

Editorial Cartoon Exchange

Editorial cartoons are uploaded weekly to NYPA's website — www.nynewspapers.com

The cartoons are watermarked with the NYPA logo. All cartoons must be paid for in advance. If you are interested in publishing one of the cartoons, call Jill Van Dusen at 518 464-6483 ext. 25. She'll take your credit card information then send you the original artwork and the name of the artist.

Cartoons may be purchased one at a time (\$5), or you may purchase five "cartoon credits" for \$25 which you can use now or for future cartoons. You may also elect to have NYPA keep your credit card on file and we'll charge it each time you request a cartoon.

Newspapers that purchase editorial cartoons have permission to reprint those cartoons on their affiliated websites, with attribution.

Insurance

Workers' Compensation:

Workers compensation insurance is available to NYPA member newspapers through a group policy at the State Insurance Fund — Newspaper Publishers Safety Group #167.

The safety group offers a 15% - 20% advance discount to NYPA members. Contingent balance monies accrue interest. In recent years the safety group has declared a year-end distribution averaging 25 - 30%.

Disability Insurance:

Statutory disability insurance is available to NYPA member newspapers at a rate of \$4.50 per person per month. Call Melissa DeLollo at 518-464-6483.

Mutual of Bermuda Libel Insurance
Joanne Richardson — jrichardson@mic.bm
Sian Frame — sframe@mic.bm

Press Release Service

NYPA distributes press releases electronically to editors at new organizations (newspaper, television, radio, web) throughout the state. For information contact Jill VanDusen — jill@nynewspapers.com

Job Bank

NYPA member newspapers can post job openings on our website and/or run free help-wanted ads in NewsBeat. Send your job listing to Jill Van Dusen — jill@nynewspapers.com

Handbooks

NYPA provides free handbooks to help members in obtaining information and complying with the law. "Your Right to Know," a compendium of Open Government laws, "Guide to Equal Employment Opportunity," "Guide to Fair Housing Advertising," New York's legal notice rate card, and a template for affidavits are yours for the asking.

NEW YORK PRESS ASSOCIATION



Member Services



Resources for New York's Community Newspaper Industry

New York Press Association

621 Columbia Street Extension., Suite 100

Cohoes, New York 12047

t: 518.464.6483

f: 518.464.6489

www.nynewspapers.com

Benefits of NYPA Membership

The New York Press Association was founded in 1853 by 32 newspaper publishers who banded together to establish standards of commercial practice to meet the needs of their communities and to provide better information for their readers. How well they succeeded is written in the pages of the Association's history, as NYPA has evolved into one of the largest state newspaper associations in the country, representing more than 700 daily, weekly, business, religious, ethnic, and alternative newspapers.

NYPA plays a vital role in New York's newspaper industry, annually sponsoring the largest newspaper training conference in the country, successfully influencing legislation, providing a free libel hotline, sponsoring an annual better newspaper contest, providing paid summer interns for college students, free legal consultation, bi-monthly newsletters, regional training, press credentials, NewsToShare content-sharing platform, insurance, and more.

Whether you are the publisher, or work in the newsroom, advertising, production or circulation, NYPA is here to help. Call us anytime — 518 464 6483.

Help Line

You can get fast, accurate answers to questions publishers encounter every day — including postal matters, legal notice issues, state regulations, labor and employment issues, libel, copyright, intellectual property, independent contractors, laws affecting advertising, and more.

NYPS

The Association's for-profit advertising subsidiary, the New York Press Service, is a one-order, one-bill advertising placement service specializing in newspapers and their digital properties. NYPS works with advertising agencies and major corporations to simplify the ad placement process for regional and national buys. Nobody knows New York's newspapers like NYPS!

Small Space Network

Create a powerful new revenue stream for your newspaper by selling into the small space network. You'll keep 60% of the cost of every ad you sell, you'll extend the reach of your newspaper by adding the reach of the network, and you'll receive a year-end distribution from network revenues. Call or email Jeff Kiley — jeff@nynewspapers.com — to arrange for on-site sales training for your staff, or to get more information.

Free Libel Hotline

NYPA members have free access to the libel hotline for FAST answers to libel questions. Staffed by more than 20 attorneys at Ballard Spahr & Bond, Schoeneck & King who specialize in media law, the hotline is available 24 hours a day, 7 days a week, and is FREE of charge to NYPA members.

The libel hotline attorneys are prepared to respond to prepublication questions, provide post-publication advice on corrections and retractions, review questionable ad copy, and more.

libelhotline@bsk.com

libelhotline@ballardspahr.com

Conferences and Trade Shows

Every spring NYPA hosts the largest newspaper training conference in the country. Seminar speakers, recognized as leaders in their field, conduct educational sessions on all subjects important to newspaper personnel.

At the same conference, NYPA affiliate members and other vendors gather to showcase the newest technology and other industry-specific products and services. The trade show provides

and opportunity for vendors to talk with newspaper personnel in a relaxed environment.

The conference also provides invaluable networking opportunities.

Senior management staff gather annually for the fall publishers' conference, to discuss leadership strategies, revenue diversification, digital innovation, niche products, branding, positioning, and marketing.

Better Newspaper Contest

Since 1930, NYPA members have competed on a statewide basis against their peers in the annual Better Newspaper Contest. The contest is designed to measure papers of similar size against one another in categories including news, advertising, digital and photography.

The contest is judged by another state press association's newspaper members and awards are presented at the spring conference. More than 4,000 entries are received each year.

NYPA sponsors similar contests for high school and college newspapers published in New York.

Press Credentials

Press passes, and vehicle rear-view mirror hang tags are available to qualified employees of member newspapers. These photo-ID wallet press passes grant special privileges to journalists and photojournalists. To request a pass press, the publisher must send a request to Rich Hotaling, certifying that the journalists are full-time employees of the newspaper. rshot@nycap.rr.com

Summer Interns

The NYPA Foundation funds 20 paid summer internships for college students. It works like this: NYPA sends ads promoting the program to member newspapers. Newspapers run the ads which target students and their parents, encouraging them to download the internship application from the NYPA website. Students send the application directly to the newspaper they want to intern with. Newspaper staff select the candidate they want and forward that application to NYPA. NYPA randomly selects 20 candidates.

Promotion ads can be downloaded from: www.nynewspapers.com click on NYPA then internships. Questions? Contact Rich Hotaling — rshot@nycap.rr.com

Public Notice Web Portal

NYPS has developed a web portal to automate the intake of public notices as an administrative support service for newspapers. Newspapers can contract with NYPS to handle the ad order entry of public notices, proofs, payment processing, affidavits, and uploading to NYPA's public notice website. For information contact Eliot Putnam — eliot@nynewspapers.com

Government Affairs

NYPA represents the interests of New York's community newspapers before the state legislature, government agencies and Congress. NYPA works to protect public notice, Freedom of Information, Open Government, taxes on newspapers, labor issues, and more.

Publications and Communication

NYPA works daily to keep our members up to date on news you need, industry updates, advancing technology and more. "NewsBeat," the Association's bi-monthly newsletter, is chock-full of stuff to clip and save, pass through the office, or just read and enjoy. NYPA also sends timely emails targeted to publishers, editors and ad managers.

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