



Member Newsletter

March 2010

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**National Association of
Publishers' Representatives, Inc.**

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President's Message

Fellow NAPR Members:

The upcoming Super Idea Swap (*you knew about it, right? Today, March 17, at 3pm Central*) brings to mind some questions I have that I really hope will be answered.

I'll be talking about some mobile media that we've been selling; Plus there will be other input on things such as inexpensive email marketing where you can see who opened your message, forwarded it, etc., and "keep an open mind to smaller, vertical publishers..." ~ providing a rewarding experience unlike the big page-rate publishers we all dream about.

But I haven't seen any "killer apps" in the following areas:

- First off: **Cloud Computing** - Are you using a contact management system that is hosted by a service (SAAS) such as Salesforce.com? Is it working for you?
- Second: **Digital Editions** - Are you positioning them successfully? Josh Gordon addressed it last month in our TeleSeminar, but I know *my* publications are struggling to monetize them.
- Third: **Social Media** - I hope someone brings up how they're using them. LinkedIn has been useful for finding prospects who're missing in action, but are any of you using other social sites? Plaxo? Twitter? And more than just keeping tabs on your kids?
- Fourth: bring your ideas to the table!

In addition to the 3/17 TeleSeminar, don't forget the next one, the 3rd Wednesday in May:

May 19, 3pm Central, Debbie Stratton will discuss electronic advertising, which sells for about one tenth of the rate that print space sells for. Shall the members of the NAPR just get ready to survive on 1/10th of the commissions that we're accustomed to? Or is there a solution to this dilemma?

In the meantime, I'm looking forward to your participation in the Super Idea Swap today...

Good selling,

Ian

***Ian McDonald
President***

From NAPR Headquarters

Time is running out!

While there's still time to renew your membership with NAPR, the National Association of Publishers' Representatives, your time is running out. If you have not yet renewed your membership you will soon lose your benefits! Your membership is now more valuable than ever before!

The **NEW NAPR Web site** is now ***your single most important member benefit***. It's been totally redesigned to give your business greater visibility to publishers. No longer are you just "listed," publishers can now search our database for exactly the type of representative their publication needs. Whatever your SRDS category expertise, publishers can find you and seek you out to represent their publication. Publishers can find exactly who they want, 24 hours a day, sending business your way. **Never before has this service been available – anywhere!**

This is *the year* to be sure your company remains a part of NAPR.

Don't forget your other member benefits! NAPR gives you the network, tools and advantages for your business:

- **Publisher Leads** – review inquiries from publishers and find new business
- **The Monthly Newsletter** – find important articles on financial and legal matters
- **Annual Directory and www.NAPRonline.org** – your member listings in these valuable resources for publishers bring business to your door – especially the new fully-searchable website
- **Standard Publisher Representative Agreement** – use it to protect your interests
- **Free TeleSeminars** – learn from the experts and brainstorm new ideas with your colleagues
- **NAPR Code of Ethics** – benefit from the NAPR focus on Professional Development Standards
- **Regional Meetings** – attend to learn and network
- **Legal Advice** – keep your business on solid footing
- **Advertising** – promote your business with advertising in the directory and online

By renewing your membership with NAPR, you will remain part of an organization that prides itself on advancing standards within the advertising sales industry. You'll have a chance to mingle with your compatriots in a warm and friendly setting...no competitive spirit here. Okay, maybe subliminally, but mostly we are trying to support each other, to work cooperatively to raise our image in the industry: "*A rising tide lifts all boats.*"

Your Membership Renewal form is on the next page of this Newsletter. ***If you haven't already done so, please fax back your Renewal Form today.***

Please join us for this year by renewing your membership and telling other representatives about the organization.

As always, stay in touch with us for anything we can do to help you.



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2010 Membership Renewal

Today's Date: _____

Your Name: _____
 Company Name: _____
 Street or PO Box Address: _____
 City, State, Zip: _____

Phone: _____
 Fax: _____
 Email: _____
 Website, if any: _____

Areas of Expertise (*circle the ones that are appropriate to your business*)

Business Consumer Direct Response International Internet

✓	Dues Options (<i>please check those that apply</i>)	Amount
	Annual Membership Dues	\$200.00
	Receive monthly Email blast of leads	\$35.00
	Annual dues for each additional Member from your company	\$75.00
	TOTAL	

NAPR is pleased to announce that Credit Cards can now be accepted. NAPR can accept Visa, MasterCard, and Discover. American Express payments can be made for a small surcharge. You can also mail a company check to the NAPR business office.

Name: _____

Card Type: _____

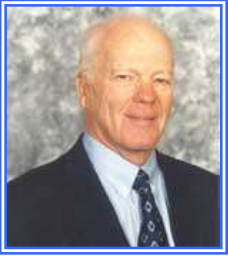
Card Number: _____

Expiration Date: _____

Security Code: _____ *3-digit except for American Express (4-digit on front of card)*

Billing Address: _____
(if different from above)

Once you have completed the membership renewal form, you can either mail the form back to NAPR's Headquarters Office (see page 3) or you can fax it to ATTN: Elizabeth DeWolfe at (847) 885-8393.



Legal Matters

REPORTS TO THE PUBLISHER - PART II

This is the second article on the requirement of the Representative to supply reports to the Publisher. In general then if the agreement is silent on the question, the Representative should not have to supply any proprietary information to the Publisher that the Publisher would not otherwise be advised of.

If the Agreement provides that the Representative must supply reports to the Publisher, then when the Agreement is negotiated and prior to signing, the Representative should know specifically what information the report must contain.

Aside from specifics on the advertisements sold, does the Representative have to provide the name and contract information of each advertiser sold and solicited. It is suggested that the information to be provided be specifically set forth in the agreement between the parties.

Further, how often must the Representative provide a report to the Publisher? Must the report be weekly or monthly? Even quarterly or at the end of the Agreement. It is best if the Agreement specifically set forth what information is to be provided and how often. It would not be unwise, to lay out and specify the format of each report to be supplied.

One thing that I would like to state upon my conclusion of this two part series is that although the Representative may not be obligated to report to the Publisher, the Representative should report to himself or otherwise keep complete information showing the performance of the Representative's responsibilities and duties under his Agreement.

I am always conservative and assume the worst. I am assuming that at some time the Representative may have to bring claim to get paid. Accordingly, then the Representative should maintain complete records for his own sake to prove the efforts made to sell advertising. Thus whether a call report must be supplied or not, the Representative should maintain all records to show due performance so that a Publisher cannot support a claim that the Representative has not properly performed under the parties agreement.

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Money Talk

By Michael J. Kelly

7 New Tax Laws to Know

Facing a struggling economy, lawmakers in Washington, D.C., turned to the tax code to help get it, and us consumers, moving again. Most of the tax changes were part of the stimulus package enacted last February, the American Recovery and Reinvestment Act of 2009. There are seven new tax laws you should know, and some old tax laws with new amounts adjusted for inflation.

Tax breaks were created, or in some cases expanded, for autos and home purchases, as well as for certain residential improvements. Uncle Sam now pays more of some educational costs. Some workers get bigger tax benefits to offset their commute to work. Folks who no longer have jobs at least get some tax relief. Even how you pay your IRS bill could turn into a deduction. Here's a look at some popular tax laws that could come in handy as you work on your 2009 tax return.

1. More Homebuyer Credits

In February 2009, the popular first-time homebuyer credit became a true credit, meaning that it can directly reduce dollar-for-dollar any tax you owe. Even better, the amount of the credit was increased; it's now up to 10 percent of the cost of the house up to a maximum \$8,000. Best of all, it's a refundable credit so if your tax bill is zero, any credit for which you qualify will be sent to you as a refund. A few months later, Congress extended the credit for the rest of the year (as well as into 2010). At that time, lawmakers added a new credit for "long-time" homeowners who've owned and lived in their residences for at least five consecutive years of the eight years before they buy a new house. Those folks now might qualify for a \$6,500 credit.

While the first-time home purchase credit is generally a good thing for taxpayers, it will require some care in claiming it. Because of the various law changes, different income eligibility limits apply depending on when you bought the house and which type of buyer, first-time or move-up, you are. The new law also requires stricter proof of purchase. This safeguard against fraud requires you to send in a copy of settlement sheet, so you won't be able to file your 2009 return electronically. And that could slow down your refund.

2. New-Car Sales Tax Deductions

If you bought a new vehicle -- that includes a car, light truck, motorcycle or even a motor home -- on or after Feb. 16, 2009, and by Dec. 31, 2009, any sales or excise tax you paid could be a deduction. This isn't a new option for taxpayers who itemize. But now even taxpayers who claim the standard deduction can take advantage of the tax break. Standard deduction filers will have to fill out a new form, Schedule L, to claim the automotive sales tax. Itemizers still will have the choice of claiming the deduction for the sales tax on Schedule A. Just don't count on writing off the sales taxes on a luxury vehicle. The deduction is limited to the tax paid on up to \$49,500 of a vehicle's purchase price. You can, however, claim the tax deduction for each new vehicle you bought last year. And your deduction might be limited by your income. You'll get a partial deduction if your income as a single taxpayer is between \$125,000 and \$135,000; between \$250,000 and \$260,000 for joint filers. If you make more than those top amounts for your filing status, you can't claim any amount.



3. Expanded Education Credit

For 2009 (and 2010, too) the Hope Education credit is replaced by the American Opportunity Credit. The new credit is worth \$2,500 per student, based on the first \$4,000 of qualifying educational expenses. The Hope Credit only allowed for an \$1,800 tax break. In addition to upping the credit amount, the American Opportunity Credit can be claimed for expenses for the first four years of post-secondary education, versus the first two years of expenses allowed under the Hope Credit. More expenses can be counted in calculating the new credit. Its income limits are larger, meaning more folks making more money -- up to \$90,000, or twice that for joint filers -- can claim at least a partial

credit. And if you claim the American Opportunity Credit but don't owe the IRS, you still might still get a refund. Forty percent of the credit is refundable, which means you could receive up to \$1,000 even if you owe no taxes.

4. Enhanced Home Energy Credits

Credit for homeowners who make their homes more energy efficient reappeared in 2009 and in a much more generous incarnation. Homeowners who make energy-efficient improvements to their existing homes now can claim a credit of 30 percent of the cost of all qualifying upgrades, up to a maximum credit of \$1,500. This covers such relatively simple things as adding insulation, energy-efficient exterior windows and energy-efficient heating and air conditioning systems. If you really want to take the extra energy-efficiency step, more-costly and complex upgrades, such as various solar, wind and geothermal systems, offer a credit of 30 percent of the purchase price with no maximum credit cap. In these cases, the cost of installation also can be used in the credit calculation. Improvements must meet Energy Star standards and must have been put into service at your home during the tax year.

5. Jobless Benefits Less Taxing

Last year was a tough one for many workers. Layoffs hit record levels. Unfortunately, unemployment compensation is considered taxable income. Now, however, the first \$2,400 of such benefits are excluded from income.

6. Biking Tax Break

Last year bicycling commuters were included in the tax code section that allows for employer reimbursement of workplace transportation costs. Thanks to the Bicycle Commuter Act, cyclists now get some of the same type of tax-free fringe benefits as do their motoring co-workers. If a company provides the benefit, which is \$20 per month, a worker can put into a special tax-favored account, bicycle commuters can use that money to help defray such costs as the purchase of a bicycle, bike lock, helmet, bike parking fees, shower facilities and general bike maintenance.

7. Deduction for Credit Card Fees

If you pay your income tax (including estimated tax payments) by credit or debit card, you can deduct the convenience fee you are charged for the transaction. You include the fee amount as a miscellaneous itemized deduction on line 23 of Schedule A. This means that the card fee, along with any other IRS approved miscellaneous deductions, must exceed 2 percent of your adjusted gross income before they count. That will limit the value of this break for many filers, but if you do have substantial expenses to claim in this category and charge any tax payments, be sure to add the card fee to the mix.

Source: Kay Bell, Bankrate.com.

Send your financial questions to:



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