

## ***SNPA – not just for dailies any more!***

For more than 100 years, the Southern Newspaper Publishers Association has promoted the business interests of newspapers throughout the South.

But, SNPA isn't just for paid-circulation, daily newspapers. Non-daily and free-circulation dailies also can benefit from membership in SNPA.

You are invited to take a look at what SNPA has to offer and join in an exchange of ideas and information – in a climate of friendship and cooperation.

### **Why should your newspaper join SNPA?**

- Networking – through various conferences and service on committees, you will enlarge your professional network of knowledgeable industry executives.
- Conferences, Webinars and **FREE** Traveling Campus – Check out the training opportunities SNPA offers – listed below.
- SNPA eBulletin – Distributed electronically each week to an audience of nearly 5,000, the eBulletin features timely industry news, vendor highlights and an idea-exchange section where you will find weekly tips for growing revenue.
- SNPA Buyers Guide – SNPA's 24-hour online trade show highlights vendor products and services.
- SNPA Resource Guide – Offered online and in print, the membership directory contains contact information for key executives at newspapers and supplier companies.
- Job Listings – Let SNPA help you with your recruiting efforts. List your job openings on [snpa.org](http://snpa.org) at no cost.
- [www.snpa.org](http://www.snpa.org) – Find details about conferences, contests and surveys, plus links to member Web sites and more.

### **SNPA Networking Opportunities:**

SNPA conferences afford one-on-one contact with other newspaper executives at these annual meetings:

- Key Executives Conference – A three-day workshop geared toward publishers, advertising, marketing, circulation and new media executives.
- Audience Development Conference – Innovative audience development initiatives are targeted, together with how these approaches are being implemented at newspapers of all sizes.
- Workshop for Smaller Newspapers – This program looks at the special needs of community publications (under 30,000 circulation).
- SNPA Annual Convention – SNPA's largest conference brings publishers and vendors together to discuss trends, innovations, products and services – with an eye toward strengthening the franchise and building business relationships.

### **Other SNPA Benefits:**

- Webinars – Training delivered right to your desk! These low-cost programs require only an

Internet-connected computer, a telephone and 60 minutes of your time.

- Traveling Campus – Take advantage of NO-COST, high-quality training. Each Traveling Campus program is marketed to newspapers within 100 miles. Individual sessions last about three hours, limiting time out of the office and cutting travel expenses. Newspapers are invited to send as many staff members as they would like to these programs, free!
- Contests – In addition to offering staff recognition, SNPA contests provide your newspaper with outstanding examples of quality programs that your community can benefit from. Annual contests include: Better Newspaper Contest, Print Quality Contest and Evaluation, Carmage Walls Commentary Award and Photo of the Year Contest.
- Surveys – SNPA's Human Resources Committee sponsors various surveys every year, including studies in 2009 of mileage reimbursement allowances and industry salaries. Members of SNPA can participate in these surveys at no cost.

***To discuss membership in SNPA, contact Cindy Durham, Director of Member Services, at (404) 256-0444 or [cindy@snpa.org](mailto:cindy@snpa.org)***