

## Public Notices on the Web

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NJPA administers a website — [www.publicnoticeads.com/nj](http://www.publicnoticeads.com/nj) — that allows visitors to view public notices online, in their entirety, when they are published in the state's 170 daily and weekly newspapers. The newspapers upload their notices to this common site that is searchable by content-type, published date, municipality, county or newspaper. The web site also contains a "Smart-Search" component that allows individuals or companies to register and receive notification by e-mail when a public notice is uploaded containing one of several keywords they have provided.

## Other Press Associations

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NJPA receives bulletins and publications from other press associations throughout the United States and directs news and information to its membership. NJPA's Executive Director belongs to the Newspaper Association Managers organization (NAM), which meets frequently to exchange ideas and information.

## Low-Cost Insurance

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Greater value and low cost are offered on a variety of insurance coverages available through NJPA, including group health, life and libel insurance.

## Press Release Service

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NJPA's PressReach program provides businesses and agencies with a convenient way to submit and distribute press releases to multiple newspapers, radio, TV and online outlets in New Jersey.

## Technical Support

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Our Information Technology Manager assists smaller members with computer, software and web-related questions. Since most do not have IT people on their staffs, this is becoming an increasingly useful and important service.

**NJPA**  
**New Jersey Press Association**  
840 Bear Tavern Road, Suite 305  
West Trenton, NJ 08628-1019  
(609) 406-0600  
[www.njpa.org](http://www.njpa.org)

**NJPA**

## MEMBER SERVICES

### for Digital News Organizations



### New Jersey Press Association

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# NJPA

## MEMBER SERVICES

### for Digital News Organizations

#### Information Center

Each day, NJPA staff members answer questions on a broad range of topics for members and associates. We maintain current information on media/press issues and will research unusual queries. Our NJPA website — [www.njpa.org](http://www.njpa.org) — is the most used tool in our arsenal, ever growing in the number of unique visitors it attracts from members and the public alike.

#### Legislative Monitor

One of the most important functions of NJPA and its Government Affairs Committee is to monitor the activities of the New Jersey Legislature. Staff and committee members meet with lawmakers, testify on proposed measures, issue position papers and seek sponsors to introduce bills that will benefit our industry.

#### Publications

*InPrint*, NJPA's monthly newspaper, features industry news and personalities, help-wanted ads, job candidates, current issues and NJPA activities. NJPA also publishes a weekly e-mail bulletin, *NJPA Notes*, and a quarterly advertising e-newsletter, *ImPRESS*.

#### Reference Manuals and Guides

We currently distribute two reference manuals to members. *The Publication Laws of New Jersey* and *The Reporter's Handbook on Press Law and the Courts* are both popular and updated regularly. We also publish a long list of brochures and guides outlining various services available from NJPA.

#### Seminars and Webinars

NJPA conducts over 20 seminars and webinars during the course of the year in virtually all areas of the media, including photography, content, advertising, circulation and management. In the fall, our Annual Meeting features speakers on timely topics of interest to all departments.

#### Speakers Bureau

NJPA staff members regularly speak to civic groups and associations throughout the state about the New Jersey media industry. NJPA also serves as a resource for our members when they need speakers for organizational meetings or staff training.

#### Better Newspaper Contest

NJPA sponsors the annual Better Newspaper Contest. Member newspapers compete for awards in news, advertising, photography, online and circulation promotion categories. The contest is judged by out-of-state professionals and awards are presented at our Spring Awards Banquets.

#### Internship/Scholarship Program

New Jersey Press Foundation administers a fund that provides thousands of dollars each year for journalism training. The foundation sponsors a broad range of programs and awards aimed at students interested in media careers. The Internship/Scholarship program grants 10-week paid summer internships to journalism students from New Jersey. These internships are served at NJPA member companies. Upon successful completion of their internships, these students receive grants toward their next academic year.

#### Job Bank Coordinator

NJPA maintains a file of résumés from applicants seeking media employment. The staff provides members with potential candidates through our monthly and weekly publications or by specific request. We do not screen applications.

#### New Jersey Newspaper Network

Since 1991, NJNN has been helping ad agencies and advertisers plan and place ad schedules easily in any combination of NJPA members' media, with just one order, one bill and one check. NJNN added online advertising services in 2008 to assist clients with customized digital campaigns on the state's newsmedia websites. Every year, we place millions of dollars of advertising with member companies.

#### Statewide Market & Readership Surveys

NJPA regularly commissions surveys to study the buying and reading habits of New Jersey residents. The published results are invaluable to members, and to NJNN in its advertising sales efforts. In November 2009, Belden Interactive will release results of our latest research — digital audience measurement — garnered from a survey posted on a majority of NJPA-member newsmedia websites. Our Online Advisory Committee, made up of digital experts from a cross-section of NJPA membership, was consulted on this project and continues to provide input for future digital initiatives.

#### NJLinkLocal

NJLinkLocal enables advertisers to purchase a designated number of monthly impressions on participating NJPA member websites for statewide reach. We send any of three standard ad sizes through our network server to appear run-of-site on these sites. Participating publishers share a year-end rebate from annual sales, determined as a percentage of overall impressions served.

#### Legal Hotline

The Hotline provides legal advice, at no charge, to participating NJPA members. This is especially valuable for smaller operations with no communications lawyer on staff.