SNPA

P2P INITIATIVE

October 18, 2018

Video Conference – Best Revenue Ideas of 2018

Additional upcoming “P2P” (Publisher-to-Publisher) video conference call:

- Nov. 15 - Diversifying revenue for success

Always the Third Thursday of the month!
Registration opens one month in advance of each call at www.snpa.org

Today’s conference moderator:
Tom Silvestri, president and publisher
Richmond Times-Dispatch

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Participants registered for today's call:

- Rebecca Alexander, publisher and ad director, Summerville Communications, Summerville, S.C.
- Todd Benz, general manager, The Courier-Tribune, Asheboro, N.C.
- Shelley R. Davis, director of sales and marketing, Tennessee Press Association
- Cindy Durham, SNPA
- Trevor Evans, publisher, The Leader-Herald, Gloversvillle, N.Y.
- Laurie Gay, general manager and advertising director, The Moultrie Observer, Moultrie, Ga.
- Shana Hoover, director of sales and marketing, The Wilson Times, Wilson, N.C.
- Chadi Irani, senior director, sales strategy, The Palm Beach Post, West Palm Beach, Fla.
- James Maxwell, regional publisher, Bristol Herald Courier, Bristol, Va.
- Kelly Mirt, regional publisher, The News & Advance, Lynchburg, Va.
- Beth Proffitt, advertising director, The Dispatch, Columbus, Miss.
- Mark A. Sasser, senior audience director, The Palm Beach Post, West Palm Beach, Fla.
- Tom Silvestri, president and publisher, Richmond Times-Dispatch, Richmond, Va.
- Bill Smith, advertising director, The Free Lance-Star, Fredericksburg, Va.
- Kevin Smith, advertising director, The News & Advance, Lynchburg, Va.
- Wayne Snow, vice president, sales, The Oklahoman Media Company, Oklahoma City, Okla.
- Edward VanHorn, SNPA
- Jerry Wagner, audience sponsorship manager, The Oklahoman Media Company, Oklahoma City, Okla.
- Mike Walker, sales and marketing director, Citizen Tribune, Morristown, Tenn.
- Laura Welborn, regional publisher, Southeastern Indiana Media, Greensburg, Ind.
- Peter S. Yates, publisher, The Daily Progress, Charlottesville, Va.

Accessing the slides after this call:

http://snpa.static2.adqic.com/static/P2P-10-18-18.pdf

We also will be sending this to you in an email,
along with a link to a recording of today's call.

Want to receive a recording of previous P2P calls?
Email edward@snpa.org to request any/all of the following:

- Revenue
- Tactical cost-cutting
- Organizing your sales force
- Leveraging data to build audience and diversify revenue
- How your news coverage impacts your revenue

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Richmond Times-Dispatch
Richmond, Va.

Veterans Day Special Insert

The Veterans Day special insert is the known emerging home run in that we are approaching our initial $35K goal, but it's not just a Richmond Times-Dispatch project. It's a product that's being done throughout BH Media with each location doing its own version.

So, it's an example of a companywide effort being customized to each market. I don't feel right taking credit as it's being led by Alton Brown out of Winston-Salem, but it's an example of taking something right in front of you and making it bolder.

Tom Silvestri, President and Publisher
(804) 649-6121 • tsilvestri@timesdispatch.com

Generations of men and women with military service form a core part of this nation's identity: personal sacrifice to uphold the freedom of others. We want to honor veterans by asking them to share their stories. We will publish some of their stories in a special insert on Sunday, November 11, and online for 1 year.

You can honor and recognize those veterans who work in your organization in addition to thanking all veterans for their service.

PREMIER PROFILE PACKAGE: $4595 (1 Available)
Includes sponsor ad (banner) on profile page, full page in section, 200,000 online impressions in Veterans Gallery or Richmond.com and logo inclusion on promotional material

Back Page	$3595	Includes 100,000 online impressions in the Veteran's Gallery or Richmond.com
Full Page	$2995	Includes 100,000 online impressions in the Veteran's Gallery or Richmond.com
1/2 Page	$1695	Includes 100,000 online impressions in the Veteran's Gallery or Richmond.com
1/4 Page	$995	Includes 50,000 online impressions in the Veteran's Gallery or Richmond.com
Profile strip ad	$1295	Includes 50,000 online impressions in the Veteran's Gallery or Richmond.com

Deadlines Friday, Oct. 19 | Publishes Sunday, Nov. 11

To advertise in this section, call your account representative or (804) 649-6251.

Richmond Times-Dispatch

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Richmond Times-Dispatch
Richmond, Va.

Take 3 Digital Campaign

This digital package concept has not been proven, but it's an interesting approach in theory.

Tom Silvestri, President and Publisher
(804) 649-6121 • tsilvestri@timesdispatch.com

P2P INITIATIVE

The Palm Beach Post
West Palm Beach, Fla.

PalmBeachPost

Take-Over Package: Spadea and Website Premium Position

The program has generated over $110,000 in incremental revenue in three months, and has let local advertisers experience the impact our audience can have on their business.

The idea came about out of necessity. We realized that we had a very large stock of spadea paper that was aging and had to be used or it would get too old to use, and would have to be written off. We decided to make lemonade out of this lemon.

What we discovered is that our pricing has been higher than the market would pay, and that with strategic packaging and discounting, advertisers will find additional funding and commit to larger buys than they normally would. The increased business has added to our bottom line. We only allowed the packages Monday through Saturday so we would not put our regular Sunday spadea business at risk.

Chadi Irani, Senior Director, Sales Strategy
(561) 820-4373 • cirani@pbpost.com

P2P INITIATIVE

The Palm Beach Post
West Palm Beach, Fla.

Shortening Introductory Subscription Rates

Our top revenue-generating idea from Audience/Consumer Marketing was shortening introductory subscription rates from 12 months to six months.

We found that giving customers longer discounted terms did not increase retention, but did add $500K in discount expense (or did not allow us to increase their subscription rate for an additional six months).

Either way, most companies -- like cable, Dish, internet, etc. -- only offer six-month introductory rates. So, we decided to do the same, and it is paying off.

I've made this move at two other newspapers in the past five months with similar success.

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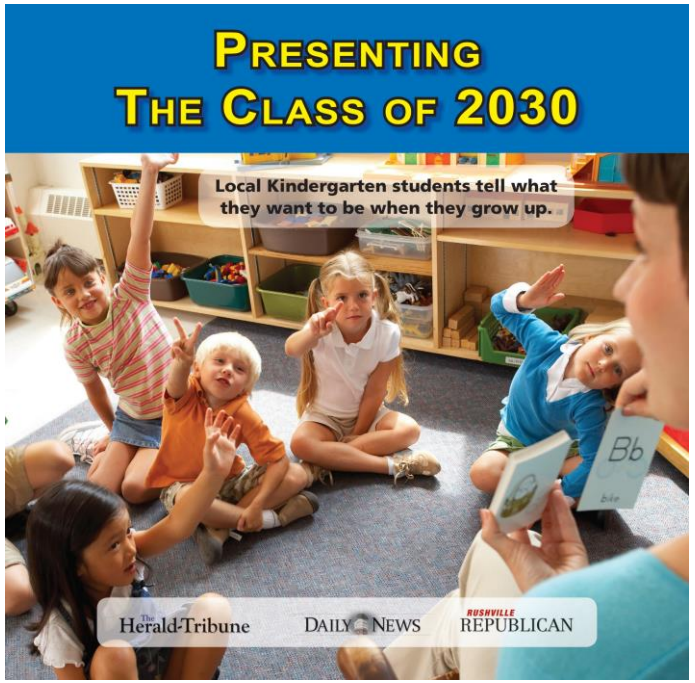
Mark A. Sasser, Senior Audience Director
(561) 820-4952 • msasser@pbpost.com

Southeastern Indiana Media
Greensburg, Ind.

When I Grow Up

My suggestion garnered over $7,500 in unbudgeted revenue. “WHEN I GROW UP” was a special section featuring kindergarten classes – with pictures of classes and what students want to be when they grow up. It was popular since parents and grandparents love seeing their kids’ pics in print. Kids grow up wanting to be everything from astronauts to garbage collectors.

Laura Welborn, Regional Publisher
(812) 663-3111, ext. 7001 • laura.welborn@indianamediagroup.com



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Birthday Mailer

Direct Mail That Celebrates

Oklahoman Media Company

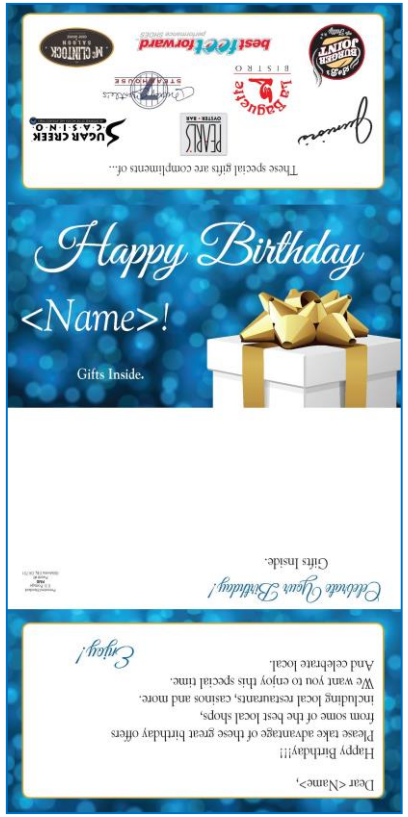
A monthly Celebration Mailer targeted to households with a Birthday or Anniversary in that month. The four-panel mailer allows for eight retailers to offer special discounts in a “scratch-off” for the targeted households.

The mailer is geographically targeted to improve results.

Business Category Targeted:

Local advertisers, mainly restaurants. With this opportunity, we are able to capture some of the restaurant revenue we had been missing out on.

Results: We generated $14,400 in revenue from eight advertisers, of which five are restaurants.



Wayne Snow, Vice President, Sales
(405) 475-3771 • wsnow@oklahoman.com

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The Wilson Times
Wilson, N.C.

2018 School Communication Folders

Our Readers' Choice contest holds the title of "Best Revenue Idea," but everyone knows how to do those. I wanted to submit something a little different that made us a nice chunk of change.

School Communication Folders were a partnership with our local public school system. Folders are distributed to all local elementary schools and used as a communication tool between teachers and parents/caregivers during the school year.

This project sold out in a week.

Total revenue $6,455.

[View the four-page PDF]

Shana Hoover, Director of Sales and Marketing
(252) 265-7858 • shana@wilsontimes.com

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The Moultrie Observer
Moultrie, Ga.

Colquitt County Packer Football “Schedule” Poster

High School football is king in South Georgia. In order to capitalize on the community support we have for local sports, we decided to print the “schedule” on a poster and sell sponsorships to local businesses. This poster was a great way to showcase a photo of the 2018 team, as well as the team schedule.

This was very easy to sell. I have three sales reps who actually only spent one afternoon making telesales calls. We had many more businesses that wanted to be a sponsor, but we simply ran out of room. This could be a great idea not only for High School sports, but College and National sports teams as well.

We offered posters free to the public. However, next year, I believe we could sell them for as little as a $1 each, which would pay for the printing & shipping of the posters.

34 sponsors
1,000 posters printed
18”x24” - 80# Gloss Coat

$3,400 total revenue
$959 printing / shipping & delivery
$2,441 profit

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Laurie Gay, General Manager and Advertising Director
(229) 985-4545 • laurie.gay@gaflnews.com

The Dispatch
Columbus, Miss.

Best of the Triangle

Our revenue idea is just a new twist on a very tried and true special section. We hold our annual reader's poll each year in June by running our ballot in both of our area newspapers and on our website.

We increased our revenue for this section, which we call "Best of the Triangle," by 40% when we decided to not only present awards to the first-place winners but to also present award certificates to the second- and third-place winners in each category. We did not label them as second or third, but "Among the Best."

Businesses are thrilled to be recognized and proudly display their "Among the Best" certificates, and most importantly, purchase ads for our special section -- to thank our readers for their votes.

Beth Proffitt, Advertising Director
(662) 328-2424, ext. 137 • bproffitt@cdispatch.com

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The Free Lance-Star
Fredericksburg, Va.

Food Section Sponsorship

Launched September 1, 2018

Sales To Date:

- Lidl - 3 dates
- Weis Markets - 2 dates

No impact on circulars

Bill Smith, Advertising Director
bsmith@freelancestar.com

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The Daily Progress
Charlottesville, Va.

Welcome Guide

The Daily Progress has published a Welcome Guide for the Charlottesville area for decades, but to keep it a top revenue generator, we had to adapt.

This year's section is in a glossy magazine format of 116 pages that is perfect bound.

In addition to distribution through The Daily Progress, we have copies sent to newcomers to the region throughout the year. And, the magazine has a strong digital component.

We have also updated and upgraded the quality and quantity of the content and design to make it a desired resource for our readers.

These improvements helped us to exceed our sales goal of $67,000 for this year and position this as our top revenue-generating special project for 2018.

This format also has served as a launching pad for several other smaller initiatives in the same format, including a new Seniors magazine that will publish in November and include $40,000 in advertising revenue.

View the media kit

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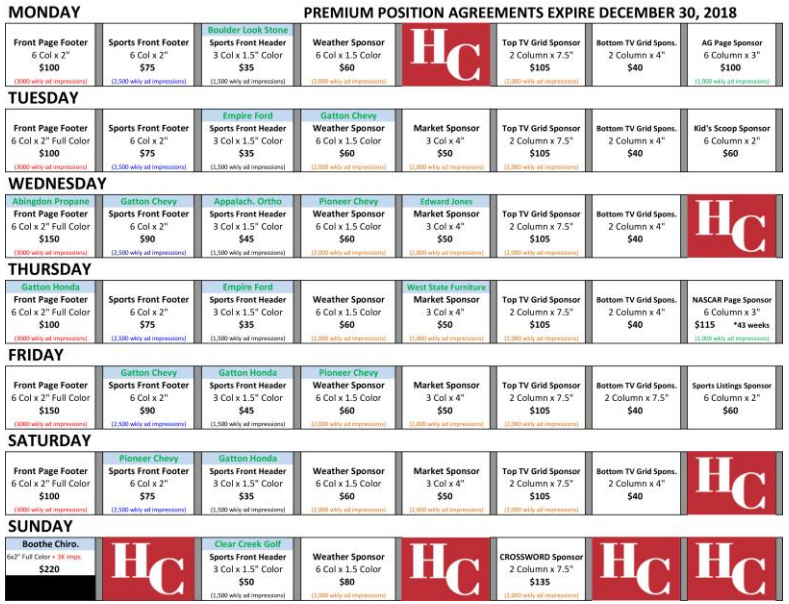
Peter S. Yates, Publisher
(434) 978-7203 • pyates@dailyprogress.com

Bristol Herald Courier
Bristol, Virginia/Tennessee

Premium Position Sell-Out



PREMIUM POSITION AGREEMENTS EXPIRE DECEMBER 30, 2018

MONDAY							
Front Page Footer 6 Col x 2" $100 (3000 wkly ad impressions)	Sports Front Footer 6 Col x 2" $75 (2,500 wkly ad impressions)	Boulder Look Stone Sports Front Header 3 Col x 1.5" Color $35 (1,500 wkly ad impressions)	Weather Sponsor 6 Col x 1.5 Color $60 (2,000 wkly ad impressions)	HC	Top TV Grid Sponsor 2 Column x 7.5" $105 (2,000 wkly ad impressions)	Bottom TV Grid Spons. 2 Column x 4" $40	AG Page Sponsor 6 Column x 3" $100 (1,000 wkly ad impressions)
TUESDAY							
Front Page Footer 6 Col x 2" Full Color $100 (3000 wkly ad impressions)	Sports Front Footer 6 Col x 2" $75 (2,500 wkly ad impressions)	Empire Ford Sports Front Header 3 Col x 1.5" Color $35 (1,500 wkly ad impressions)	Gatton Chevy Weather Sponsor 6 Col x 1.5 Color $60 (2,000 wkly ad impressions)	Market Sponsor 3 Col x 4" $50 (2,000 wkly ad impressions)	Top TV Grid Sponsor 2 Column x 7.5" $105 (2,000 wkly ad impressions)	Bottom TV Grid Spons. 2 Column x 4" $40	Kid's Scoop Sponsor 6 Column x 2" $60
WEDNESDAY							
Abingdon Propane Front Page Footer 6 Col x 2" Full Color $150 (3000 wkly ad impressions)	Gatton Chevy Sports Front Footer 6 Col x 2" $90 (2,500 wkly ad impressions)	Appalach. Ortho Sports Front Header 3 Col x 1.5" Color $45 (1,500 wkly ad impressions)	Pioneer Chevy Weather Sponsor 6 Col x 1.5 Color $60 (2,000 wkly ad impressions)	Edward Jones Market Sponsor 3 Col x 4" $50 (2,000 wkly ad impressions)	Top TV Grid Sponsor 2 Column x 7.5" $105 (2,000 wkly ad impressions)	Bottom TV Grid Spons. 2 Column x 4" $40	HC
THURSDAY							
Gatton Honda Front Page Footer 6 Col x 2" Full Color $100 (3000 wkly ad impressions)	Sports Front Footer 6 Col x 2" $75 (2,500 wkly ad impressions)	Empire Ford Sports Front Header 3 Col x 1.5" Color $35 (1,500 wkly ad impressions)	Weather Sponsor 6 Col x 1.5 Color $60 (2,000 wkly ad impressions)	West State Furniture Market Sponsor 3 Col x 4" $50 (2,000 wkly ad impressions)	Top TV Grid Sponsor 2 Column x 7.5" $105 (2,000 wkly ad impressions)	Bottom TV Grid Spons. 2 Column x 4" $40	NASCAR Page Sponsor 6 Column x 3" $115 *43 weeks (1,000 wkly ad impressions)
FRIDAY							
Front Page Footer 6 Col x 2" Full Color $150 (3000 wkly ad impressions)	Gatton Chevy Sports Front Footer 6 Col x 2" $90 (2,500 wkly ad impressions)	Gatton Honda Sports Front Header 3 Col x 1.5" Color $45 (1,500 wkly ad impressions)	Pioneer Chevy Weather Sponsor 6 Col x 1.5 Color $60 (2,000 wkly ad impressions)	Market Sponsor 3 Col x 4" $50 (2,000 wkly ad impressions)	Top TV Grid Sponsor 2 Column x 7.5" $105 (2,000 wkly ad impressions)	Bottom TV Grid Spons. 2 Column x 7.5" $40	Sports Listings Sponsor 6 Column x 2" $60
SATURDAY							
Front Page Footer 6 Col x 2" Full Color $100 (3000 wkly ad impressions)	Pioneer Chevy Sports Front Footer 6 Col x 2" $75 (2,500 wkly ad impressions)	Gatton Honda Sports Front Header 3 Col x 1.5" Color $35 (1,500 wkly ad impressions)	Weather Sponsor 6 Col x 1.5 Color $60 (2,000 wkly ad impressions)	Market Sponsor 3 Col x 4" $50 (2,000 wkly ad impressions)	Top TV Grid Sponsor 2 Column x 7.5" $105 (2,000 wkly ad impressions)	Bottom TV Grid Spons. 2 Column x 4" $40	HC
SUNDAY							
Boothe Chiro. 6x2" Full Color + 3K imps. $220	HC	Clear Creek Golf Sports Front Header 3 Col x 1.5" Color $50 (1,500 wkly ad impressions)	Weather Sponsor 6 Col x 1.5 Color $80 (2,000 wkly ad impressions)	HC	CROSSWORD Sponsor 2 Column x 7.5" $135 (2,000 wkly ad impressions)	HC	HC

One of the most successful revenue ideas that our advertising sales team implemented this year is our Premium Position Sales Campaign, which we conducted in January 2018. This was a three-week focused effort, to sell annual agreements to lock in advertisers and to increase active local accounts. These Premium positions consisted of Front Page Footers and Headers, Sports Front Footers and Headers, Weather Page Sponsor, Market Page Sponsor, T.V. Grid and Crossword Sponsor.

We conducted a pre-sale appointment-setting campaign, to ensure that we were calling on qualified customers to avoid switch business and to focus on new money or increased spends.

We were able to close $85,000 and 32 contracts during this three-week time period. Remaining open positions were sold over the following three weeks at a reduced incentive to the sales staff. All Premium spots not contracted were sold at A La Carte pricing throughout the year. Nine months into this program, the churn rate has been minimal. What made this effort so impressive, was that it came on the heels of the annual TV Book sales campaign.

View Bristol Premium Positions
View A La Carte Pricing Spreadsheet

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Jim Maxwell, Regional Publisher
(276) 645-2552 • jmaxwell@bristolnews.com

The News & Advance
Lynchburg, Va.

Own the Day

Own The Day is an opportunity for advertisers to get their customers' and new customers' attention like never before.

The program includes a front-page note, desktop note, mobile presence and an email blast -- all in one day.

With the many programs that we launched with frequency programs, these blasted messages are tailored to specific days. Advertisers can buy multiple days throughout the year.

We focused on this for two weeks and generated $65,710 with six new clients -- or a third of the total in new business.

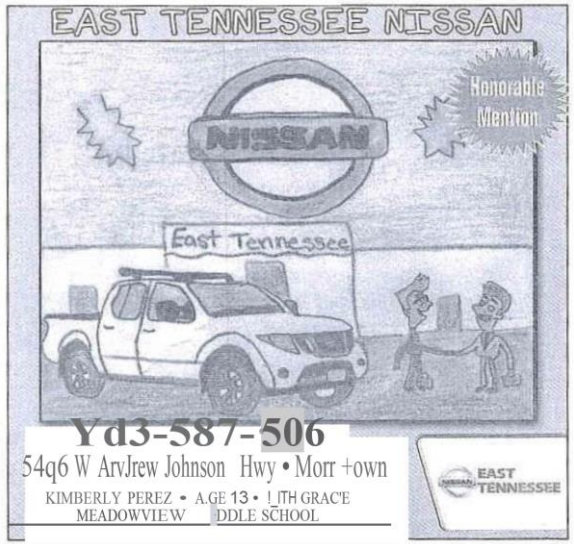
Idea submitted by: Kelly Mirt, regional publisher
For more information, contact: Kevin Smith, Advertising Director
ksmith@newsadvance.com

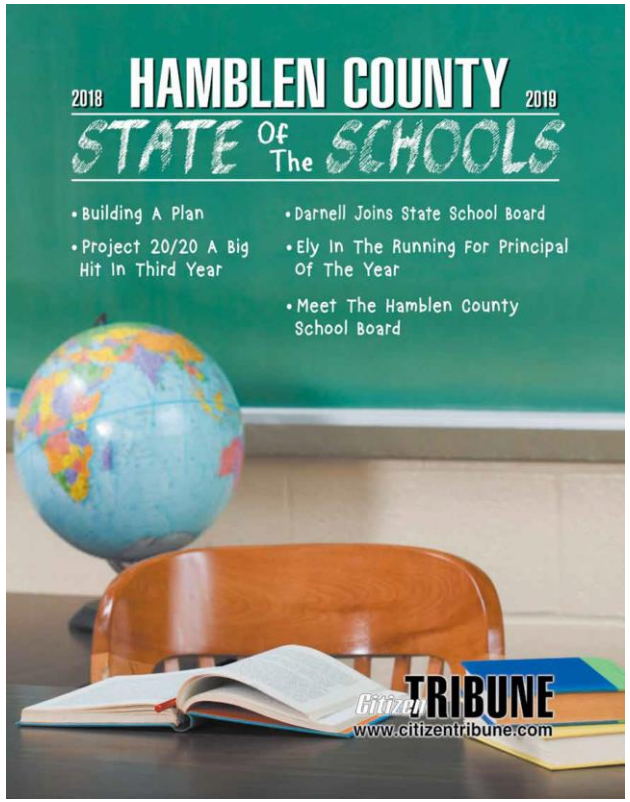
The News & Advance

P2P INITIATIVE

Citizen Tribune
Morristown, Tenn.

State of the Schools





This is a partnership between the newspaper and the Hamblen County School System.

We met with the Director of Schools and committed to putting information about the school year and the state of the schools in a 24-page full-color glossy publication.

This publication is distributed to every student in the Hamblen County School System (in their backpacks), as well as to every faculty member and all other school Board employees. The Hamblen County Board of Education is in charge of making sure all the books get distributed by or before the last week of September.

We printed 11,500 copies and made nearly $9,800 in revenue.

[View 24-page State of the Schools publication]
[View ads created by children]

Mike Walker, Sales & Marketing Director
(423) 581-5630, ext. 350 • mwalker@citizentribune.com

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Summerville Communications
Summerville, S.C.

Business Card Directory

We created a new Business Directory that was a big success in June.

This section generated $25,400. The net profit was $20,000 after printing the glossy 18-page directory.

We included digital in the package rate, for either Friends2Follow or a 300x100 on our site for a year, as an early closing bonus. That way, we got commitments early in the sales process instead of waiting until the deadline to get commitments.

[View the Business Directory]

Rebecca Alexander, Publisher/Ad Director
(843) 873-9424, ext. 211 • ralexander@journalscene.com

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Business Card Directory 2018

Glossy Business Card Directory & Online Directory for a Year!

Wouldn't it be great to deliver your business card to Summerville, Nexton, Cane Bay, Carnes Cross Roads Moncks Corner, Knightsville, Oakbrook, Sangaree Goose Creek, and Crowfield Plantation

Don't miss this opportunity to showcase your business and reach thousands of consumers!

PLUS LOCAL SEO! Your business will be featured in Marketplace Online Business Directory on all 3 websites for one year for LOCAL SEO and you will receive aa VISIBILITY REPORT ***Value $1,380!***

Print and Online for a Year!

One Business Card $595 *value $2,200*

Two Business Cards $895 *value $4,400*

One Business Card 3.4125' x 1.95"
Two Business Cards 3.4125" x 4.06"

Print: Glossy Print 4" x 10.75"

Online: Marketplace Directory Listing

Publication: June 27, 2018

Deadline: June 4, 2018

Online Business Directory Marketplace Featured Listing on our websites for LOCAL SEO!

Distribution: 23,000 Print + Online 12 mo.

Delivered in Journal Scene and Berkeley Independent and distributed in other areas to participating business locations.

the summerville JOURNAL SCENE
BERKELEY INDEPENDENT
the gazette

The Leader-Herald
Gloversville, N.Y.

Dog Days of Summer

We chose the summer as a time to give away $500 cash to one lucky reader of our newspaper. We give away a lot of prizes to our readers and this is one of our most popular.

We charged $400 for a full-page ad with color. The total revenue was right under $4,500. This has the potential to be a $10,000+ project in the future.

The concept is easy … read the entire tab, count the pawprints, guess the correct number, and enter to win $500.

[View Dog Days of Summer PDF]

THE DOG DAYS OF AUGUST
GREAT SUMMER
Drawing will be held on August 30th Winner will be notified by phone.
GIVEAWAY

To enter The Leader-Herald's Great Summer Giveaway just find and count all the pawprints (like the one at right) in this special section, fill out this form and bring or mail to:

Great Summer Giveaway, C/O
The Leader-Herald
8 East Fulton St., Gloversville, NY 12078

Name _____
Address _____
Phone _____
Email _____
Are you a subscriber? Yes _____ No _____

Number of Paw Print graphics in this special section:
(Do Not Count Any On This Cover)
AND PAWPRINTS MUST LOOK LIKE THE ONE TO THE LEFT, AND CAN BE IN VARIOUS SIZES

One lucky winner will be drawn at random from all correct responses and will win $500 from The Leader-Herald!
Entry Deadline is Wednesday, August 29, 2018.

Must be 18 years of age or older as of July 1, 2018. Winner picked by random drawing of all correct and fully complete entry forms. Incomplete, illegible, copies or inaccurate entrees are void. Entries must be received by Wednesday, August 29, 2018 by 5:00 p.m. Employees of The Leader-Herald and the businesses appearing in this supplement and each of their respective division, affiliates, parent companies, subsidiaries, advertising and promotion agencies (including their family members or those living in the same household) are not eligible to enter the contest. By completeing this form you give The Leader-Herald permission to contact you.

Trevor Evans, Publisher
(518) 725-8616, ext. 303 • tevans@leaderherald.com

P2P INITIATIVE

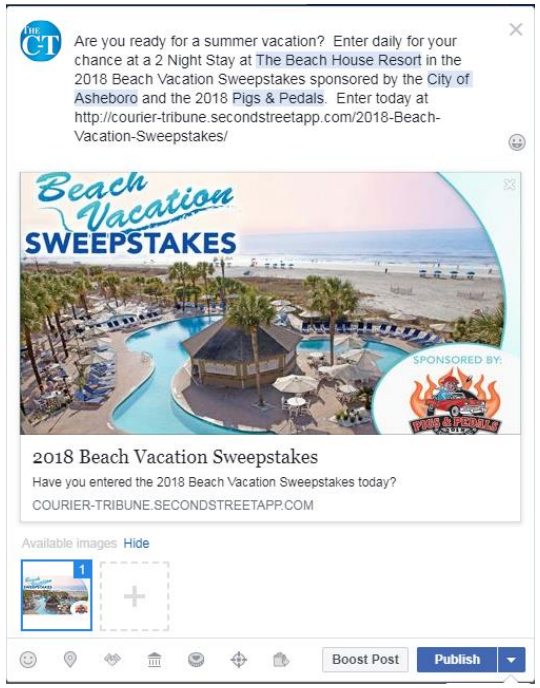
The Courier-Tribune
Asheboro, N.C.

Contests and Promotions

Our most successful money-makers in 2018 have got to be contests and promotions. We are able to generate quick hits utilizing special giveaways like Grill of Your Dreams, Gas Card giveaways and our Beach Vacation Sweepstakes.

We generally drive about $2 - $2.5K worth of revenue from each contest/promotion and the prize costs around $500. If we can find a sponsor for the prize, we'll trade a participation spot in the contest for the prize so sometimes it really has zero expense.

Idea submitted by Todd Benz, General Manager
For more information, contact:
Justin Little, Ad Sales Manager
(336) 626-6145 • jlittle@courier-tribune.com



Facebook post

P2P INITIATIVE

Rockdale-Newton Citizen, Henry Herald, Clayton News/Jackson Progress-Argus
Conyers, Ga.

Generations Magazine

As the population in our communities continue to age there comes a new opportunity to connect the dots between the advertiser and the 50+ Boomers and Seniors looking for excitement that is relevant to their needs -- whether that connection be for Social Security, insurance, health, food or road trips. Also, as print circulation continues to decline, I had to come up with a viable product that I could use across our five newspapers to grow revenue.

I started my first Generations magazine in August 2017 and have done two books in 2018. Total revenue = $43,606. The 8 1/2 x 11 glossy features a local figure chosen from one of our five community newspapers on the cover with a follow-up story inside. The articles cover everything from security, food, gun safety, tax changes, adventures, Medicare and more.

It also helps to have an anchor like Ingles Markets in the mix. Participation includes a print ad w/ a digital component. We insert the magazine in all of our paid subscriptions and it is online until the next issue publishes.

Brenda Bennett, Regional Sales Manager
(770) 483-7108, ext. 236 • brenda.bennett@rockdalecitizen.com

P2P INITIATIVE

Join us again on Nov. 15:

“Diversifying Revenue for Success" is the subject of our next P2P video conference call.

Thursday, Nov. 15, from 2-3 p.m. (EDT).

Watch for information coming soon in the SNPA eBulletin and on SNPA.org

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