



Anderson, Randles and Associates

Presents its Thirteenth *Newspaper Circulation Bootcamp*

For: Circulation Directors (Especially *New Ones*), Mid-Level/Future Circulation Executive Staff, Publishers, General Managers, Editors and Financial Managers

A Two-Day Seminar on What You Should Know About Your Circulation Department and How to Build Circulation Volume

September 12-13, 2007 in Atlanta, Georgia
Hurry! Sign up soon –Group size is limited!

Topics to be covered include these items and more:

- **Circulation Overview:** Main objectives of circulation departments; current readership/circulation trends; readership demos; building circulation legitimately.
- **Department Structure:** Overall department organization; appropriate staffing; DM-to-carrier ratios; employees vs. contractors.
- **Subscriber Marketing:** Developing a growth plan; customer "churn" and start pressure; diversified sales strategies; monitoring start and stop levels.
- **Retention Marketing:** Building relationships with subscribers; grace periods; "Easy Pay"; effective bills and billing systems; subscriber "contact points".
- **Pricing Strategies:** Wholesale/retail pricing for home delivery, single copy, NIE, mail and third party sales; pricing adjustment strategies; developing a pricing plan.
- **Customer Service:** Best practices and measurements; home delivery management.
- **Single Copy Sales:** Operational issues, marketing to the infrequent reader; front page design; effective retail marketing to increase sales.
- **Metrics and Tracking:** Key indicators and benchmarks from newspapers nationally; ten questions Publishers should be asking their Circulation Directors.
- **Financial Management:** How to increase revenue, control costs, increase profitability.

What: A circulation seminar led by Don Michel and Phil Hanna, especially designed for newspaper executives of daily newspapers with circulation up to 100,000.

When: Sept. 12-13 2007 (**registration and payment deadline August 30, 2007**). The first session starts at 8:00 A.M. Sept. 12 and the program ends at about 3:00 PM on the 13th.

Where: Fairfield Inn/Suites, Atlanta airport: \$99+ tax room rate; free shuttle to/from the airport.

Cost: \$595 for the first attendee, \$495 for each additional attendee from the same newspaper. Registration fee includes all sessions, materials, lunches and coffee breaks. Fee does *not* include transportation, lodging, other meals or other expenses. **When we receive your registration, we'll forward hotel and travel *details* to you.**

For more information call Don Michel at 319-390-9288 (email:donpmichel@msn.com), or Phil Hanna at (770) 252-5900 (email:paperboy@summergrove.net). **See enrollment form on the next page.**



Anderson, Randles and Associates

Visit our website at www.andersonrandles.com

Some comments from previous "Bootcamp" participants:

- "Thanks so much for the bootcamp! 'Awesome' is the word I have been using to best describe it! You covered every aspect, angle and issue that could possibly be addressed and THAT is very much appreciated. It was well worth the trip and the time. The two of you complement each other and I can not say THANK YOU enough!"
- "I really appreciated the candor and the insight. It was nice to hear things straightforward and truthful. It seems so many in this business want to sugar coat or act like it is better than it is. You nailed so many things."
- "Thanks for providing an entertaining and thought-provoking discussion during our recent Circulation Bootcamp. I appreciate your enthusiasm for the newspaper business and the material you presented."
- "I cannot thank you enough! I personally have not attended a seminar that I feel gave or shared as much as you gentlemen did."
- "I have informed my superiors that this was the best training that I have received so far in my newspaper career."

Circulation Bootcamp Registration Form

(Please fill out and save a copy for your records).

Yes! Sign me up for Circulation Boot Camp September 12-13, 2007. Date _____

Name _____ Title _____

Newspaper _____ Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ email _____

_____ I have enclosed a check for \$595. Please make check payable to *Anderson, Randles & Associates.*

_____ Please reserve additional space(s) (at \$495 per person) for the following:
Include name, title, phone number and email address.

Mail registration form and payment to: **Anderson, Randles & Associates**
311 Rock Ridge Rd. NW
Cedar Rapids, IA 52405

Form and payment must be received by August 30, 2007. We will provide additional travel and bootcamp details after your registration is received. *Please do not make any travel arrangements until then.* Thanks for "enlisting". We look forward to seeing you at Bootcamp!