

America's Newspapers

Solutions Partner 2021 Program

Building Solutions to Reach Newspaper Executives



The Voice of the Newspaper Industry

America's Newspapers is an association of more than 1,500 newspapers strong.

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



Reach, Connect, Engage

Custom programs designed to reach decision-makers

The world has changed, and America's Newspapers has changed with it. 2020 brought new challenges to the ways businesses needed to connect with customers and America's Newspapers responded.

For 2021 our Solutions Partners program includes a wide variety of options for businesses to reach and connect with our member newspapers. We are making our powerful communication channels and relationships available to Solutions Partners to provide flexible options to serve customers and further the industry's success.



Solutions Partner Levels

General Partner: For businesses looking to support the newspaper industry and develop their brand awareness to newspaper decision-makers.

Advocate Partner: For businesses looking for opportunities to directly engage with decision-makers at America's Newspapers meetings and events.

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

Silver Partner: For businesses more connected to the industry, this option provides opportunities to promote and engage with newspaper executives in some of the America's Newspapers training programs. Limited Silver Partner sponsorships are available.

Gold Partner: This level provides a variety of programs to connect and engage directly with newspaper leaders, including webinar and training sponsorships and options to introduce meeting sessions. Limited Gold Partner sponsorships are available.

Platinum Partner: Our highest level for businesses looking to make a major impact on newspapers. This level includes custom programs, premium positions and individual webinars dedicated to their business. Limited Platinum 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, including options for enhanced listings
- Prominent logo positions on newspapers.org – the industry source for newspaper news and information

America's Newspapers is launching a new website and member portal in the 2nd quarter to provide even more exposure and benefits for our members.

Level	Access to America's Newspapers events at member rates	Receive communications (newsletters, etc.)	Listing as member on newspapers.org	Enhanced member listing on newspapers.org	Logo position on newspapers.org
General Partner	1 person	●	●		n/a
Advocate Partner	up to 2 people	●	●		n/a
Bronze	unlimited	●		●	n/a
Silver	unlimited	●		●	n/a
Gold	unlimited	●		●	prominent
Platinum	unlimited	●		●	prominent

Connect

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

- Sponsorship of our PIVOT industry meetings
- Premium sponsorship positions available for select levels
- Registration for members of your team at events and meetings
- Attendee lead lists for Bronze Partners and above

Like everyone, America's Newspapers is looking forward to getting back to in-person meetings. We are hopeful that we will resume live meetings in the 2nd half of the year. However, in the 2nd quarter we are launching a robust new Virtual Meeting.

Level	Basic sponsor listing of PIVOT (Spring)	Premium Sponsor Listing at PIVOT (Spring)	Presenting Sponsor: Premium listing as sponsor of PIVOT	Free registrations to all PIVOT events	Receive list of attendees for meeting sponsored
General Partner				n/a	
Advocate Partner	•			1	
Bronze		•		1	•
Silver		•		2	•
Gold			•	4	•
Platinum			•	6	•

Engage

Face-to-Face connections with customers build relationships and results. Advanced sponsorship levels include opportunities to directly and personally interact with America's Newspapers members at a variety of meetings and events.

- Introduce your business personally at an America's Newspapers meeting
- Introduce your business personally at one of our executive events, providing exposure to publishers and group leaders
- Host a custom webinar that is dedicated exclusively to your business

For 2021 America's Newspapers is launching Solution Stage Custom Webinars. Each webinar is dedicated to a specific business providing it with the opportunity to promote its services, product launches and innovations directly to our membership.

Level	Introduce <u>one</u> America's Newspapers meeting session	Introduce <u>two</u> America's Newspapers meeting sessions	Opportunity to introduce a session during an Executive Event	Solutions Stage Custom Webinar
General Partner				
Advocate Partner				
Bronze	•			
Silver	•			
Gold	•	•		1
Platinum	•	•	•	2

Engage

For 2021 America's Newspapers is providing even more opportunities for Solutions Partners to engage directly with members. We are expanding and re-energizing a number of programs that have virtual and live components, including:

- Training Academy: Quarterly, multi-module training sessions for specific disciplines
- Executive Voices: The return of the popular program designed exclusively for senior-level leaders and managers at newspapers, including idea exchanges and strategic development meetings
- Industry-leading webinars each month on the most urgent topics, with new sponsorship levels available

For 2021 all America's Newspapers programs (except Executive Voices) will be archived on our new online platform and available for all members to access at any time.

Level	Listing as sponsor of all Academy Training Events	Premium listing as sponsor of all Academy Training Events	Exclusive listing as sponsor of all Executive Voices Events	Additional free registrations to any America's Newspapers Academy Training	Webinar sponsor
General Partner					
Advocate Partner					
Bronze				1	
Silver	•			2	
Gold		•		4	•
Platinum		•	•	6	•

Engage

For 2021 America's Newspapers is launching a dedicated newsletter exclusively for our Solutions Partners. Our monthly Solutions Newsletter will focus on the latest innovations and news from our Solutions Partners and be distributed to our membership. There are also opportunities for expanded reach in our popular weekly newsletters.

- Press releases and news featured in the Solutions Newsletter
- Expanded features in the Solutions Newsletter for Silver level and above
- Display advertising space in our Tuesday and Friday member newsletters

Gold and Platinum Partners have the opportunity to develop custom programs to reach and engage with America's Newspapers members. We will work directly with you to maximize results.

Level	Distribution of press releases through Solutions Newsletter	Newsletter sponsorship	Solutions Newsletter feature	Customization option for Partner-specific programs
General Partner	●			
Advocate Partner	●			
Bronze	●	Secondary position 8 x per year		
Silver	●	Primary position 6 x per year	1	
Gold	●	Primary position 12 x per year	2	●
Platinum	●	Primary position 20 x per year	4	●

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.

For more information, including rates, contact: Dean Ridings, CEO of America's Newspapers at 847.282.9850 ext. 105, or dridings@newspapers.org. We will be happy to work with you to find a solution that meets your needs.