



Community Papers of Michigan was formed to facilitate the exchange of ideas between its member publications and their employees in Michigan. The purpose being to promote the interests of its members and provide opportunities for discussion, investigation of common problems and the education and betterment of those involved in the organization. Community Papers of Michigan accomplishes these objectives through offerings of seminars to educate publishers on methods of improving their publications, meetings and conferences for the free exchange of ideas and concepts between publishers of community newspapers, provide opportunities for publishers to network for shared growth and opportunities. CPM actively sells advertising, working with advertising agencies and businesses on behalf of our members for zoned or state-wide placements of classified, display and pre-print advertising. We are proud to be the only community paper association in the Country doing so.

### **~ Membership Info & Benefits ~**

- Community Papers of Michigan is an association representing community publications of general interest throughout the state.
- Membership in CPM is open to any publication that publishes at least twelve times per year on a regular basis. Publications can be home delivered, rack distributed or a combination of both. CPM welcomes both freely distributed and paid weekly and monthly publications. CPM does not accept niche publications or digital-only publications as members. All applications for membership must be approved by CPM's Board of Directors.
- Dues are paid annually. Circulation up to 65,000 is \$200.00. Over 65,000 circulation is \$200.00 plus \$1.00 per-thousand circulation for a single publication or multiple publications within a cluster that qualify for membership.
- As a CPM member, your company is listed on CPM's website and map. This is one more way readers and advertisers will be directed to your company. We also produce a member directory (Print & PDF) that features each member's company. The Executive Director utilizes this directory when working with individual business and advertising agencies across the country to try and bring new business to your publication.
- Revenue opportunities from selling into our Michigan Megamarket state-wide classified network: Each member who sells a \$249.00, 25-word MegaMarket ad, keeps \$60 of each sale. Even if you don't sell any network classified ads, the CPM board of directors establishes a rebate amount each year for all participating members who run the network classifieds.
- Display network advertising opportunities. The Executive Director actively sells display advertising into our members' publications both in some pre-approved networks that are deeply discounted, as well as custom buys, where CPM pays -15% of your open rates, if you choose to participate.

- Our pre-print network is a state-wide sales initiative and will afford additional pre-print sale opportunities for your company. We encourage all members to participate in these networks to strengthen our association while providing additional revenue opportunities for your company. Each publisher has the right to refuse any buy as we will not undermine any buy you may already have in place.
- Annual General Membership Meeting. You will be invited and encouraged to attend our FREE annual general membership meeting and take part in the idea exchange, roundtable discussions and more!
- Networking: You will gain much insight by networking with fellow Owners, Publishers, GM's and Advertising Directors of community publications across the state.
- Monday Morning Sales Tip is shared with our members. These are typically sales-related, and many of our members apply some of the lessons during sales meetings with their reps. We also feature all things publishing if pertinent to community publications.
- Our monthly Informer e-newsletter is e-mailed to all members. These newsletters contain association news, industry information and solid sales and production tips. We encourage members to provide info on your CPM Member publications, staff promotions, new publications, etc., to be included in our newsletter. Please submit any items for the newsletter to Jack Guza at [jackguza@cpapersmi.com](mailto:jackguza@cpapersmi.com) and it will be featured in the next available edition. You will also receive a weekly sales tip via email every Monday morning.

CPM is YOUR association. We exist as a support to you, our valued members. With your help, CPM will continue to grow which will allow us to offer additional member benefits, which will in turn help your company to become more successful!

***If you are already a CPM Member – We Thank You!***  
***If you are joining CPM – We Welcome You!***

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