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# ICMA and the Association of Free Community Papers

An opportunity to collaborate?

# Association of Free Community Papers

- well-established and successful US trade association
- free-distribution (advertising) publications
- 500-600 publishing companies
- over 3000 publications to 40 million homes per week
- an annual conference for 350-400 delegates
- promotes the free-distribution industry nationwide and supports regional associations



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# National Advertising Network Inc (NANI)

- ad exchanging system
- set up in 1980
  - simple revenue mechanism to fund AFCP activities
  - generate revenues for members
  - national network into which participating publishers could sell ads
- publishers can join the AFCP without choosing to participate in NANI



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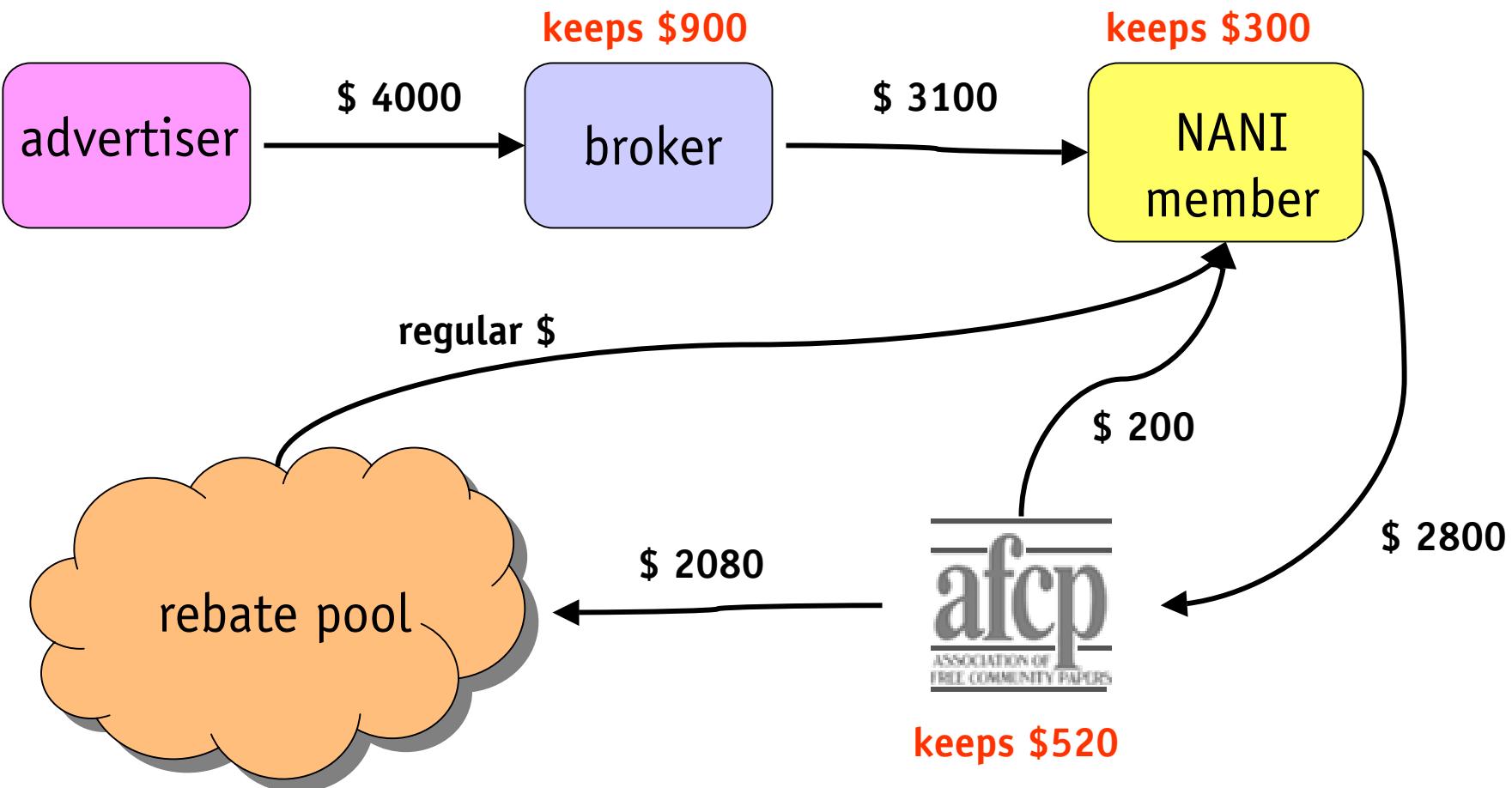
# How does NANI work?

- NANI operates a manual system – email and fax
- average of 25-28 network ads per week
- minimum price per ad is US\$ 2800
- entire network or a subset of publications accepting government advertising only (US\$ 1200)
- 30 million circulation (20 million guaranteed)
- telemarketing, credit, finance, prescription drugs, charities etc.
- generates over US\$ 4 million in annual revenues



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# Example





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# Linked networks





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# Benefits

- **AFCP**
  - adds value for AFCP members
    - sell another network to their existing network advertisers
    - sell to new advertisers desirous of advertising outside the US
  - increases attractiveness of participating in NANI
- **ICMA**
  - provides developed and extensive US network
  - opportunity for existing ADEX participants to generate revenue via a huge network – 5x the circulation of current ADEX titles and 150% of the readership
  - increases profitability and attractiveness of ADEX
  - generates useful source of revenue for ICMA
  - raises awareness of ICMA amongst potential US members



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# ADEX selling into NANI

- ads sent via FAPCOM to ICMA Head Office
- whole network or (possibly) personals (subset)
- fixed fee payable upfront sent by ICMA to AFCP, ADEX member keeps anything over as profit
- fixed fee goes into AFCP rebate pool (pay-to-print)
- quarterly audit, no need for PoPs
- single system usage fee



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# NANI selling into ADEX

- ads sent to ICMA office manually by AFCP
- international network or European network
- fixed fee payable upfront sent by AFCP to ICMA
- quarterly audit, no need for PoPs
- included in pay-to-print calculations and paid by ICMA Head Office
- US advertisers help fund ICMA activities



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# Next steps...

- secure informal buy-in from ICMA members
- ICMA and AFCP develop agreement
  - pricing
  - money flows
  - implementation and administration
  - conditions of use
- ICMA members asked to vote on proposal