



Member Newsletter

September 2008

PRESIDENT'S MESSAGE

Greetings, fellow NAPR members,

Send in those Proxies for the annual election of officers! You should have received your proxy in late August ~ please send it in via snailmail, fax, carrier pigeon...we need a quorum at this month's Annual Meeting and your voice needs to be heard.

Just to confirm, the Annual Member Meeting will be a luncheon at Harry Caray's in Chicago on Wednesday, September 24. You can leave the Folio Show just before closing on Wednesday, and make it to the restaurant in time to hear Frank McGill present on the increasingly important subject of integrated ad sales. McGill + Partners, Inc. has been in the forefront of the trend toward print/online/event packages. You won't want to miss this fun time to network, socialize and learn. Please RSVP to Marlys Fox, mfox@foxrep.com or 312-644-3888.

Keep those membership renewals coming in too! We sent them out early this year to save on postage and, well, help with cash flow! And we'll be way ahead of the deadline for the Membership Roster, so fewer frantic calls to/from members and ensuring more accurate listings.

Speaking of cash flow, just one more demonstration of your board members' contributions to our favorite Association - Jan Zeman had her creative team design a series of NAPR membership promotion postcards, but she personally paid to have them mailed. Other board members are doing similar generous gestures in support of NAPR; you won't need to "drop money in the hat" but you can volunteer to help out!

One of the first things you can do is fax to Gary Shaw - (847) 885-8393 - at The Center (administrative HQ for NAPR) any misaddressed cards that you received in error (you would have received the first; three more being sent monthly). The list came in large part from SRDS, and we're finding quite a few errors. One example: long-time representative firm CEL Associates in Braintree, MA (founded by Charlie Lynch, and the legacy continues with daughter Merrie Lynch) is listed as working out of a West Coast long-established representative's office, that of Wayne Carter in San Jose, CA. Since SRDS was very cooperative with NAPR in getting us their list, we owe it to them to help them clean it up. It helps all of us!

Finally, mark your calendar for the next NAPR Teleseminar: Josh Gordon will be presenting "Selling in a Recession" for our October Teleseminar. Plan on 3:30 Eastern/12:30 Pacific on Friday 10/24 to get the tools you need to turn not only outmarket your competition but sell your clients on the value of advertising *more* during these trying times. Check out Josh's website <http://www.adsalesblog.com/> to get a preview, and you can hear him present live at the Folio Show Monday 1:45pm.

Don't forget to RSVP to Marlys, and *see you in Chicago!*

Good selling,

Ian McDonald
President

MEET YOUR EXECUTIVE COMMITTEE MEMBERS

Ian McDonald
President
Roy McDonald Associates, Inc.



Ian didn't realize the "spending money" he was earning as a young child from his father, by filing paper copies of inquiry printouts that had been sent advertisers, was really prepping him for the ad sales business later on in life. The concept of advertising as an "intangible" wasn't quite as hard to grasp! And, selling ad space in the college yearbook helped pave the way too.

Ian started as a liberal arts major at St. Mary's College, and ending up at U.C. Berkeley as a Marketing major (he would have been the 4th generation in his family at Stanford but, well, he didn't get in and his parents' lack of alumni contributions didn't help!). Some years later, to refine his skills and knowledge in the marketing & communications business, Ian was awarded the CBC (Certified Business Communicator) title in 1982, and has studied with, and taught, the annual seminars for preparation of the exam by BMA, Business Marketing Association. He has served on the local and national boards of BMA, the only organization devoted to furthering the profession of business-to-business communications. He became a board member of NAPR in 2003 and enjoys the interaction with fellow NAPR members – "something that's hard to get when we're all so busy just closing the next issue or preparing proposals for upcoming campaigns!"

Ian began working for Roy McDonald Associates in 1976. He took over being president, from his father, in 1994. Ian notes the advertising representative firm his grandfather founded in 1927 has evolved into the marketing consultancy firm it is today. "For several years now Roy McDonald Associates has been involved in broadening the scope of their clients' marketing through more than display space: custom publishing, direct mail, exhibiting, webinars, email newsletters and, of course, website advertising.

His avocations include Toastmasters, playing flute and piccolo (First Chair in a 65-piece concert band), bicycling, backpacking and volunteer work with a local high school. His wife, April, fortunately loves art and music, the outdoors, and even international trips on their tandem bike!



WHAT THE REPRESENTATIVE SHOULD KNOW ABOUT OFFICE LEASES PART II BY HERBERT W. SOLOMON¹

Another critical factor to be considered is the term of the lease as well as an option to renew. It is much better to get a three year option with an option to renew for three years than a six year lease. However, where an option is given, the likelihood is that the rent for the option period will be higher than the rent for the established term.

When an option is given, the lease must provide for when the option must be exercised. For instance, the option must be exercised no later than six months before the termination date of the lease. The option will have to be exercised in writing. After this option is agreed upon, the Representative must establish in its computer and diary the exercise date. If an option is not timely exercised, it may be lost. The Representative, if it is going to exercise the option, must give sufficient time for notification and mailing of the notification of the exercise.

Further, the Representative should know that the premises are vacant at the inception of the lease. If the premises are not vacant, then the Representative should be allowed to walk away from the lease before the lease is to commence.

At the outset of the lease, the Representative should know what alterations it will be making to the leased premises and what the Representative, as Tenant, expects the landlord to do for the Representative. Most leases may not allow any structural alterations and many leases may not allow any non-structural alterations without the landlord's written consent. This should all be negotiated completely and up front.

What is the condition of the premises? The Representative needs to be aware of its responsibilities in maintaining the premises, which is usually to make all non-structural repairs. The Representative should make sure that no repairs are immediately needed. This requires a careful inspection of the premises both before signing the lease and also before moving in at the inception of the lease.

We continue in the next issue.

¹ Herbert W. Solomon, Esq., P.C. of the New York Bar is Counsel to the law firm of Meltzer, Lippe, Goldstein & Breitstone, LLP, 190 Willis Avenue, Mineola, New York 11501 (516) 747-0300 Ext. 219, e-mail: hsolomon@meltzerlippe.com. He has served as Counsel to the National Association of Publishers' Representatives, Inc. since 1981.

Money Talk

By Michael J. Kelly

Total Returns by Industry

Data through 9/1/2008. Returns are market-cap weighted.
Click on a column heading to sort the data by that column.

Click on a Stock Industry to see the companies that belong to it.

Choose a performance list 

Stock Industries: Total Returns (%)

Industry Name	5-Day	YTD	1-Month	3-Month	1-Year	3-Year	5-Year
Advertising	4.44	-25.53	1.46	-16.19	-31.24	-6.50	-4.07
Aerospace & Defense	1.25	-12.44	5.20	-9.14	-10.12	7.10	12.81
Agricultural Machinery	3.70	-23.36	2.15	-12.34	-4.42	19.95	18.48
Agriculture	4.12	-29.17	-6.65	-23.83	-12.22	9.43	16.57
Agrochemical	7.42	2.30	-3.23	-9.41	57.67	48.33	48.68
Air Transport	-0.45	-38.81	-5.81	-6.50	-46.06	-4.27	-3.83
Alcoholic Drinks	0.46	-5.57	1.91	-4.13	-3.00	14.30	13.62
Aluminum	0.64	-31.69	-7.08	-31.53	-39.91	10.25	7.78
Apparel Makers	1.22	-2.12	12.95	-0.08	-16.96	2.39	9.40
Appliance & Furniture Makers	-0.06	-12.47	6.58	1.73	-23.89	-8.26	-3.52
Assisted Living	-0.71	-19.26	28.12	-8.30	-31.05	2.78	19.33
Audio/Video Equipment	4.15	-26.53	-0.52	-17.81	-20.57	3.24	2.78
Auto Makers	-3.29	-11.97	2.02	-15.28	-13.61	3.62	5.78
Auto Parts	3.56	-17.72	-0.26	-16.32	-20.39	4.69	4.62
Auto Retail	-1.34	-5.02	7.58	-4.33	-13.50	-0.57	2.90
Beverage Mfg.	-3.78	-16.74	-3.52	-8.20	-6.31	5.20	5.72
Biotechnology	2.33	14.84	-3.68	14.69	13.34	3.15	6.43
Broadcast TV	-1.28	12.08	8.49	9.37	-0.12	1.82	6.18
Building Materials	0.42	-10.14	0.84	-18.26	-23.20	-2.45	9.23
Business Applications	4.90	-13.61	3.20	-5.25	-4.50	5.60	6.18
Business Support	1.03	-0.66	9.95	2.41	-5.32	-1.02	4.98
Business/Online Services	18.54	-29.56	-1.94	-19.57	-17.73	9.69	32.22
Cable TV	0.74	0.51	6.30	-4.43	-16.24	6.11	5.79
Chemicals	1.63	4.08	-2.40	-6.56	15.76	14.85	14.47
Clothing Stores	1.88	-4.48	10.39	-2.11	-15.30	-5.29	3.32
Coal	0.50	14.68	-5.62	-22.18	66.37	13.87	37.67
Components	-0.42	-9.11	0.74	-12.26	-5.95	5.36	4.91
Computer Equipment	0.63	-7.75	0.18	-9.01	-1.33	13.93	11.85
Construction Machinery	1.55	-9.57	-1.61	-19.83	-8.07	11.93	16.23
Consultants	0.01	-3.39	5.62	2.64	-6.37	2.57	6.31
Contract Manufacturers	1.73	-6.68	5.04	-1.57	-14.31	-10.67	-9.03
Data Networking	-0.02	-12.22	8.52	-8.49	-24.08	9.10	4.00
Data Processing	1.84	-3.98	-0.56	-8.99	1.92	11.79	9.35
Department Stores	1.09	-19.24	15.25	-9.89	-38.62	-10.83	6.27
Development Tools	3.69	-7.16	0.12	-8.26	-6.51	8.38	7.99
Diagnostics	2.36	-3.35	3.02	3.01	-2.21	8.61	14.49
Discount Stores	-1.35	18.16	4.73	2.62	14.73	7.46	1.93

Distributors	5.26	3.12	3.53	1.72	-6.48	8.09	10.28
Diversified	6.65	-16.33	-2.93	-10.77	-14.23	5.80	8.18
Drugs	3.24	-6.94	1.94	3.04	-5.93	0.57	1.05
Education	-2.51	-17.74	-12.79	-1.65	-8.50	-0.30	-2.35
Electric Equipment	-0.55	-10.97	-0.54	-14.13	-1.13	12.58	8.28
Electric Utilities	1.02	-14.82	-2.58	-10.88	-8.04	4.33	11.22
Electronics Stores	6.44	-13.72	12.25	-3.41	-8.83	-7.27	-0.04
Employment	-0.31	-4.64	1.38	-6.58	-22.49	-6.04	2.77
Engineering & Construction	1.98	-19.13	6.16	-20.65	-9.26	15.29	19.36
Entertainment/Education	-2.88	-8.06	2.73	-3.71	4.53	-0.48	7.33
Media							
Environmental Control	-0.32	-33.95	-0.67	-22.21	-23.78	6.91	16.43
Film & TV Production	7.69	9.54	3.84	-2.94	-6.35	-3.71	13.30
Finance	1.80	-17.77	-0.07	-19.51	-35.47	-15.20	-7.91
Food Mfg.	-0.99	-11.50	1.46	-11.07	-7.44	2.82	6.44
Food Wholesale	-3.09	-0.56	11.39	2.49	-5.87	-2.48	0.69
Forestry/Wood	-0.05	-14.76	2.33	-6.95	-11.88	-1.47	3.29
Furniture Retail	6.17	-14.53	8.29	-9.47	-28.90	-16.37	-12.60
Gambling/Hotel Casinos	4.68	-39.05	4.11	-20.55	-38.82	-7.77	4.30
Gold & Silver	0.50	-12.51	-12.73	-13.87	7.97	15.45	9.65
Groceries	2.51	-19.05	-1.91	-13.65	-20.52	-0.50	4.84
Home Building	-1.11	-5.45	7.87	-8.11	-25.44	-30.66	-6.75
Home Health	-1.50	2.48	1.03	16.84	3.95	-0.41	6.03
Home Supply	-3.17	4.40	16.72	0.69	-25.75	-10.84	-3.08
Hospitals	-7.30	12.20	5.78	-2.32	20.58	-12.10	-5.79
Hotels	0.24	-20.94	7.57	-16.55	-35.98	-5.50	6.78
Household & Personal Products	-2.56	-6.09	5.18	2.75	2.88	5.04	7.44
Insurance (General)	4.09	-15.53	3.91	-9.52	-8.21	6.76	6.69
Insurance (Life)	0.82	-21.91	1.05	-12.25	-20.41	9.12	11.14
Insurance (Property)	1.03	-30.39	-3.21	-16.18	-33.66	-8.19	-1.36
Insurance (Title)	5.30	-16.94	5.20	-21.46	-34.80	-26.48	-8.50
International Banks	2.06	-25.32	-4.49	-14.48	-45.48	-12.67	-2.81
Jewelry/Accessories	1.26	-11.62	13.39	-13.56	-32.10	-4.75	5.06
Land Transport	1.14	27.87	0.40	-1.72	26.83	25.16	24.35
Machinery	0.33	-5.44	0.93	-10.43	-8.38	8.18	11.63
Managed Care	0.00	-30.46	3.55	-5.86	-22.09	-3.05	14.45
Manufacturing - Misc.	-0.63	-9.33	0.84	-10.08	-19.40	3.51	3.33
Media Conglomerates	1.37	-20.32	3.22	-14.22	-21.87	-5.48	-3.37
Medical Equipment	0.59	-0.09	2.07	3.81	2.76	3.50	6.21
Medical Goods & Services	2.68	-3.01	4.49	1.94	-4.84	1.59	5.45
Metal Products	5.15	-15.47	2.10	-13.80	-15.67	11.50	18.78
Mining (Nonferrous & Nonmetals)	0.54	-33.38	-32.99	-42.27	-20.29	13.62	16.78
Money Management	1.15	-16.99	-6.66	-10.97	-12.39	4.85	12.27
Natural Gas Utilities	-0.75	-4.53	-0.55	-7.91	2.03	8.27	12.53
Office Equipment	0.58	-10.12	6.60	1.29	-18.93	-1.88	2.60
Oil & Gas	-0.05	-12.45	-1.71	-16.65	2.20	8.92	19.32
Oil & Gas Services	3.27	-2.67	-4.60	-14.51	4.33	15.44	27.41
Oil/Gas Products	0.23	-37.60	2.40	-21.60	-39.12	-11.11	-49.01
Online Retail	13.69	-22.95	1.26	-12.88	-18.69	-8.34	-3.52
Optical Equipment	2.73	-4.58	6.49	-3.14	-11.44	4.77	-2.53
Packaging	-1.49	1.98	4.77	-3.14	-2.81	7.36	8.99
Paints/Coatings	3.86	1.83	8.66	-2.23	-13.29	2.75	8.05
Paper	2.22	-20.75	-2.90	-12.77	-23.86	-2.35	-2.77
Personal Services	-0.94	1.25	5.75	3.72	-6.76	-5.29	2.56
Photography & Imaging	1.89	0.85	-3.10	17.76	-7.22	3.60	2.90
Physicians	-3.42	-28.13	4.52	-5.70	-25.47	-7.00	4.21

Pipelines	3.10	-7.38	-0.50	-7.47	-2.92	4.21	10.02
Plastics	-2.40	-10.50	2.94	-5.58	-21.45	-4.62	7.06
Printing	-0.11	-24.69	10.35	-12.08	-25.34	-9.54	-1.29
Publishing	0.51	-18.98	2.40	-10.56	-21.51	-4.31	2.45
Radio	-1.06	-81.40	-40.60	-80.07	-83.24	-52.42	-35.16
Real Estate	0.40	-22.90	8.53	-12.01	-32.08	-9.81	6.00
Recreation	-0.52	-14.78	6.28	-4.31	-22.56	-11.99	-1.25
Regional Banks	0.61	-18.28	5.57	-9.29	-33.35	-16.08	-5.73
Reinsurance	2.02	-20.03	2.86	-8.92	-23.93	-10.01	-5.99
REITS	1.09	-3.65	1.81	-8.35	-14.47	-1.29	6.35
Rental & Repair Services	0.96	-4.89	1.16	-9.38	-26.43	-7.20	-6.73
Research Services	-1.59	-0.91	-0.78	1.72	15.57	13.91	20.38
Restaurants	1.41	-6.01	5.43	-3.76	-3.82	8.00	12.01
Rubber Products	2.09	-26.57	2.79	-16.16	-34.71	1.69	11.46
Savings & Loans	2.78	-19.93	-7.56	-11.31	-47.50	-26.24	-16.41
Securities	3.95	-36.74	-5.20	-18.44	-35.31	-2.84	2.71
Security Services	8.86	-3.81	1.10	-1.55	-5.86	12.54	14.89
Semiconductor Equipment	-2.14	-11.32	2.76	-8.72	-9.34	5.69	0.31
Semiconductors	0.41	-17.61	3.40	-12.46	-21.86	-4.64	-4.27
Shoes	-2.21	-10.91	4.71	-10.13	-8.70	7.05	11.36
Specialty Retail	0.85	-9.70	5.13	-6.99	-17.15	-2.70	6.46
Steel/Iron	1.44	-8.22	-10.89	-27.65	11.05	40.65	50.90
Super Regional Banks	1.57	-20.58	1.06	-5.85	-35.16	-11.69	-4.76
Systems & Security	4.21	-0.29	3.95	-7.65	1.97	3.96	8.86
Telecommunication Services	0.66	-22.85	-1.89	-15.93	-17.36	7.47	9.48
Textiles	-1.94	-5.20	18.44	-3.43	-18.30	-5.70	-2.12
Tobacco	8.21	-5.05	-0.08	-3.98	7.26	17.00	23.65
Toys/Hobbies	91.39	10.99	-2.34	-2.43	4.16	7.44	5.04
Transport Equipment	2.92	25.68	0.07	-1.10	-9.68	10.36	12.99
Transportation - Misc	-0.88	-10.95	0.85	-14.17	-19.05	-4.49	0.59
Truck Makers	6.95	-29.67	1.77	-23.50	-36.77	-0.54	5.06
Waste Management	1.78	6.16	0.70	-2.24	2.64	14.06	11.69
Water Transport	2.82	-7.78	-4.31	-14.72	-11.54	4.72	16.96
Water Utilities	0.21	-13.93	4.43	-4.13	-19.14	5.76	12.77
Wireless Equipment	8.01	-17.69	-1.39	-5.53	-19.01	1.81	10.47
Wireless Service	-1.42	-30.03	-9.44	-20.10	-18.78	12.16	11.31
Wireline Equipment	1.34	-21.37	3.24	-12.75	-39.58	-17.04	-9.46

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Send your financial questions to:



Michael J. Kelly
Vice-President,
Investments
Oppenheimer & Co., Inc.
Michael.Kelly@opco.com
800-881-1585

MOST RECENT PUBLISHER INQUIRIES

DOCTalk

Publication: DOCTalk
Company: Absolute Publishing, Inc.
Name: Chris Salazar
Address: 3827 N. Tenth St., Suite 303
City: McAllen
State: Te
Zip: 78501
Phone: (956) 994-3075
Fax: 956-664-9004
EMAIL: ChrisSalazar@mypublisher.us
URL: www.doctalkonline.com
Year: 2002
Start Year: May 23002
B to B: checkbox
Standard: checkbox
Frequency: 12
Circulation: 8000
Audit No: checkbox
Paid: checkbox
Free: checkbox
Cover Price: 9.95,08/05/08
Subscription: 89.00
B & W page: \$N/A
Four Color: \$2648
Edit Profile: Healthcare public policy.
Demographics: Physicians, Hospital CEOs, Congress, healthcare opinion leaders throughout the country.
Geography: negotiable
Expertise: healthcare,referred

InfamousGuitar.com, InnfamousBands.com

Publication: InfamousGuitar.com, InnfamousBands.com
Company: Infamous Publishing
Name: Publisher
Address: 1390 N Main St Suite 3122
City: Euless
State: TX
Zip: 76039
Phone: 817-283-3239
Fax: 817-283-3239
EMAIL: publisher@infamousguitar.com
URL: www.infamousguitar.com
Year: 2008
Consumer: checkbox
International: checkbox
Web: checkbox
Other Format: Web
Frequency: 365
Circulation: Web
Free: checkbox
Coverprice: \$,08/05/2008
Subscription: \$

B & W Page: \$

Four Color: \$

Edit Profile: InfamousGuitar.com and InfamousBands.com are targeted social media websites, offering comprehensive, cross-platform sponsorship packages to advertisers internationally. We offer an aggressive commission structure, lucrative bonuses, flexible advertising programs, and first-class sales support.

Our inventory for the two properties is approximately \$2.5 million for 2008-2009.

Demographics: Our audience at InfamousGuitar.com is comprised of 90% males, age 22-49, with an average household income of \$41,000 per year. InfamousBands.com is expected to have a broader readership, including the 14-22 demo and the a much higher female statistical representation.

Our sponsorship packages range in price from \$5,000 per year to \$100,000 per year, and provide advertisers with exposure on the web, in print, and in radio.

First-tier sponsors would include musical instrument dealers and manufacturers. Second-tier sponsors would include any advertiser seeking to reach our demographic.

Geography: We currently are successfully represented by JV Johnson & Associates on the east coast, and are seeking representation throughout the rest of the US.

Territorial lines will be drawn based upon each firm's geographical presence.

Expertise: Experience selling unique sponsorship packages is helpful. Music industry contacts area huge plus. Firms or individuals wishing to represent our publications must have a minimum of 5 years experience in advertising sales.

Applicants with demonstrated experience selling six figure accounts will be given preference.,Google

National Public Safety/ First Responder

Publication: National Public Safety/ First Responder

Company: Trade News International, Inc.

Name: Jordan Tolila, Associate Publisher

Address: 4444 Riverside Drive, Suite 202

City: Burbank

State: CA

Zip: 91505

Phone: 818-848-6397

Fax: 818-848-1306

EMAIL: jordan@tnii.com

URL: www.tnii.com / www.911media.com

Start Year: June 2009

Consumer:

Standard:

Frequency: 6

Circulation: 325,000

Audit No:

Qualified:

Cover Price: TBD,08/08/2008

Subscription: TBD

B & W Page: \$25,000.00

Four Color: \$29,000.00

Edit Profile: Editorial will be lifestyle focused towards the active male reader including fitness/health,outdoors, sports, financia planning, technology, travel, entertainment, etc. Readers are career professionals in government service with strong active lifestyle interests.

Demographics: 35-55 year old (primarily) male market covering all fifty states.

Geography: We are looking for reps that can demonstrate existing large consumer advertising relationships and agency relationships all over the country including which advertisers you are actively doing business with.

Expertise: ,We are an NAPR member.

Indian Spectra

Publication: Indian Spectra
Company: Coresun Publishers
Name: Vishali Anand
Address: 2001, Arbor Crest
City: Charlotte
State: NC
Zip: 28262
Phone: 610-529-4366
Fax: 610-529-4366
EMAIL: coresunpublishers@gmail.com
Consumer: checkbox
International: checkbox
Standard: checkbox
Free: checkbox
Cover Price: \$,11/08/2008
Subscription: \$
B & W Page: \$
Four Color: \$
Expertise: ,

New Business Minnesota

Name Title: Scott P. Plum
Company: New Business Minnesota
Address: 652 - 4th Avenue South
City: South St. Paul
Text Field: MN
Zip: 55075
Phone: 651-389-3030
EMAIL: splum@newbizminn.com

Genesis

Confidential: checkbox
Publication: Genesis
Company: Jetlag Publishing
Name: Ronnie King/CEO
Address: 8085 Summer Bay Court
City: Jacksonville
State: FL
Zip: 32256
Phone: 9042380927
Fax: 9042380927
EMAIL: ronnie.king@gmail.com
Start Year: Jan 2009
Consumer: checkbox
Standard: checkbox
Frequency: 4
Circulation: 20000
Cover Price: ,12/08/2008
B & W Page: \$
Four Color: \$
Demographics: African American christian families with children in the household.
Geography: Jacksonville, FL and surrounding areas.
Expertise: ,bNet