



## ***Trade Show Exhibitors 2010***

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Here is a preview of companies that will be showcasing their products and services at the Trade Show. With the current changes to the newspaper industry, this year more than ever, we want to introduce you to the cutting edge products and technologies that will equip your newspaper with the tools needed to be more competitive and meet the challenges of this changing market.

Check out these companies ahead of time and meet with them in person at the Trade Show!

AdMall  
Creative Circle Media Consulting  
Henninger Consulting  
Mediaspan  
Merrimac Associates  
Metro Creative Graphics  
MultiAd  
National Newspapers Association  
New England New Media Association  
Prince Lobel Glovsky & Tye  
ProImage America  
Publishing Group of America  
RTTNews  
Trumbull Printing  
Wave2Media Media Solutions  
Zip2save.com

# AdMall

AdMall is Strategic Local Ad Sales... Simplified.

For media advertising sales professionals, AdMall is the leading advertising prospecting system with a proven track record of providing significant incremental revenue increases since 1995.

AdMall bridges the gap between what account executives know, and what they need to know to be confident, competent, and caring advertising consultants. AdMall features:

- Detailed business intelligence for over 400 local-direct advertiser types
- Online Advertising Intelligence Reports for more than 100 content types
- Online Extras – the latest e-commerce+digital advertising trends
- Nearly 2,000 Major Account Intelligence Reports
- New This Week pre-qualified sales opportunities
- Diagnosis Call sales call analysis
- AdMall Minute personalized e-mail updates every business day
- Auto Dealership Opportunities
- Local Lead Lists
- Consumer Spending Locators for over 550 merchandise lines
- Thousands of co-op policies and selling tips
- Digital Money Reports that target co-op programs pre-approved for online advertising

AdMall PRO is the next level of AdMall. Create a complete PowerPoint sales presentation in just 7 minutes- integrate AdMall local account research, consumer spending, media usage, ad materials, logos and your own supporting research for a powerful presentation.

Over 2,000 media properties nationwide arm their sales staffs with AdMall including television, cable, newspaper, online, direct response, out-of-home, radio, cinema and magazine. More information is available online at: [www.admall.com](http://www.admall.com).

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## Zip2save.com

Zip2save is the nation's new website for shopping and deals. Consumers can choose from a wide selection of national and regional discounts, coupons and digital ad messages, including inserts, catalogs and brochures. What sets this site apart from other competitive shopping sites, is the thousands of local offers, making zip2save a truly "local" shopping site. Zip2save is currently inviting media companies to sign on as a partner for local and regional sales. This turn key opportunity allows partners share in the success of a national shopping site and tap into a new and rapidly growing revenue stream, with no up front costs.

Zip2save.com  
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# MetroCreative Graphics

Metro is today's advertising, creative and editorial resource specifically designed to make publications money both in print and online. With an unparalleled dedication to providing the finest resources available for ready-to-use images, spec ads, stock-quality photos, logos/trademarks, auto manufacturer photos, ideas, marketing/sales materials, copyright-free editorial features, state-of-the-art themed MicroSites, and ground-breaking online ad development tools -- plus custom image, ad design and editorial services -- Metro remains unmatched in serving the creative needs of the publishing industry, now and for the future.

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## Creative Circle Media Consulting

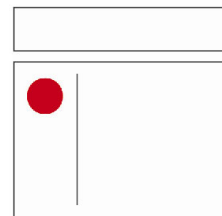
Creative Circle Media Consulting (CCMC) has worked with more than 350 media companies on three continents and has a 25-year record of satisfied customers. While most of our work has been in the United States, we've led training or consulting projects in 40 countries. Our international clients have included The Toronto Star, The Vancouver Sun, Stavanger Aftenpost (Norway), Politiken (Denmark), Jyllands-Posten (Denmark), El Correo (Spain), El Universal (Venezuela) and O Globo (Brazil). We provide a wide range of training, design and consulting services for newspapers, magazines, associations and web sites. In short, we know media outlets, their challenges and the potential solutions. We understand the media business and, more importantly, we understand the needs of readers and users.

We have led more 300 print redesigns, which have included training and consulting, for newspapers of all types and sizes, from weeklies like the 1,500-circulation Blue Stone Press in Ulster County, N.Y., and the Rhode Island Catholic to large dailies like The Times-Dispatch in Richmond, Jacksonville (Fla.) Times-Union, The Record in Hackensack and The Charlotte Observer. We have also created or redesigned nearly 100 web sites and dozens of niche publications.

Our consulting group consists of more than a dozen specialists who help us in a variety of ways. Everyone on our team has a grounding in the newsroom and most were reporters at some point, so they are very content and user focused. Bill Ostendorf, president of CCMC, has also been a top manager in several newsrooms of large and small papers.

While we have big media clients, we work primarily with independent and family owned publishing companies and we are dedicated to help all of them thrive. We bring tremendous industry experience and knowledge to the table that will help make your web site, publication, staff and advertising and editorial content more successful.

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**Creative Circle**  
MEDIA CONSULTING

# MediaSpan

MediaSpan Group, Inc. ([www.mediaspangroup.com](http://www.mediaspangroup.com)) powers digital content management, online marketing, advertising and business productivity solutions for the world's leading media companies including Sun Media, Advance Publications, MediaNews, Gannett and Radio One. With more than 4,000 local newspaper, radio, and television properties relying on its solutions, MediaSpan is the world's largest network of local media companies and media consumers.

Headquartered in Ann Arbor, MI, MediaSpan has development, support and sales offices worldwide including Melbourne, FL, New York City, London, UK and Irvine, CA.

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## Merrimac Software Associates


The company started in 1987, when the publisher of the weekly newspaper in the Brooklyn, NY neighborhood where Tom and Kate Vachon lived at the time asked Tom to help them rescue their mailing list from a dying computer. Personal computers were becoming affordable for small businesses, but there was little software available to help owners automate their operations in a way that was specific to their needs. After he successfully rescued the circulation data, the newspaper owners asked Tom to develop a comprehensive management system for their operation. Drawing on his program development experience as well as on accounting programs he had written for other clients, he developed the beginnings of the system that became the Merrimac Publishing Manager (MPM).

It soon became obvious that the time and investment required to develop a comprehensive, integrated management system could not be justified by a single custom installation. With the original clients' help and encouragement, Tom presented a prototype of the current Merrimac Publishing Manager at the New York Press Association's fifth annual convention in the spring of 1989. The reception by other publishers was enthusiastic. They were impressed by its scope, its focus on the needs of weekly newspapers, its ease of operation, and its reasonable projected cost.

Our first complete system was installed during the summer of 1989. Since then, the system has been fleshed out, modified and expanded to meet the needs of its users. The circulation system is updated regularly to conform to the latest postal regulations. In 1996, Merrimac Software Associates was incorporated.

Merrimac Software Associates Inc. has over 70 customers in 16 states.

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Merrimac Publishing Manager

# Henninger Consulting

Henninger Consulting has served hundreds of dailies, weeklies, business journals, church-affiliated newspapers and niche publications throughout the United States, Canada and Europe.

Founded in 1989 by independent design consultant Ed Henninger, our mission is to provide high-quality newspaper design services and consultation. Our special focus is on community newspapers: small dailies and weeklies.

What differentiates Henninger Consulting from other newspaper design consulting firms?  
We call it the PATH:

Planning: The cornerstone of sound design.

Approach: A search for the soul of your newspaper.

Training: To thoroughly prepare your staff.

Holistic thinking: Collegial, positive and proactive.

No other design consulting firm offers you the same strong commitment. To your success. With your staff. At your newspaper. For your readers. And your advertisers.

At Henninger Consulting, we don't redesign your newspaper for you. We teach you how to plan, create, develop and sustain a redesign. We help you to redesign your staff. We help you to redesign your thinking.

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Twitter: <http://twitter.com/edhenninger>



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## MultiAd

Looking to increase new revenue while decreasing costs? MultiAd can help you:

- Reach new advertisers and get daily leads for new business
- Make it easier to advertise with your publication
- Find thousands of manufacturer ad dollars
- Close more print and online sales
- Create Flash ads without software or training
- Increase efficiency and streamline operations

Stop by the MultiAd booth to get 5 free sales leads for your market.

MultiAd  
1720 W Detweiller Dr  
Peoria, IL 61615  
800.348.6485, ext. 5324  
[www.multiad.com](http://www.multiad.com)  
[sales\\_builder@multiad.com](mailto:sales_builder@multiad.com)



## ProImage America

ProImage America is a leading developer of innovative browser-based digital workflow management and production tracking solutions and is the industry leader dedicated to newspaper workflow systems. ProImage's NewsWay workflow solution uses a standard web browser to manage PDF/TIFF workflows including: automated imposition, job planning, output management, priority scheduling, production tracking, load balancing all resources and devices. NewsWay drives imagesetters and CTP equipment directly and provides additional modules used for graphical page tracking, edition planning, remote soft proofing, reporting, and Ink-key presetting. Our OnColor ECO Ink optimization is an independent software module that perform GCR operation to transform "CMY" components to "K", reducing ink consumption.

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**PROIMAGE**  
WWW.NEWSWAY.COM

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## Publishing Group of America

Publishing Group of America helps complement local news with special interest magazine content through their American Profile, Relish and Spry magazines. Created exclusively for newspapers, these magazines celebrate the many facets of people and communities across the country. American Profile celebrates the people, places and things that make America great; Relish celebrates America's love of food; and Spry celebrates what it means to live a healthy life.

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**PUBLISHING**  
**GROUP** | **OF AMERICA**

## RTTNews

RTTNews is a premier news provider with over a decade of experience in providing digital content to some of the biggest names in the world. Currently RTTNews provides real-time news and information to nearly 500 local media outlets. RTTNews Provides ready to publish content and also serves as a news source. RTTNews is uniquely positioned to help local publishers in many ways.

1. National News Coverage
2. Comprehensive coverage of Washington D.C.
3. Business, economic and complete financial market coverage
4. Multimedia content – audio, video, and photo essays
5. FREE Photos
6. FREE technology services
7. FREE Video publishing Tools

If you need a correspondent in DC to cover your local politicians and/or someone you can call on for expert commentary and analysis on policy matters that may impact your audience, RTTNews can provide you a cost effective solution. Take a moment to stop and speak to us. We are confident you will be pleasantly surprised how we can help you.

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## Trumbull Printing

Trumbull Printing is a proven leader in non-heatset web printing. A full-service commercial printer with complete prepress, binding, mailing, inserting & shipping capabilities. Specializing in newspapers, publications, shoppers, catalogs, magazines, directories, coupon books, college course catalogs, business & financial periodicals, free standing inserts, advertising supplements. Locations in Trumbull, CT and Bennington, VT. Contact us for a free quote

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Phone: 203-261-2548  
Fax: 203-452-3159  
www.trumbullprinting.com



## Wave2Media Media Solutions

Wave2 Media Solutions has developed a patent pending solution for the automation of the creative process that powers self-service advertising. The W2PP or Wave2 Publishing Platform allows non-skilled users to quickly and easily build all types of ads for both print and interactive media. Wave2 selected the Adobe InDesign Server platform as its principal rendering engine and has quickly become one of Adobe's leading development partners worldwide.

Where now, publishers and their advertising clients need expensive desktop software and highly trained operators to create traditional published product, they can now build and buy media using a simple web based user interface. The application of Wave2's solution greatly impacts the traditional advertising sales process enabling publishers to cut costs and transition their business to new ad products.

Wave2 solutions provide newspapers the ability to transition from a print only model to one that embraces a cross media strategy of selling print and interactive ad products through their websites. Interactive will continue to grow in importance but newspapers will continue publishing print products well into the future. Wave2 believes a balanced long range sales strategy should involve both media. Wave2 offers the only industry cross media solution for both print and interactive self-service today.

The Wave2 Publishing Platform incorporates a patent pending highly scalable and powerful rules engine, capable of automatically building all types of media products. These may range from simple printed display ads, to complex multi page inserts or animated interactive on-line advertising campaigns. The boundaries between print and interactive are evolving into a cross-media model and Wave2 is in the lead providing this solution. In Q1, 2010 we are adding integration with mobile messaging and are expanding the W2PP to handle video. By the middle of 2010 Wave2's AdPortal platform will enable a publisher to offer ad campaigns that include print, on-line, mobile messaging and video on-line ads.

Wave2 Media Solutions Ltd was founded in the United Kingdom in January 2004, and has established itself as the leader in self service advertising in the UK. Wave2 Media Solutions LLC was established in October of 2006. The Wave2 software is already in production at over 35 leading newspapers in the US and in May, 2009 Wave2 was selected by Gannett, Inc. as their enterprise wide self-service solution. The agreement calls for the roll out of iPublish Adportal, EasyBuild and Inventory at all Gannett newspapers and digital properties for 5 different applications. Today Wave2 is realizing the fastest adoption rate of any provider of self-service solutions in the US newspaper market and will surpass over 100 sites in the US before the end of 2010. In Europe we are already running at nearly 200 newspapers.

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## **New England New Media Association**

New England New Media Association's primary mission is to provide new media knowledge, expertise and guidance for New England newspapers and other associated media. Our aim is to help people on the front lines of new media in New England expand their skills and contacts. We do so through a wide range of programming, including a couple of 1-day conferences per year plus networking meetups scattered across the calendar and region.

Keep up with our activities at  
[www.nenma.org](http://www.nenma.org)  
or on Facebook, LinkedIn and Twitter.



## **Prince Lobel Glovsky & Tye LLP**

Prince Lobel Glovsky & Tye LLP has a wealth of experience and expertise in media, Internet, First Amendment, and intellectual property law. We provide prepublication review, copyright and trademark advice, employment and business counseling, and frequent training sessions to print, broadcast, and electronic media both regionally and nationally. We also have substantial experience in libel, copyright, access, and newsgathering litigation. We also provide business and insurance law services to media clients.

Clients of the firm include national and regional newspapers, Web sites, magazines, bloggers and social media, television and radio broadcasters, cable television operators, and other journalists engaged in new and old media alike. Prince Lobel is a member of the defense counsel section of the Media Law Resource Center, and also works frequently with the Student Press law Center and New England First Amendment Center.

NENPA's Media Law Hotline is staffed by media law attorneys from the firm. The Hotline provides NENPA members with a reliable and quick source of expert advice on legal issues in many areas of law affecting newspapers.

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