

Why it pays to belong to the CPA

Growth through education, advocacy and enhancement

Your membership includes:



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EMAIL:
coloradopress@colopress.net

WEBSITE:
coloradopressassociation.com

SYNC2 WEBSITE:
sync2media.com



LEGAL HOTLINE

Members have free access to the CPA Legal Hotline hosted by Colorado's top media lawyers as well as advocates at the Colorado Freedom of Information Coalition — just a call or email away.

LOBBYING SERVICES

CPA's public policy team protects your media-related interests in the state and national capitols.

IN THE COURTS

Beyond the legal hotline and work at the Legislature, the CPA also focuses on and becomes party to court cases of industry importance, ensuring our members are proactively protected from damaging policy and court decisions.

REVENUE ENHANCEMENT

SYNC2 Media is an extension of your sales staff, giving you services of a national newspaper and online advertising placement firm and bringing in dollars directly to your publication. Member newspapers also get a discount on the holdback for ad placement compared to non-members.

YOUR DIGITAL PLATFORM

Want to become the one-stop shop for your clients but don't know where to start? Member papers have access to all of SYNC2 Media's products at wholesale rate, and we will do the background work. All you have to do is make the sale, and we can help you do that, too.

ADVOCACY PROGRAMS

CPA is dedicated to the promotion of the newspaper industry in all its forms — print, digital and video. In addition, the CPA can help you with your advocacy, with white-label house ads, columns and social media memes.

NETWORKING OPPORTUNITIES

CPA holds meetings and events throughout the year when members and others in the industry meet, learn and exchange ideas.

TRAINING OPPORTUNITIES

Gain access to discounted and affordable seminars and online training through SYNC2 University, covering topics from reporting basics and new-hire ad sales to technology, social networking, management issues and more. CPA members receive discounted rates to attend the webinars and regional trainings.

BEST PRACTICES

Don't have time for webinars or in-person training? We also offer best practice documents to help you or your staff navigate a variety of decisions and issues.

CONVENTION

The CPA's premier event offers the best of our educational opportunities, a chance to network with industry leaders and peers and to celebrate our industry's great work when the annual awards are announced. CPA members receive discounted rates to attend the convention.

CONTESTS AND AWARDS

CPA assures that your publication and staff get the recognition they deserve (and that your advertisers like to see) in the annual CPA Better Newspaper Contest.

INFORMATION & TRENDS

Keep up to date with the latest news and trends in Colorado and beyond with our monthly Colorado Editor publication and frequent member communications and our bi-weekly newsletter — the Colorado e-Editor. Find answers to your frequently asked questions about content, advertising, public affairs and more with exclusive membership access to www.coloradopressassociation.com

RESOURCES AND MORE

Have a question about how to handle something or who to call? Our staff is here to help. The CPA always is looking at how we can better serve our members.



coloradopress

ASSOCIATION

Voting Membership Benefits & Services

The Colorado Press Association offers a variety of benefits for its Voting Membership. Listed below are some of those benefits. Voting Members can also vote at the annual meeting and are eligible to be on the CPA's Board of Directors.

EDUCATION

- Affordable regional workshops and seminars, including access and discounted rates to the webinar series, SYNC2 U Online University
- Access to the renowned annual convention, with deeply discounted fees
- Access to members-only best practices documents
- Access to members-only on-demand training videos
- Sunshine Law resources (editorials, public/press guide to Colorado laws on Open Meetings & Open Records), including access to the Colorado Freedom of Information Coalition and the Legal Hotline
- In-person trainings

ADVOCACY

- Full-time lobbying efforts on behalf of members interests
 - Routine legislative updates and correspondence
 - Access to world-renowned open meetings and Freedom of Information attorneys at Levine Sullivan Koch & Shulz
 - CPA is in the courts, helping to fighting on precedent setting issues for its members
 - Access to house ads and social media promotions, which can be white labeled.
- Liaisons with important Colorado industries such as tourism and trade organizations, Colorado Municipal League, Colorado Counties, Inc., Colorado Society of Association Executives, state newspaper associations, Inland Press Association, National Newspaper Association, Newspaper Association of America, etc.
- Affordable press release distribution service

ENHANCEMENT

- Access to press credentialing for individuals within your organization who are currently working journalists
 - Increased revenue through members-only advertising programs
 - Members get discounted holdback on ads placed by SYNC2 Media, meaning they receive more money on ad placements than non-members
 - Members have access to SYNC2 Media's digital platform, which members can sell as their own products. SYNC2 will also provide white label documents and trainings.
 - Representation in the annual membership directory provided to advertising agencies, media planners and media buyers across the nation
 - Annual subscription to Colorado Editor – the monthly trade association newspaper
- Executive Director communication and outreach to include annual site visits
- Affordable press release distribution service
- Networking opportunities through a variety of functions