



# NEWZ GROUP *blog!*



## MEET OUR NEW BLOG

### Why Digital Advertising is changing in 2015 and how it will affect your business

Digital advertising is a game-changer; yet, in the background of this transformative business is a \$21.8 billion problem (<http://bit.ly/215goyG>). This problem did not occur overnight, but it has gone largely unnoticed. So, what is this problem? You may be using it already. If not, you may start after reading this article.

The problem is called ad blocking.

Ad blocking is the act of using plugins (ex. Adblock Plus, uBlock)

***“a \$21.8 billion [dollar] problem”*** stop, replace or remove ads on a website.

As many fads come and go in society, this trend is not slowing down. In fact, it's growing in the United States and around the world. The most recent study from PageFair and Adobe shows a 48% growth of US ad block users in the past few months (<http://bit.ly/215goyG>). The increase

### Connecting Ads in your E-edition

Advertising is defined in the dictionary as "the business or act of making something known to the public, usually through some type of paid media" (<http://bit.ly/1NM2Pua>). The basic premise of advertising is in the definition yet this definition forgets the crucial change you may have noticed already. Advertising is no longer a push onto someone else. It has become an invitation that is as personalized to the receiver as feasibly possible—even down to simplistic details such as using someone's favorite colors in an ad. The example shown highlights the important journey advertising must take today to reach the intended audience. Understanding the company's focus and struggles in advertising is important to

See Connected Ads Page 2

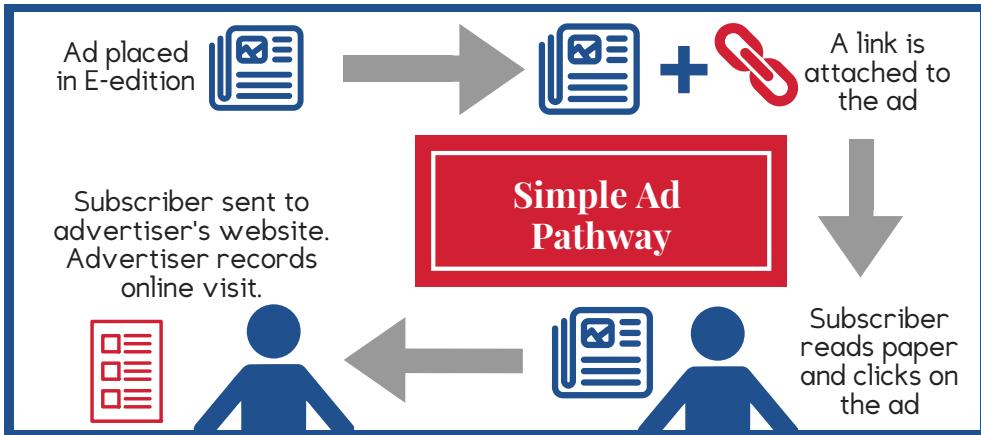
### PUBLISHER REFERRAL PROGRAM Read more on Page 3

**E-EDITIONS**  
Powered by Newz Group

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# FEATURES

## Connected Ads



allow better service for newspaper and magazine advertisers. The diagram shows the intended path newspapers and magazines may offer to advertisers when newspapers connect ads back to the advertiser. As the change into digital continues, the value of unblocked advertising will only grow in value.

## Digital Advertising Continued

brings the total number of active ad block users to around 45 million Americans. This is the same size as the entire population of Texas and New York combined. ([Factfinder.census.gov](http://Factfinder.census.gov))

So, how do companies combat this trend?

While there can be several ways to deal with it, these are the most common ones.

**The first method** is for advertising companies to pay the ad blocking companies to ignore and display their ads. This has many groups calling foul, as this practice is forcing websites to either pay for having their ads ignored or lose out on money they receive from their readers clicking on the ads (<http://bit.ly/1MXOEDo>).

**Another method** comes from the web publishers themselves, who have asked their readers to turn off ad blockers on the website. Unfortunately, the success of this effort can vary widely. Still, it never hurts to ask. (<http://bit.ly/1SHPAP8>).

**The last method** focuses on using a different source that is not a website, instead it is either an app or e-edition of a magazine/newspaper. By asking folks to login or accept a service that is ignored by ad blockers, content creators can offer advertisers a valuable and unblocked option. This provides newspapers/publishers a compelling reason to give local advertisers an ad that is not blocked on other services online.

Moving forward, it is important to remember the flexibilities the internet provides. However the same flexibilities hold many rewards as well as problems. Be sure to continue reading our blog as we will discuss how newspapers and businesses can see eye to eye when it comes to digital advertising.

# SERVICES OVERVIEW



## Simple & easy E-edition Solution

Make your publication available on the web in an easy and seamless fashion, exactly as it appeared in print. Compatible with Macs and PCs, as well as tablets and smartphones, allowing your subscribers access to your publication. No app required!

E-Editions supplement your print product without disrupting your traditional print franchise. With Newz Group, you only have to upload your publication to one location to benefit from E-Edition & digital archiving services.

### BENEFITS OF NEWZ GROUP'S E-EDITION SERVICE



Pay wall and  
hot links  
included

You retain all  
subscription  
information and  
revenue



No per-page  
fees—just one  
low, flat monthly  
rate!

Discounts for  
publishers with  
multiple  
publications



### PUBLISHER REFERRAL PROGRAM

Refer a fellow  
publisher to  
Newz Group's  
E-Edition service and you  
both receive  
50% off one month  
of E-Edition hosting.

### Archiving/E-Tear Sheets

Our statewide archives produce electronic-tear sheets that enable you to use electronic proof-of-publication pages to substantiate services to advertisers. E-tear sheets reduce cost and increase the speed of invoicing. With thousands of content originators uploading each week, Newz Group has developed one of the most comprehensive regional archives for contemporary periodicals in the U.S., and it continues to grow every day.

### Public & Legal Notice Hosting

We operate public and legal notice websites for nine state press associations. Public notices and legal notices offer information about bids, home foreclosures, estate auctions, etc. Industry-supported legal and public notice websites protect the integrity of government-issued notices as well as maintain a valued revenue source for publications. We electronically process and publish more than 20% of all public and legal notices generated in the U.S. We host 100% of the legal notices in the following states: Iowa, Kansas, Kentucky, Missouri, Michigan, North Dakota, South Dakota, Texas and Wyoming.

### Digital Archive

This is a complimentary service offered back to our publishers through our partnerships with press associations. Upload your publication to our secure servers for long-term, safe and reliable archiving. Having a digital archive of your publication is crucial for protection against catastrophic local events or data shortage failures. Additionally, Newz Group has powerful search features that make it easy to browse your archived materials. The archive is also text searchable.

**800.474.1111**

**INFO@NEWZGROUP.COM**

# SPECIAL THANKS TO OUR PRESS ASSOCIATION PARTNERS

Arkansas Press Association | Colorado Press Association | Iowa Newspaper Association  
Kansas Press Association | Kentucky Press Association | Michigan Press Association  
Missouri Press Association | New Mexico Press Association | North Dakota Newspaper Association  
South Carolina Press Association | South Dakota Newspaper Association  
Texas Press Association | West Virginia Press Association | Wyoming Press Association

## Collaborative Partners



School of Journalism  
University of Missouri

Working to preserve the historical heritage of newspapers, we are digitally converting, storing and hosting newspapers in Kentucky, Missouri and Kansas to help protect the valuable chronological history of the states. These projects continue to evolve and grow.

## OUR VISION

To support the Press through emerging markets.

## OUR MISSION

Create and sustain solutions aimed at providing information to compel action.

Don't forget to check out our Newz Group Blog

at [newzgroup.com/newzblog](http://newzgroup.com/newzblog)

**NEWZ GROUP**  
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A source for media news that can affect you and your business.

**Blog!**

## Contact & Connect



**Sarah Frieling** - Director of Customer Service  
[sfrieling@newzgroup.com](mailto:sfrieling@newzgroup.com)

**Matthew Davis** - Director of Marketing  
[mdavis@newzgroup.com](mailto:mdavis@newzgroup.com)

**Ian Buchanan** - Vice President of Operations  
[ibuchanan@newzgroup.com](mailto:ibuchanan@newzgroup.com)