

# America's Newspapers

## Solutions Partner 2024 Program

Building Solutions to Reach Newspaper Executives



# The Voice of the Newspaper Industry

America's Newspapers is an association of more than 1,600 newspapers strong.

Our focus is solely on advocating, defending and advancing the vital role of newspapers in communities across the country.

Our members are active, engaged and looking toward the future of the newspaper industry, seeking solutions to better serve customers through print and digital platforms.



# Solutions Partners

## Drive the Success of Newspapers

Solutions Partners are critical to the success of newspapers. Through new solutions, evolving technologies and providing efficiencies, Solutions Partners are vital to the overall health and future of newspapers.

America's Newspapers connects Solutions Partners with newspaper decision-makers. Our members represent markets of all sizes, from major metros to small-town weeklies, and from corporate-owned to independent and family-owned organizations.



# Industry-leading Conferences

America's Newspapers provides Solutions Partners the opportunity to connect with industry leaders at the industry's largest, and most effective, conferences.

Solutions Partners receive discounted rates and access to a variety of sponsorship options for any budget. Custom sponsorship opportunities also are available.

## News Industry Mega-Conference

April 14-16, 2024

Phoenix, AZ

## Senior Leadership Conference

October 20-22, 2024

Charleston, SC



# Reach, Connect, Engage

Custom programs designed to reach decision-makers

Newspapers continue to evolve faster than ever. America's Newspapers provides a variety of options for Solutions Partners to reach decision makers effectively and efficiently.

America's Newspapers members include family-owned, independent, and corporate newspapers from across the country, including:

Adams Publishing

Boone Newspapers

CherryRoad Media

Community Newspaper Holdings

Gannett

McClatchy

Ogden Newspapers

Paxton Newspapers

Southern Newspapers

The Seattle Times Company

WEHCO Media

Wick Communications

**More than 1,600 newspapers across the country!**

America's  Newspapers

# Solutions Partner Levels

**Nonprofit:** For 501c3 organizations that have an interest in engaging and supporting the newspaper industry. Nonprofit members have the same benefits as a general member.

**General Partner:** For businesses looking to support the newspaper industry and develop their brand awareness to newspaper decision-makers. This level includes discounted rates to America's Newspapers meetings and opportunities to promote your business in the Solutions Newsletter.

**Bronze Partner:** This level includes options for premium sponsorship of meetings and events and opportunities to directly engage with attendees. Newsletter ads are included at this level and at higher levels.

**Silver Partner:** For businesses more connected to the industry, this option provides opportunities to promote to newspaper executives on the America's Newspapers website and weekly newsletters. This level also receives priority for sponsorship opportunities for America's Newspapers meetings. Limited Silver Partner sponsorships are available.

**Gold Partner:** This level provides a variety of programs to connect and engage directly with newspaper leaders, including the highest priority to America's Newspapers meeting sponsorships. Limited Gold Partner sponsorships are available.



# Reach

Building your brand is critical in the ever-changing newspaper industry. Each sponsorship level includes opportunities to reach and connect with members and decision-makers.

- Discounted rates for America's Newspapers events
- Access to all America's Newspapers communications (newsletters, etc.)
- Listings on the America's Newspapers website
- Prominent logo positions on newspapers.org – the industry source for newspaper news and information

Level	Receive member communication	Listing on newspapers.org	Enhanced listing on newspapers.org	Ad position on newspapers.org
Nonprofit (501c3)	✓	✓		Not included with membership
General Partner	✓	✓		Not included with membership
Bronze	✓		✓	Not included with membership
Silver	✓		✓	Prominent in rotating positions on inside pages
Gold	✓		✓	Prominent in rotating positions on home page

# Connect

Direct exposure to customers in newspaper-centric environments generates results. Each sponsorship level includes opportunities to interact with America's Newspapers members at meetings and events.

- First access to sponsorships for America's Newspapers events
- Premium sponsorship positions available for select levels
- Attendee lead lists for Silver Partners and above
- Custom webinars conducted with America's Newspapers and promoted to members on topics of general interest, success stories and testimonials

Level	First access to sponsor live events	Receive list of attendees of live meetings	<b>Solutions Partner Webinar:</b> Opportunity to present webinar with content of general interest and not just a sales pitch
Nonprofit (501c3)			
General Partner			
Bronze			
Silver	Second access	✓	✓
Gold	First access	✓	✓



# Engage

America's Newspapers is connected to the newspaper industry, including decision-makers at the highest levels. Our twice-monthly Solutions Newsletter focuses on the latest innovations and news from our Solutions Partners and is distributed to our membership. There also are opportunities for expanded reach in our popular weekly newsletters.

- Press releases and news featured in the Solutions Newsletter
- Banner ads in our Tuesday and Friday member newsletters and Solutions Newsletters
- Custom webinars conducted with America's Newspapers and promoted to members on topics of general interest, success stories and testimonials.

Level	Distribution of press releases through monthly Solutions Newsletter	Newsletter Ad Spots
Nonprofit (501c3)	4x/year	Not included with membership
General Partner	4x/year	Not included with membership
Bronze	6x/year	4x per year in second or third position
Silver	8x/year	5x per year in secondary position
Gold	12/year	8x per year in primary position

# Solutions Partner Investment Levels

As a Solutions Partner, you are part of something bigger than just an association. Your support helps protect newspapers and secure their position in society.

But it's also about results. America's Newspapers Solutions Partner levels are designed to provide your business with options to reach, engage and connect with your customers. Our team will work with you every step of the way to ensure your investment is providing the exposure needed to reach potential customers

<b>Nonprofit Partner:</b>	\$300 annually
<b>General Partner:</b>	\$600 annually
<b>Bronze Partner:</b>	\$1,350 annually
<b>Silver Partner:</b>	\$2,100 annually
<b>Gold Partner:</b>	\$2,850 annually

## Questions?

**Contact Patty Slusher at [pslusher@newspapers.org](mailto:pslusher@newspapers.org). We will be happy to work with you to find a solution that meets your needs.**

## America's Newspapers 2024 Solutions Partners Levels

Level	Annual dues 2024	Total available	First access to sponsor live events	Receive member communication	Listing on newspapers.org	Enhanced listing on newspapers.org	Ad position on newspapers.org	Receive list of attendees of live meetings	Solutions Partner Webinar: opportunity to present webinar annually, with content of general interest and not just a sales pitch	Distribution of press releases through monthly Solutions Newsletter	Newsletter Ad Spots
Nonprofit (501c3)		Unlimited					Not included with membership			4x/year	Not included with membership
General Partner	\$600	Unlimited					Not included with membership			4x/year	Not included with membership
Bronze	\$1,350	Unlimited					Not included with membership			6x/year	4x per year in second or third position
Silver	\$2,100	Limited	Second access				Prominent in rotating positions on inside pages			8x/year	5x per year in secondary position
Gold	\$2,850	Limited	First access				Prominent in rotating positions on home page			12/year	8x per year in primary position