



Community Papers of Michigan (CPM) was formed to facilitate the exchange of ideas between its member publications and their employees. Our goal is to promote the interests of our 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 communications to educate publishers on methods of improving their publications and meetings for the free exchange of ideas and concepts, provide opportunities for publishers to network for shared growth and opportunities. CPM actively sells advertising, working with advertising agencies and businesses on behalf of membership 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 Michigan.
- Membership in CPM is open to any publication which publishes at least 12 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. We also produce a member directory (Print & PDF) which features each member's company. The Executive Director uses 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 publication which runs our statewide classified network, MegaMarket, weekly receives a rebate at the end of the calendar year.
- Display network advertising opportunities. The Executive Director actively sells display advertising into 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 can provide 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. CPM's commission is 10 percent of the sale.
- Emailed 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 sales associates. We also feature all things publishing if pertinent to community publications.
- Our monthly newsletter, *The Informer*, 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 Don Rush via email, DonRush@CPapersMi.com and it will be featured in the next available edition.

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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