



# MEMBER BENEFITS

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[IFPA.com](http://IFPA.com)



## CIRCULATION AUDIT

– A community publisher’s most vital sales tool...CVC Research and customized training for YOUR publication to sell with it, are included in your IFPA membership. IFPA membership dues are a fraction of the check (between \$1400 and \$4400) you would have to write to purchase this valuable information on your own.

“ Our CVC audit gives us a wealth of ideas for house ads, hand-outs as well as the essence for small, large or larger sales presentations. ”

**Jane Means, General Manager**  
*Kapp Advertising Service Inc.*

## READERSHIP SURVEY

– An in-depth report about YOUR readers included with your CVC audit. Age, income, education AND what your readers plan to purchase in the next 12 months. These reports were designed by 15 of the top media buying organizations in the country to give your sales team the information media buyers, as well as local businesses, need to make decisions about YOUR market and YOUR publication(s).

## AFFORDABLE ANNUAL CONFERENCE

– Every September, you’ll be inspired with lots of valuable information as well as the chance to network with some of the brightest people in our industry. Each year the conference agenda is targeted to help solve industry problems and to prepare you for making money. You don’t want to miss that!

“ After 40 years of publishing, I can say without a doubt, IFPA Conferences and the attendees have been the number 1 ingredient in my success story. Year after year, we get renewed and rejuvenated AND come home with money making ideas! If you only do one thing for your business, I would heartily suggest the IFPA Conferences. ”

**Patty Axenroth, Owner**  
*Pennywise*

## PUBLISHER’S SUMMIT

– We gather about 25 member publishers sometime during the winter to a warm location. The perfect format to get the ideas flowing. Bring your concerns; bring your successes – we’re all there to help each other. Problem solved!

“ Although professional speakers at conferences are often entertaining and sometimes inspirational, I feel that we have more useful things to learn from people with a little dirt under their fingernails. ”

Our Publishers’ Summits provide the opportunity to do just that.

**Blain Fowler, Publisher**  
*Camrose Booster*



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## T.I.P. MAGAZINE

– Sharing of ideas and success stories. It's a problem-solving tool communicating monthly in The Independent Publisher (T.I.P). Also includes vendor information that can solve problems you have NOW!

## REBATE PROGRAM

– Twice a year you will receive compensation for running the network classified and display ads.

“ We greatly appreciate getting a rebate; it pays for some of our donated space in our newspaper. ”  
**Deborah Phillips, Co-Publisher**  
*The World*

## F.I.T.S. & F.I.T.S. BITS

– (Free Information & Training Sessions.) IFPA is continually adding videos to help fellow members with all aspects of the publication industry. Some of these videos are more structured and others are just plain fun.

## S.H.A.R.E. GROUPS

– (Share, Help, And Resource Exchange) Sharing of ideas and success stories. It's an optional problem-solving network communicating monthly.

“ The greatest part of being in a SHARE group is engaging my peers. Often, I have questions that nobody in my office can answer. But in my SHARE group, everyone either is or has experienced exactly what I'm dealing with. It's great to hear so many options and solutions that never occurred to me. ”  
**Eric McRoy, VP**  
*Advantage News*

## NETWORKING

– We have a terrific IFPA family ready and willing to listen, learn and help each other. It is wonderful to get to know many, many peers in the free independent publication industry.

“ IFPA, without a doubt, helped to shape the way I look at our industry. The friendships I have made are priceless. I have used ideas from IFPA to sell millions of dollars in advertising. ”  
**Doug Fabian, General Sales Manager**  
*The Valley Breeze*



## MEMBER BENEFITS

### PRESS PASS

– For a few bucks you get a national press pass. If you don't know how or why you'd want one, be sure to talk with Douglas Fry 931.922.4171.

### HOUSE ADS

– We have house ads to share with great ideas that you can use all or part of to promote your publication. Beware, some are clever and catchy – readers do notice them!

### PAPER CHAIN

– An IFPA board liaison keeps you informed of the bigger efforts of Paper Chain. We know how valuable free community papers are, and Paper Chain's focus is to expand that knowledge throughout North America.

### AD AWARDS

– Your company and staff deserve recognition for all the efforts it takes to produce great looking ads and publications. Ad entries for the categories are submitted electronically and are judged by industry professionals. The awards are presented annually at the conference.

“ I can say that we have undoubtedly made thousands and thousands of dollars from ideas I have picked up at the IFPA conferences and Publisher Summits! Plus, the ability to network and share ideas with peers from across the county has been invaluable. ”

**Dan Buendo, Publisher**  
*The Reminder*

### SALES TRAINING

– This newer member benefit of virtual training was launched with the course “Basic Ad Sales,” designed for newer salespeople. No longer a need to send reps to get top quality training; IFPA brings the experts to your computers!

### SRDS LISTING

– As IFPA's connection with Paper Chain, your publication is listed for FREE in the SRDS network. This helps media buyers find you and purchase from you. About a \$500 value.

### BOB WRIGHT SCHOLARSHIP

– Each year a special board awards up to five college students \$1,000 each. These are available to family members of your staff. What a great employee benefit that costs you nothing.



INDEPENDENT FREE PAPERS OF AMERICA

*IFPA.com*

# AWARD (*uh-wawrd*)

: to give by judicial decree or after careful consideration

Distinguished Service Award

Ben Hammack Memorial Award

Lifetime Membership Award

Joseph A. Sklenar Editorial Award