ROQUE CARRASCO CIRCULATION MANAGER

The Indiana (Bazette

Best Ideas for Growing Revenue and Acquiring/Retaining Customers

Messaging

Are we sending the right one?

"Don't stop the presses! When local news struggles, democracy withers"

- Wired Magazine 2017

"Why local U.S. newspapers are sounding the alarm"

- BBC America

"With decline in newspapers, is local government accountability at risk?"

- One News Now

"Losing local newspapers leaves many communities in the dark"

- CBS News 2019

"In the news industry, a stark divide exists between haves and have-nots"

"The results have been a parade of newspaper closures and large-scale layoffs. Nearly 1,800 newspapers closed between 2004 and 2018, leaving 200 counties with no newspaper and roughly half the counties in the country with only one, according to a University of North Carolina study."

- Wall Street Journal, 2019 -



Don't let this happen in your community.
Subscribe to The Indiana Gazette.
Support trustworthy, informative, local news.

The Indiana Bazette

Honors Awarded in 2015



Associated Press Media Editors 2015 Managing Editors Contest - Awarded for 2014

1st Sports Deadline Writing | Tony Coccagna Place Public Service | Julie Martin 2nd Sports Feature Writing | Matt Burglund
Place Business Writing | Chauncey Ross
Sports Photo | Teri Enciso
Feature Photo | James Nestor
Spot News Photo | Tom Peel



Most Oustanding Newpaper

Pennsylvania News Media Association 2015 Keystone Press Awards ~ Division IV

1st Sports Deadline Writing - Tony Coccagna Place Graphic/Photo Illustration - Kickoff 2013 Sports Column - Jeff Knapp Business/Consumer Story - Julie Martin Personality Profile - Heather Blake 2nd Sports Beat Reporting - Matt Burglund Sports Story - Matt Burglund Sports Event Coverage - Eli Nellis News Photo - Tom Peel

Honorable Sports Beat Reporting - Eli Nellis
Mention Special Project - Eye on the Hawks
Business/Consumer Story - Sam Kusic



Newspaper of the Year

Pennsylvania News Media Association 2015 Newspaper of the Year Contest ~ Division IV

1st Community Service 2nd News Excellence Honorable Best Use of Photography
Place Special Section Place Advertising Excellence Mention
Best Use of Video Diversity

Advertising Best of Show & Best Use of Video across all Divisions

Pennsylvania News Media Association 2015 Advertising Tearsheet Contest ~ Division IV

1st Automotive Ad - Glenn Bush Ford
Place Small Space Ad - Pikes Peak Nursery
Best B/W Ad - Lias Tire
Multiple Newspaper Products - S.A.F.E.R.
Special Event/Vendor Support Idea - Indiana's Cookin'
Wild Card - Lentz Kitchen & Bath
Special Section - Loss of Innocence

2nd Small Space Ad - Everlast Insulation
Place Classified Idea Ad - Valentine Love Lines
Vendor Support Idea - Fire & Ice
Special Section - NIE Student Tab
Wild Card - Paul at the Mall



Interstate Advertising Managers Association 2015 Advertising Contest - 30,000 & Under

1st Small Color Ad - Chestnut Ridge Golf Resort
Place Large Color Ad Howard Hanna Chestnut Ridge Realty

Howard Hanna Chestnut Ridge Realty Self-Promotion - Gazette Readers' Choice Ad Series - Plaza Electric 2nd Small B/W Ad - Sacred Image Spa Place Small Color Ad - Phoenix Spa & Salon Special Event - Indiana Indiana Congrats Self-Promotion - Digital Holiday Gift Guide Multiple Newspaper Products - S.A.F.E.R. Ad Series - Lentz Kitchen & Bath

3rd Small Color Ad - Pike's Peak Nursery
Place Large Color Ad - Axtec Travel Service

Special Section - Indiana Regional Medical Center 100-Year Anniversary Most Innovative Idea - Kids' Activities for Wintery Days <u>Won</u> Awards?

Tell your story!

Mast Head

Leisure on Page C-1. Year to date \$4,246

The Indiana (Bazette NewsMedia 2018 Newspaper of the Year

SUNDAY SEPTEMBER 8, 2019

64 pages - 7 sections Vol. 116 - No. 17

www.indianagazette.com

Letter Head

INDIANA PRINTING & PUBLISHING COMPANY 899 Water Street, P.O. Box 10, Indiana, Pennsylvania 15701



Newspaper of the Year - Division IV
2018 Newspaper of the Year - Division IV
2016 Newspaper of the Year - Division IV
2015 Newspaper of the Year - Division IV

Phone: 724.465.5555 • Fax: 724.349.4550 www.indianagazette.com • rcarrasco@indianagazette.net



2014 Most Outstanding Newspaper - Division IV

School Board Meeting

Keeping up with the monthly school board meeting is as easy as



Are my taxes going up? Who are the players? What's the agenda? How will the decisions affect me and my family?

Find the answers to these questions and more with our in depth coverage of your local school board's meetings.

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Memorial
Day Gift
Card Offer

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THE GAZETTE CIRCULATION DEPT. AT 724.465.5555

Enjoy Thanksgiving Dinner

ON US, when you choose

Indiana Gazette Home Delivery for

52 WEEKS

FOR AS LOW AS

\$18499 Carrier Route

(NEWSSTAND: \$312.00) \$197.99 Motor Route

With your prepaid subscription, you recieve

a \$40 GIFT CARD

from your choice of these fine area markets, to purchase all the fixin' for your holiday meal!







Offer good to new subsorbest only. A new subsorber is someone who has not received home deliver within the last 20 days. Expect to cuest in home delivery assorped, You need notice will reflect the Countries support published only. Subsorphion include the support deliverability will expect to the homeology will expect of the three current funday home delivery sate (purently \$1.50). Rester close heavier to relationary of the order to the current funday home delivery sate (purently \$1.50). Rester close heavier to relationary of the countries (1.5.16).





PLUS Gazette subscribers have received over \$5,900 in manufacturers' coupons so far in 2016!

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Enjoy Christmas Dinner

ON US, when you choose

Indiana Gazette Home Delivery for

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FOR AS LOW AS

(NEWSSTAND: \$312.00)

With your prepaid* subscription, you receive

a \$40 GIFT CARD

from your choice of these fine area markets. to purchase all the fixins' for your holiday meal!









colored home delivery within the last 30 days. Subject to current home delivery areas only. You are also will reflect the Gogethan regular published rates, Subscription includes the special Wednesda dillongator to thankingsing Gray charged of the then current Sunday home delivery rate (currently 1.50). Places allow 3 weeks for delivery of your gift cont. Other expect 10-0-16.





Your membership includes UNLIMITED DIGITAL ACCESS to indianagazette.com, the epaper and mobile, PLUS IG REWARDS discounts on goods and services!

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Christmas On Us

Autumn,
Winter,
Spring,
Summer

Take advantage!



Receive an Extra 14 Days if it is raining at the Gazette Offices at 899 Water St. on Monday, Oct. 2!

"Sovings based on \$2 week subscription of \$159.99 in our current home delivery cree. Offse good to new subscribers only. A new subscriber is someone who bost not received home delivery within the liail 30 days, Subject to current home delivery areas only. Your next notice will sefect the Gosette's regular published ories. Subscriptio includes the special Wednesday edition prior to thorstophing Day changed of the them current Sunday home delivery rate (currently \$1.50].

Get news that's NOT fake: TEN REASONS

to subscribe to The Indiana Gazette now!

- save thousands of dollars every year by using the manufacturer's coupons that are included with Sunday's Gazette.
- save even more money with our IG Rewards Program.
- looking to buy or sell, or looking for a job? Check out the Gazette Classifieds.
- in-depth news about your local school board and school functions.
- keep informed with news and issues concerning your local municipality.
- local sports news AND photos.
- state & national news that affects your family's
- special interest sections that appeal to EVERYONE in your family - from gardening to summer fun to gift ideas.
- local citizens' opinions expressed on the Editorial Page.
- news about local families birth and obituaries, wedding and engagement announcements, students and military personnel in the news.

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Ten Reasons subscribe

Mother's Day Offer

Candy is okay.
Flowers? They'll do, BUT...

THIS YEAR,
why not give Mom
a gift she'll enjoy

ALL YEAR

with a gift subscription to

MOTHER'S DAY
SPECIAL OFFER:

13 Weeks 26 Weeks 52 Weeks
HOME DELIVERY HOME DELIVERY HOME DELIVERY

MOTHER'S DAY SPECIAL OFFER:

Mother's Day is
Sunday May 13!

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M4L			BEND GIFT CARD TO:	Эме Элеолент	
	Please	13 Weeks	26 Weeks	52 Weeks	
	choose her subscription	□ 546.00	□ \$90.00	□ \$165.00)
CAN	D4		EXP. DATE		Subject to current home delivery creat only. Your next notice will reflect the
					Gazette's regular published rates. Subscription includes the special
VISA SIGN	WITURE				Wednesday edition prior to Thanksgiving Day charged at the then current

\$46.00 \$90.00 \$165.00

YOU CAN ALSO SUBSCRIBE BY CALLING THE GAZETTE CIRCULATION DEPT. AT 724.465.5555 Sure, you could get him another new tie (which he probably won't wear) BUT...

THIS YEAR, why not give Dad a gift he'll enjoy

ALL YEAR

with a gift subscription to



FATHER'S DAY Father SPECIAL OFFER: Sunday,

Father's Day is Sunday, June 16

Offer enpires 6-21-19

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Father's Day Offer

Football & Sports Coverage



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Today

For Only

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to indianagazette.com (the epaper and mobile), and

IG REWARDS!

SPORTS COVERAGE LINEUP

MONDAY: Steelers & NFL Sunday TUESDAY: NFL Monday Night

Football and high school

stats

THURSDAY: High school preview

FRIDAY: IUP Preview
SATURDAY: Friday's games
SUNDAY: IUP, Pitt & Penn State,
plus NFL preview



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You can enter the 2017 Indiana Gazette

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WEEKLY PRIZES OF

in Football Bucks for 10 Weeks Be a Winner... Play Each Week!

The Indiana Gaze You may also subscribe by cal		50 17 H (10 10 10 10 10 10 10 10 10 10 10 10 10
Check Enclosed Check#	CARD#	600
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	DATE	
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ADDRESS		*Offer good to new subscribers only. A new subscrib is someone who has not received home delivery will
E-MAIL ADDRESS		In the last 50 days, Subject to current home delivery areas only. Your near incides wit reflect the Grantin- regator published actes, Subsciption includes the special Wednesday edition pior to Thankspilling to characted at the then current flundar home delivers

CHECK IT OUT!

You can save enough with **IG REWARDS** to cover your subscription for an **ENTIRE YEAR!** And **NOW** you can even use your Smartphone to do it!

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AUTHORIZED SIGNATURE				OPTIONAL: Please A	Add Monthly Carrier Tip \$
Please	13 Weeks	26 Weeks	52 Weeks	HOME DELIVERY	Monthly NIE Donation \$
Please allow 4-6 weeks for delivery of your gift	□ \$47.99 □ \$50.99 10 GIFT ARD!	\$73.99 \$99.99 \$15 GIFT CARD!	\$184.99 \$197.99 \$20 GIFT CARD!	\$10 GIFT CARD!	We respect your privacy and will not share ANY of your personal information with a third party.
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The Indiana Bazette &



Every Day.

When you purchase a 13 week subscription to The Indiana Gazette, Indiana County's

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	CARDI	13 Weeks of Home Delivery Carrier Route - \$47.99*
- Carri		☐ Motor Route - \$50.99*
	CUSTOMER BIONATURE	☐ Check Enclosed
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PA Lottery

Sample Offer's

8 WEEKS \$25

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*Newsstand price: \$48.00

 Your community's news and sports

 Money-saving manufacturer's coupons



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for 8 Weeks for Only

Your neighbors received more than \$6,500 in manufacturer's coupons in 2016!

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100 ma, and 3000 mb b, saming 50 at 72 m	30.0000,	and take advantage of this	
CUSTOMER NAME		limited time special offer: (Offer expires 2-28-17)	
		□ 8 Weeks \$25.00	
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You Can Also Choose Our A	AUTOPAY Auto	omatic Renewal Option:	
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The Indiana Gazette's Automatic Renewal plan.		*** (please enclose a voided check)	
I authorize The Indiana Gazette to debit \$15.99 monthly from the following when renewal of the	, -	(please enclose a deposit slip)	
subscription is due (please check one). I understand	***Debit my acc	ount on 🗀 1st of the month 🗀 15th of the month	
that AUTOPAY will continue until I notify The Indiana Gazette in writing. AUTOPAY rates subject to change.	OPTIONAL: Please	Add Monthly Carrier Tip \$	
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NEWSSTAND PRICE

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	YES! I would like to start my new
CUSTOMER NAME	subscription to The Indiana Gazette for 70 Days for \$35.00!
ADDRESS	
100	☐ Check Enclosed Check #
PHONE	
-MAL ADDRESS	
	CARD#EXP
NDEPENDENT CONTRACTOR RENEWAL NOTICE	CUSTOMER SIGNATURE
ROUTE NUMBER	DATE

CUSTOMER

If your paper does not start in 5-7 working days or you miss delivery any day, please call 724-465-5555 and ask for the Circulation Department

The Andiana (Bazette

THANK YOU FOR YOUR ORDER!

CONTRACTOR SIGNATUR

70 Days TERMS OF DELIVERY

\$35.00







YOU CAN GRILL THAT? Here are some recipes to try on the grill, including watermelon, Page 9

The Indiana (Bazette

SATURDAY JUNE 8, 2019

2018 Newspaper of the Year www.indianagazette.com

20 names - 2 sections



Indiana man takes restored Jeeps to D-Day events

Special to the Capatte

in France, where he into-

from where President Trump will be speaking this coming

ported in one of his surflest Stowart flow out of while he messages. We are actually was in England. They have a in Portsmouth about a block researcant on the field called Remmy's Cafe. It has a large



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THAT'S LESS THAN 36¢ A DAY, INCLUDING SUNDAY!

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keep informed with news and issues concerning your local municipality.

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special interest sections that appeal to EVERYONE in your family - from gardening to summer fun to gift ideas.

local citizens' opinions expressed on the Editorial Page

news about local families birth and obituaries, wedding and engagement announcements, students and military personnel in the news.



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NDEPENDENT CONTRACTOR	CUSTOMER SIGNATURE
ROUTE NUMBER	DATE

Kitchen & Bath Month Post Card

