lifetime Achievement honoree, past president, co-chair for two annual workshops, competition judge numerous times, longtime board member, and editor of Design Journal. Dorsey was a newsroom leader at the Lexington Herald-Leader, named one of SND's World's Best-Designed in 1998. Before that, he worked at the York Daily Record and Syracuse Newspapers.

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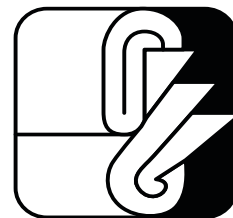
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## Webinar Registration

**YES!** Sign me up for the *Grant-Writing and Partnerships* webinar **Thursday, June 20**

**Registration fee: free to Iowa Newspaper Association members**

Find out more at [www.onlinemediacampus.com](http://www.onlinemediacampus.com) or contact Erica Wippering at 515-422-9052 or [ewippering@inanews.com](mailto:ewippering@inanews.com).

**Registration deadline: June 17**

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**SEND YOUR COMPLETED REGISTRATION FORM(S) AND FEE TO:**

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309,  
EMAIL to [ewippering@inanews.com](mailto:ewippering@inanews.com) or REGISTER ONLINE at [ONLINEMEDIACAMPUS.COM](http://ONLINEMEDIACAMPUS.COM)

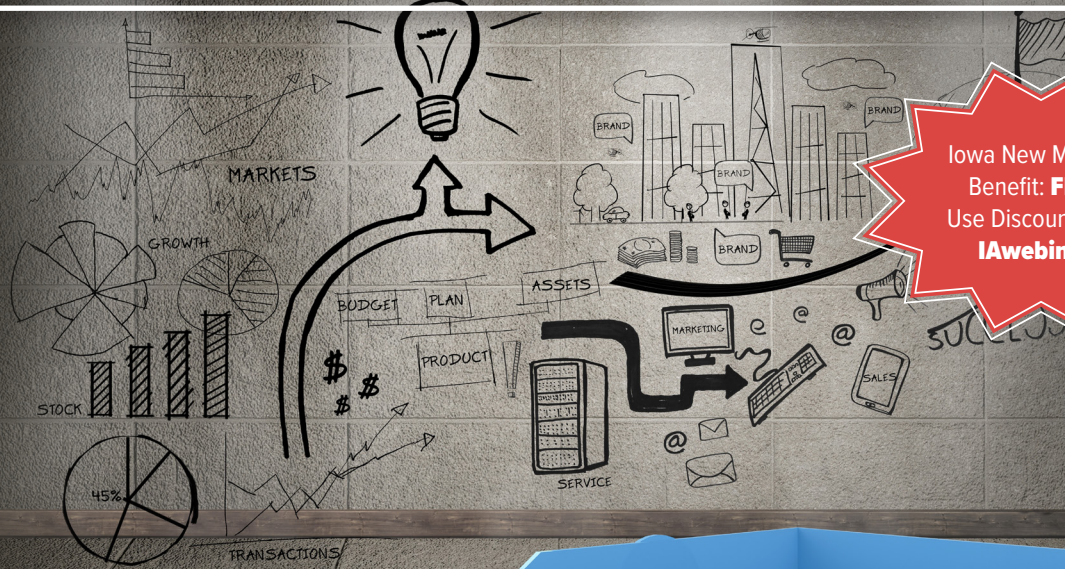
**RECEIPT OF REGISTRATION:**

You will receive log-in instructions 48-hours prior to the webinar you've registered for. If you have questions, please contact Erica Wippering at [ewippering@inanews.com](mailto:ewippering@inanews.com) or 515-422-9052.



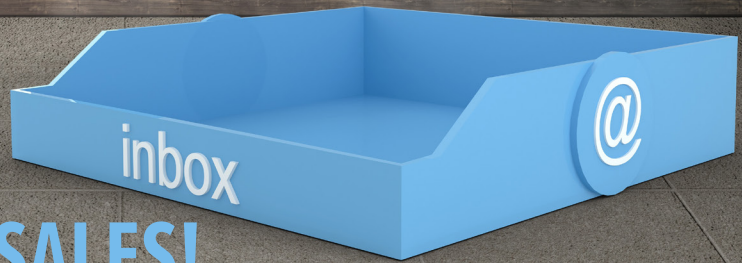


An Iowa Newspaper Foundation webinar...



Iowa New Member Benefit: **FREE!**  
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# CONQUER YOUR INBOX, BOOST YOUR SALES!



Thursday, July 25 1-2 p.m. CST & 2-3 p.m. EST

Registration fee: \$35 · Deadline: July 22

## IN THIS WEBINAR...

Did you know that 174 work hours per year are LOST by media sales reps that poorly manage their email inbox? It's true. 25-year media sales veteran Ryan Dohrn has interviewed over 500 high performing salespeople and he will share their best email management advice and techniques in this fun and fast-paced session. If you want to stop being a slave to your email, this is one workshop you will not want to miss! Learn tactical tips, see the email tricks pros use and dig deep on the latest in email management technology that will save you time, effort and energy.

*Group discounts are available. Visit our website for more information. Registrations submitted after the deadline will be subject to a \$10 late fee. Registrations are accepted up until the day of the webinar.*

## THE PRESENTER...

### Ryan Dohrn



Ryan Dohrn is the host of the #1 iTunes advertising sales podcast Ad Sales Nation and has trained over 6,000 media sales people in seven countries. His 25-year media career spans newspapers, consumer, B2B, traditional, and digital media brands from Disney to PennWell. He is also the founder of Brain Swell Media, an international sales motivational keynote speaker, an Emmy Award winner, best-selling book author, and he still sells media today.

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## Webinar Registration

YES! Sign me up for the *Conquer Your Inbox, Boost Your Sales!* webinar Thursday, July 25.

I am a Wisconsin journalism advisor or student, please waive my registration fee (*online registration not available*)

### Registration fee: \$35 per webinar; free to SNPA members

Discounts are available for groups of 10 or more from the same newspaper or company.

Find out more at [www.onlinemediacampus.com](http://www.onlinemediacampus.com) or contact Erica Wipperling at 515-422-9052 or [ewipperling@inaneews.com](mailto:ewipperling@inaneews.com).

### Registration deadline: July 22

(Registrations submitted after the deadline will incur a \$10 late fee. *No discounts apply after the registration deadline.*)

Name \_\_\_\_\_ Newspaper \_\_\_\_\_

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Credit card # _____ Exp. ____ / ____ <small>VISA/Mastercard only</small>
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Please send a separate registration form for each registrant. This form may be photocopied as many times as necessary.

#### SEND YOUR COMPLETED REGISTRATION FORM(S) AND FEE TO:

IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309, FAX to INF at 866-593-7406,  
EMAIL to [ewipperling@inaneews.com](mailto:ewipperling@inaneews.com) or REGISTER ONLINE at [ONLINEMEDIACAMPUS.COM](http://ONLINEMEDIACAMPUS.COM)

#### RECEIPT OF REGISTRATION:

You will receive log-in instructions 48-hours prior to the webinar you've registered for. If you have questions, please contact Erica Wipperling at [ewipperling@inaneews.com](mailto:ewipperling@inaneews.com) or 515-422-9052.

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