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Newspaper-focused whitepaper, “25 MORE Ways to Improve Your Print Products in 2017” has execs buzzing



Wake Forest, North Carolina — With print revenue and cost savings the hot topics reverberating through event sessions and attendee conversations across the 2017 Mega-Conference hall at the Marriott Orlando World Trade Center in late February, the timing and reception for a new whitepaper, “25 MORE Ways to Improve Your Print Products in 2017” was spot on. The conference is sponsored each year by several major national/regional newspaper/publishing associations.

Steve Mattingly, Senior Vice President, Southern Lithoplate, whose SLP Strategic Alliance print solutions team published the new white paper specifically for newspaper publishing and production management, said the quest by attendees for more information on revenue-creating and cost-savings ideas was front and center. “Publishers readily acknowledge that print is still the main driver of a newspaper’s revenues while proportionately responsible for the significant share of the costs.”

“That’s why newspaper management are looking for opportunities to optimize print revenues, fully understanding too, that their operations may not been manufacturing and delivering the print

product as efficiently as they might.”

25 MORE Ways to Improve Your Print Products in 2017 is the SLP’s Alliance team’s contribution to the conversation about how newspapers can make more money with print and spend less doing it. The new 48-page whitepaper is actually a colorful, casually worded collection of short and sharply written articles with suggestions, tips, recommendations and thought-provoking ideas for newspapers.

“Our research has confirmed that publishers want more info to help them develop creative strategies and plans to generate new print revenue streams plus learn where they can cut costs or change procedures to help achieve higher margins and profits,” Mattingly added. “This whitepaper is an excellent resource.”

“*25 MORE Ways*” is actually a sequel to the overwhelmingly popular *25 Ways to Improve Your Print Products in 2016*, also a 48-page book, published at last year’s Mega-Conference. Both whitepapers are available as full color PDFs that can be downloaded at: www.slp.com/25MOREways.

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