

The background features a light green color with a pattern of white arrows pointing to the right. In the center, there is a stack of several US dollar bills, including a \$100 bill and a \$20 bill, fanned out. The text is overlaid on this background.

Scan-based Trading Update Report

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The Post-Standard

Main Objectives:

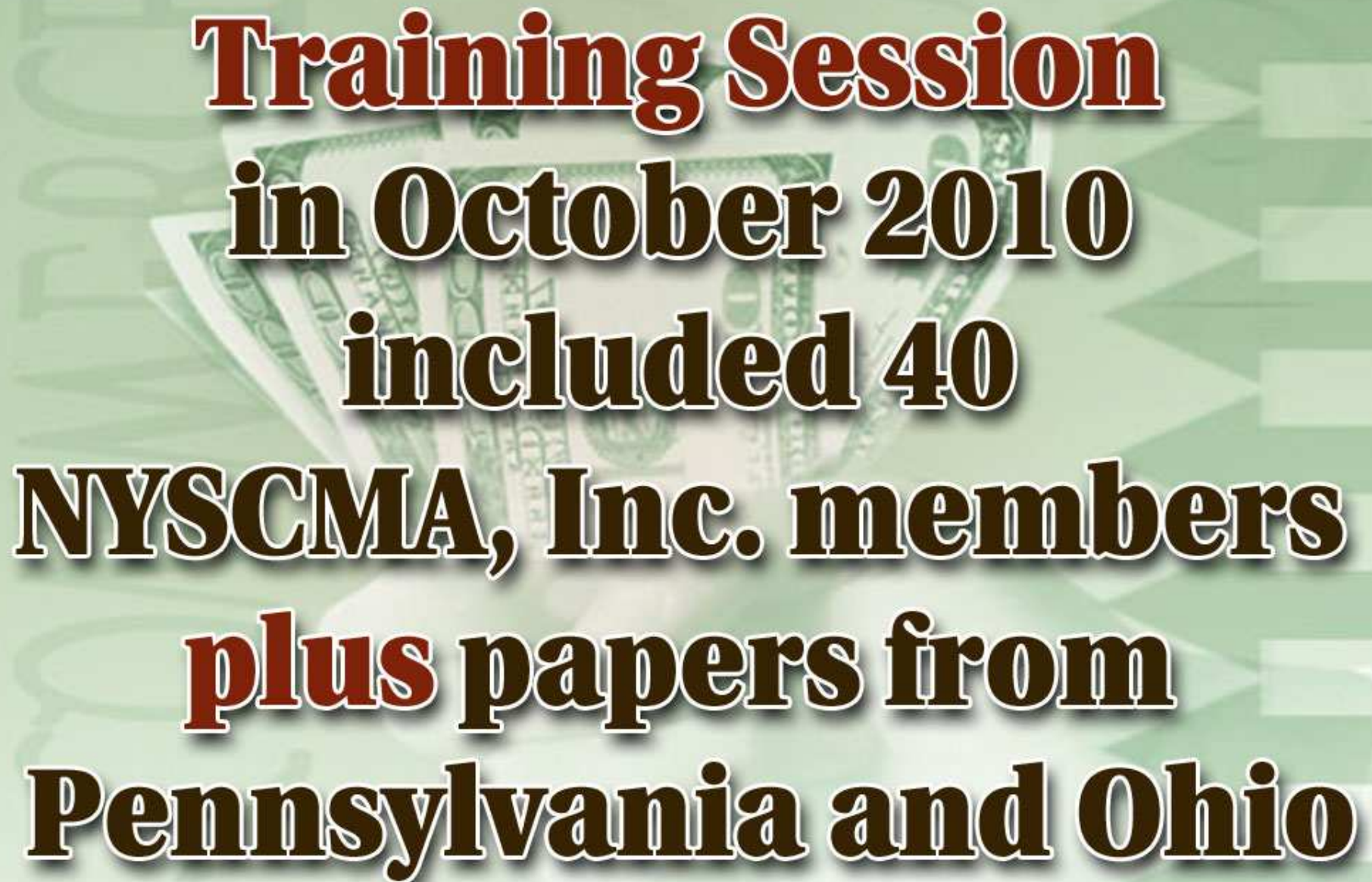
- **Continue dialogue** with SBT vendors
 - iControl*
 - Nexus*
- **Training** NYSCMA, Inc. members
- **Reach out** to other sectionals for the **development** of SBT metrics and tools

Continue Open Dialogue with Member Papers and SBT Vendors

- Provide **information** on SBT experience
- Create **discussion** on SBT initiatives

Training for NYSCMA, Inc. Members

- **SBT overview** at May, 2010 conference
-Invited iControl reps
- **Training session** in Syracuse, NY for members and invited other sectionals
-Session included participation from Nexxus reps

The background of the slide features a light green color with several large, semi-transparent green arrows pointing to the right. Overlaid on this are several US dollar bills, including a prominent \$100 bill in the center. The text is centered and uses a bold, serif font with a white outline and a drop shadow effect.

Training Session
in October 2010
included 40
NYSCMA, Inc. members
plus papers from
Pennsylvania and Ohio

Reach out to other sectionals

- In May, 2010 **NEACE presentation** with Jamie Nee from Boston Globe
- October, 2010 **training session** included OCMA and Interstate
- Spring, 2011 OCMA used “Get Paid on Scan” for **webinar** training
- April, 2011 **presented at CSCMA** with Kim Parker of Watertown and Shawn Schweitzer of Akron

Other activities

- Spring, 2011 became SBT chair of NAA single copy committee
- Committee goals resemble NYSCMA, Inc. committee goals
 - *Develop best practices*
 - *Create metrics*
 - *Develop common vocabulary*

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**Planning NAA
SBT webinar
in August 2011**

Working with **Sycronex/DTI** on affordable field tool

- Scan and release data in real time
- Communicate with various data bases
- Collect signatures in the field
- Affordable pricing

Participated in NAA survey/report

- **The scope and challenges of scan-based single copy sales**
- **Highlights from survey...**

What percent of your total single copy circulation is sold / billed on a scan basis?

Less than 5 percent	13.0%
5 to 10 percent	20.0%
10 to 15 percent	18.0%
15 to 25 percent	26.0%
More than 25 percent	23.0%
Total	100%

How many accounts (not locations) currently pay based upon the number of copies scanned?

	Total	Less than 25,000	25,000 - 49,999	50,000 - 74,999	75,000 - 99,999	100,000 - 249,999	250,000 or more
Less than 5 accounts	18.5%	23.8%	19.0%	5.3%	0.0%	6.3%	11.1%
5 to 10 accounts	29.1%	32.3%	26.2%	36.8%	18.2%	25.0%	0.0%
10 to 15 accounts	21.6%	20.0%	21.4%	21.1%	36.4%	25.0%	22.2%
More than 15 accounts	30.8%	23.8%	33.3%	36.8%	45.5%	43.8%	66.7%

What is the percentage copy loss due to SBT variance between copies scanned and at your newspaper and physical accounts?

	Total*	Less than 25,000	25,000 - 49,999	50,000 - 74,999	75,000 - 99,999	100,000 - 249,999	250,000 or more
Less than 5 percent	36.80%	41.30%	38.10%	42.10%	18.20%	25.00%	0.00%
5 to 10 percent	39.50%	34.90%	45.20%	36.80%	63.60%	43.80%	44.40%
11 to 20 percent	16.10%	16.70%	11.90%	15.80%	9.10%	18.80%	33.30%
More than 20 percent	7.60%	7.10%	4.80%	5.30%	9.10%	12.50%	22.20%



Do you think there are benefits that scan based programs bring to your newspaper?

Yes

55%

No

45%

Total

100%

What do you think are the benefits that scan based programs? Check all that apply:

Accounts are paid on a more timely basis	37%
Less time spent collecting by distributors	59%
Less time spent billing by newspaper staff	33%
Able to sell at locations and open accounts that were not previously available	42%
Improved rapport with retailer	10%
Reduced receivables and write-offs	14%

What do you think are the negatives that scan-based programs bring to your newspaper? Check all that apply:

Accounts are paid on a less timely basis	42%
More time spent collecting by distributors	12%
More time spent by newspaper staffs reconciling accounts	80%
Lost locations and accounts due to switch to scan based billing	17%
Damaged rapport with retailer	37%
Increased receivables and write-offs	73%