



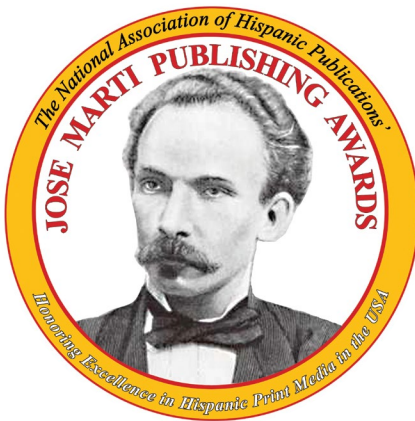
**Enter Each Awards
Separately**

The National Association of Hispanic Publications **2018 Membership & Awards Package**

*A Simple Process for dealing with Your NAHP Membership
& Two Sets of National NAHP Awards*

Join the Fastest Growing Latino Media Organization

In 2017 the NAHP grew 207% to it's largest number of members in nearly a decade. This growth and the energetic and highly involved new NAHP Board are a great sign of renewed energy with the industry that provides more meaningful localized content to Latinos in the USA than any other. Websites and digital publications can now be members. Renew your membership or join now to take advantage of what the NAHP offers. *Pages 2-3 of this package, Complete Form on page 3.*



The National Convention Edition of the José Martí Awards

They includes most of our traditional José Martí categories as well as the key new Primero categories introduced in 2016.

Deadlines: Discount deadline: Must be in our office by April 30, 2018. Final deadline for entries to arrive at our office in Carlsbad: July 15, 2018

See pages 4-8 for the information you need.

Awards will be presented at the 2018 NAHP National Convention

The NAHP Latina & Latino Publisher of the Year Awards

Designed to recognize the talents of our hard-working publishers.

Deadline: August 1, 2018

See page 9 for the information and Form you need.

Awards will be presented at the 2018 NAHP National Convention





National Association of Hispanic Publications, Inc.

**THE ASSOCIATION OF LATINO FOCUSED
QUALITY CONTENT MEDIA SINCE 1982**

**NAHP 2017-18 Board
Executive Board**

President

Fanny Miller, El Latino

Vice President

Alvaro Gurdian, La Noticia, NC

Vice President of Membership

Beto Tenorio, Hola Noticias, NC

Vice President of Marketing

Vice President of Sales

Secretary

David Cortinas, La Voz Hispanic

Treasurer

Jose Zepeda Jr, El Aviso

Regional Directors

Region 1

Jose Somalo, Hoy en Delaware

Region 2

Lina Gomez, El Sol

Region 3

Clemente Nicado, Negocios Now

Region 4

J. Gabriel Esparza, Qué Onda

Region 5

Alvaro Guillen, La Raza del Noroeste

Region 6

Rossanda Drumond, Alianza Metro News

Region 7

Giancarlo Bresani, El Clasificado

Vice Regional Directors

Region 2

Gonzalo Aguirre, La Conexion

Region 3

John Heaston, El Perico

Region 5

Miriam Lira Hickerson, Life Affairs

Membership & Awards Producer

Kirk Whisler, Latino 247 Media

3445 Catalina Dr, Carlsbad, CA 92010

kirk@whisler.com 760-579-1696

2018 MEMBERSHIP PACKAGE

A Simple Process for Dealing with Your NAHP Membership

Welcome to the NAHP. The National Association of Hispanic Publications, Inc. is a non-partisan trade advocacy organization representing the leading newspapers and magazines publishing in Spanish, English and Bilingual editions. **2017 saw a 207% growth in membership and we are confident that the numbers will be even more impressive in 2018.** The NAHP was founded in 1982 to promote publications serving the fastest growing market in the USA: Latinos. Research has shown that Hispanic newspapers and magazines are the most effective medium to reach the fast-growing Hispanic community.

Geographically, NAHP members span the country, with a concentration in areas of large Hispanic populations. Hispanic newspapers and magazines produce 63 billion pages of information annually. With Hispanic purchasing power at \$1.5 trillion dollars, Hispanic newspapers, magazines, websites, and related media offer the best value.

The NAHP has a GREAT new leadership team that is working hard to grow the organization, increase advertising to member publications and expand services to ensure that the organization is productive on a wide variety of levels.

OUR MISSION: The National Association of Hispanic Publications, Inc. (NAHP) furthers the excellence, recognition, and use of Hispanic Publications and provides them access to professional development opportunities to better serve and empower Hispanic communities.

Vision: The ultimate choice to reach the Latino market.

Sincerely,

Fanny Miller, President

Beto Tenorio, Vice President of Membership

Become A Member of the NAHP

Become part of the most influential Hispanic print and digital media organization in the country.

IT PAYS TO BELONG...Member BENEFITS include:

- ✓ **AD BUYS.** The NAHP has just launched what promises to be it's most effect ad sales program in more than a decade. One major buy from a new advertiser has come in that promises to expand in scope.
- ✓ **AWARDS.** The NAHP José Martí Awards are the oldest and largest Hispanic media awards in the USA. Use the power of these awards to bring recognition to your publication and staff – while they also shine a light for advertisers to better understand the qualities of your publication and the audiences it serves.
- ✓ **VISIBILITY.** Helping increase the visibility of Hispanic newspapers, magazines and other media within the eyes of advertisers and corporations nationwide. **Only by working together can we achieve this in a cost effective manner**
- ✓ **PROFESSIONAL DEVELOPMENT.** The NAHP workshops, webinars, and other training programs are your best source for information on how to keep timely with your editorial, how to grow your ad sales, how to cost effectively reach your reading audiences, and how to keep the publication profitable.
- ✓ **NETWORKING.** For most of its history the NAHP has been the most effective place to network with corporate executives, government officials, and advertising representatives.

NEW RESOURCES beyond the basic membership benefits include:

- ✓ **SAVE MONEY THRU GROUP BUYING PROGRAMS.** The NAHP Board has set a new goal in 2018 to establish Group Buying Programs for its members. These will include key newspaper and magazine services. The program is designed to both lower your operating cost and raise the quality of services you utilize.
- ✓ **2018 NATIONAL LATINO MEDIA STUDY.** The NAHP is a key part of The 2018 National Latino Media Study. This study will be both conducting comprehensive Readership Studies for participating publications and creating a National Latino Media Usage Profile. The Readership Studies will include detailed demographics, media usage, and consumer preferences for the publications readers.

2018 NAHP MEMBERSHIP FORM

NEW LOWER RATES AND A SIMPLER PROCESS FOR NAHP MEMBERSHIP

Please complete all of the following:

Step 1, Publication Contacts: Publication: _____

Key NAHP Contact: _____

Phone: _____ Cell Phone: _____ E-MAIL _____

Address: _____ City: _____ State: _____ Zip _____

Publisher: _____ Phone: _____ EMAIL: _____

Editor: _____ Phone: _____ EMAIL: _____

Ad Manager: _____ Phone: _____ EMAIL: _____

Marketing Mngr: _____ Phone: _____ EMAIL: _____

Digital Manager: _____ Phone: _____ EMAIL: _____

Step 2, Publication Details (this helps keep us current on your operation and media trends):

- **Type of publication:** _____ Newspaper _____ Magazine _____ Newsletter _____ Online Yellow pages _____ ePublication _____ Website
- **Frequency of publication:** _____ Daily _____ Weekly _____ Twice a month _____ Monthly _____ Less than monthly _____ Digital only
- **Year founded:** _____
- **Language:** _____ % of the PUBLICATION in Spanish. _____ % of your WEBSITE in Spanish.
- **Current circulation of publication/Unique monthly users for digital:** _____ If audited, include a PDF of your most circulation recent audit.
- **You do NOT need to be audited to be a member of the NAHP.** Audit company, if any: _____ Date of last audit, if ever audited: _____
- **Number of editions of the publication with the same name, different areas of distribution** _____
- **Website for the publication:** _____
- **Website for digital editions of the publication:** _____ **For new or returning members you should have a minimum of 6 editions on this site. If you don't have 6 editions on this site, then please MAIL a minimum of 3 editions to the address below.**

Step 3, NAHP Membership:

- **NAHP Membership Status** (check one): _____ Was a member in 2017 _____ Was a member prior to 2017 _____ First time member
- **NAHP Dues:** _____ Under 30,000 circulation \$325 _____ 30,000+ circulation \$450 _____ Multi Edition Publication \$650

Multi Edition Publications are defined as publications with editions in one or more MSAs where each publication has the same name and a geographic designation. Each edition will be listed as a member, but the overall publication will only have one vote within the organization. Publications with different names must have individual memberships.

Total owed for NAHP Membership above: \$ _____ Payment is by: _____ Check _____ Credit card

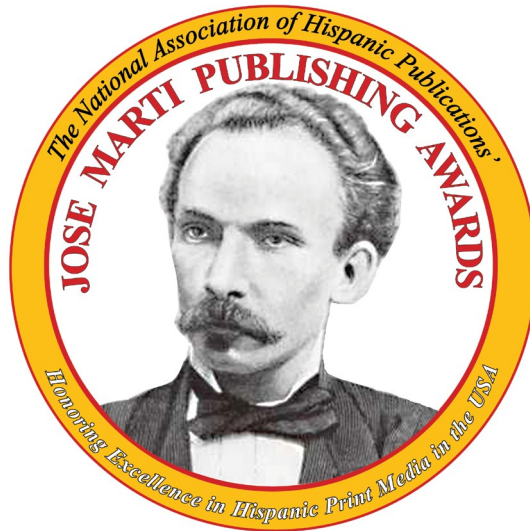
Credit card number: _____ Expires: ____/____ Zip code for credit card payment: _____ CV code: _____

Make checks payable to: NAHP. In mailed packages include 2 printed copies of different issues of your publication.

Step 4: Mail or email this form. Email this form, links to digital copies, and payment method to: kirk@whisler.com

Mail this form and your CHECK or credit info to: Latino 247 Media Group; **Attn: NAHP;** 3445 Catalina Dr.; Carlsbad, CA 92010

Direct questions to kirk@whisler.com. Coordination of the NAHP Awards and Membership efforts is being conducted through Latino 247 Media Group, formerly Latino Print Network. Kirk Whisler may be reached at 760-579-1696.



THE NAHP's JOSÉ MARTÍ AWARDS

The José Martí Awards are named after José Julián Martí Pérez (January 28, 1853-May 19, 1895), a Cuban poet, essayist, journalist, revolutionary philosopher, professor, translator, political theorist and publisher. Through his writings and political activities he became a symbol for Cuba's struggle for independence from Spain. He also fought against the threat of United States expansionism in Latin America. During his lifetime, his writings were published in numerous newspapers, magazines and journals in most Latin America countries and the USA. In the USA he wrote for publications in both Spanish and English.

With these Awards we seek to both honor the memory of José Martí, a tireless advocate who clearly saw the enormous power of PRINT and honor those editors, publishers, photographers, designer and marketing professionals who continue today to use the POWER of the written word, impactful photos and illustrations, and creative design to reach, impact, and motivate readers across the USA and beyond.

These awards, started in 1989 by the National Association of Hispanic Publications, are one of the oldest and by far the largest Hispanic media awards in the USA. They have followed many key trends over the years: as new editorial sections have been added; as new technologies have been added; and as marketing has evolved. The awards have helped advertisers find the publications that are making the RIGHT MOVES in terms of reaching consumers.

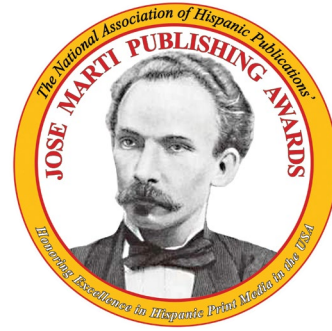
In 2016 the awards committee created the **José Martí PRIMERO Awards**. They are designed to help elevate recognition of Latino publications and digital media excellence to the level their excellence merits. These are the BEST OF THE BEST in Hispanic media. We ask that you join us in helping GROW the José Martí Awards and Hispanic Print across the country.

Publications have used their winning awards to salute their competent staff, to help build their readership and, most importantly, to satisfy existing advertisers and bring in new advertisers.

In 2018, I look forward to seeing all of you at this year's annual conference.

*I encourage all Latino publications who are proud
of the publications you produce to enter,*

Kirk Whisler, Awards Producer



THE JOSÉ MARTÍ AWARD GUIDELINES

ENTRIES

- Entries not properly tagged will be billed but not processed until all correct information is supplied.
- Entries from publications that are not NAHP members in good standing will be billed but not processed until the publication becomes a qualified member. If you are NOT a current NAHP member or need to renew your dues, please go to www.NAHP.org/PayMembershipOnline.aspx

FORMAT OF ENTRIES TO BE SENT

1. **All entries need to be in PDF format.** Photos can be either a jpeg or a PDF. Videos should be in a high resolution of any common format. For the videos, please make sure audio is included. **Powerpoints should be in Microsoft PowerPoint, or saved as a single PDF.**
2. Each entry in a single category must be ONE PDF, not multiple PDFs. This makes it easier for the judges – and a better reflection of your publication, series of articles, etc.
3. DO NOT compress any of the entries.
4. **VERY IMPORTANT:** Label the PDF according to the guides on each category. At a minimum, each should be: **Category–Publication Name–City. Example: A3–La Voz–Los Angeles.**
5. Please send a MEMORY STICK or DVD with all your entries on it.
6. Do NOT send word documents or printed copies for the entries.

AUTHORS & PHOTOGRAPHERS

Individual articles and photos entered into the Awards competition must be from a person who meets one of the following categories:

1. Is directly employed by the publication as a staff person.
2. Is contracted on a part time basis by the publication for specific services that are assigned by the publication.
3. The article or photo was created specifically for your publication, not multiple media outlets.

The article or photo MUST NOT have been created by a NEWS SERVICE of any sort that serves a wide variety of media.

PUBLICATION DATE

The items submitted to the José Martí Awards must all have been published in **2017** unless otherwise noted.

LANGUAGE

Entries may be in Spanish, English, or Bilingual language formats.

CIRCULATION OF YOUR PUBLICATION

To increase the fairness of the competition, some categories will be divided into two groups: Publications over and under a circulation of 30,000. That marks the average circulation of Latino publications in the USA.

THREE WAYS TO SAVE

1. By being a paid up NAHP member you get ONE free entry in the NATIONAL CONVENTION Awards. Keep your membership current and save.
2. For the NATIONAL CONVENTION Awards you get ONE free entry for every FIVE PAID entries.
3. By entering early for the NATIONAL CONVENTION Awards you can get an early bird discount.

PROMOTING HISPANIC PRINT

By entering this award competition you are authorizing the NAHP to publish the entry in any way that recognizes the winners and honorees and promotes Hispanic Print in general and the NAHP specifically.

JUDGES

Judges for these awards will be media, design, journalism and marketing professionals. Three people will judge each award category, and the results are averaged to determine the winners. Our judges always include Pulitzer Prize Winners and other national recognized journalists and editors.

WHEN THE AWARDS WILL BE PRESENTED

National Convention Awards. These awards will be presented during the NAHP Annual Convention. Categories of awards are presented during various meal functions and the PRIMERO Awards are presented at the NAHP Gala during the convention.

FOR MORE INFORMATION

Coordination of the José Martí Awards is being conducted through Latino 247 Media Group. Kirk Whisler may be reached at 760-579-1696 or email kirk@whisler.com.

NAHP MEMBERSHIP & JOSÉ MARTÍ AWARDS ENTRY FORM

ENTRIES WITHOUT PAYMENT WILL NOT BE PROCESSED

Please complete the following form indicating the name of the publication, the number of entries, the corresponding fee, the total amount, and the form of payment.

PUBLICATION: _____ AWARD CONTACT PERSON: _____
PHONE: _____ E-MAIL: _____
ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

MEMBERSHIP INFO

PART ONE: NAHP MEMBERSHIP WORKSHEET FOR WHAT IS OWED

Step 1: Membership Status (check one of the following): _____ Have previously paid my **2018** membership dues
_____ Have filled in the form on **Page 3** and will be paying my dues now.

Step 2: If you are now paying your dues: Enter 2018 membership amount owed from **Step 3, Page 3:** \$ _____

JOSÉ MARTÍ FORM

Final Deadline: July 15, 2018
for entries in our office

PART TWO: AWARDS WORKSHEET FOR WHAT IS OWED

Step 1: Total of ALL ENTRIES _____ Total the entries from the categories you have chosen on **pages 7 and 8**

Step 2: Current NAHP Member: FREE entry Enter 2018 membership amount owed from **Part 1, Step 2 above:** \$ _____

Step 3: Subtotal of entries _____ Step One minus ONE free entry from Step Two

Step 4: Volume Discount FREE entries _____ One FREE entry for every five PAID listed in Step 3. List on Step 4 the free entries.

Step 5: Total of PAID ENTRIES _____ Step THREE minus Step FOUR

Step 6: Award Rates. What is your circulation and the appropriate rate that goes with it

<u>Circulation</u>	<u>Rate Per Entry</u>
a) Up to 29,999	\$50
b) 30,000 to 59,999	\$65
c) 60,000 or more circulation	\$80

Multiply the number in Step FIVE times the
Appropriate Rate Per Entry in SIX: \$ _____

Step 7: Award Total with any Early bird discount Entries received BY **April 30, 2018** will receive a **20% discount**. IF you qualify for the discount, multiply the sum in Step 6 times 80%. The final total owed for the Awards is: \$ _____

Step 8: Total owed for Membership & Awards, Step 2 & Step 7 above: \$ _____

Payment is by: _____ Check _____ Credit card

Credit card number: _____ Expires: ____/____ Zip code for credit card payment: _____ CV code: _____

Make checks payable to: **NAHP** or the National Association of Hispanic Publications.

Step 9: Include 2 printed copies of two different issues of your publication. These copies will be permanently archived at CSUSB.

Step 10: Mail Your Entry. Mail all of the following items:

- ✓ One copy of the entire entry form (pages 6, 7, and 8 of this package)
- ✓ One copy of your NAHP Membership Form (if you have not already sent it this year)
- ✓ Your individual entries on a memory stick or DVD
- ✓ 2 different printed copies of your publication
- ✓ Your CHECK made out to the NAHP or credit card info to:

Latino 247 Media Group
Attn: José Martí Awards
3445 Catalina Dr.
Carlsbad, CA 92010

**One check to the NAHP for both
your Membership & Awards**

Direct questions to kirk@whisler.com. Coordination of the José Martí Awards is being conducted through Latino 247 Media Group. Kirk Whisler may be reached at 760-579-1696.

JOSÉ MARTÍ NATIONAL CONVENTION AWARDS ENTRY FORM

1 PA. PRIMERO AWARDS

Label the PDF: Category—Publication Name—City. Example: 1PN2—La Voz—Los Angeles.

1. ☐ **Outstanding Hispanic Daily** *(entire single issue as a PDF)*
2. ☐ **Outstanding Spanish Language Weekly Newspaper** *(entire single issue as a PDF)*
3. ☐ **Outstanding Bilingual Language Weekly Newspaper** *(entire single issue as a PDF)*
4. ☐ **Outstanding Less than Weekly Newspaper** *(entire single issue as a PDF)*
5. ☐ **Outstanding Hispanic Magazine ~ Glossy** *(entire single issue as a PDF)* **New**
6. ☐ **Outstanding Hispanic Magazine ~ Newsprint** *(entire single issue as a PDF) The majority of the body of the publications must be on newsprint.* **New**
7. ☐ **Outstanding Publication Website** Website address: _____
8. ☐ **Outstanding Hispanic Success Story** *An article about someone who made a difference either locally or nationally.*
9. ☐ **Outstanding Immigration Article** *An article or column covering an aspect of immigration as a political issue or on a personal basis.*
10. ☐ **Outstanding Photo – Overall** *This photo can be on any topic*

Final Deadline
July 15, 2018 entries
in our office

A. OUTSTANDING DIGITAL AWARDS

Label the PDF: Category—Publication Name—City. Example: A3—La Voz—Los Angeles.

1. ☐ **Outstanding ePublication** *(entire single issue as a PDF)*
2. ☐ **Web Site Promoting Your Publication & Company** *This is for a marketing site for the publication, NOT a news site as in the Primero Awards above. This is important for every media organization to have. Website is: _____*
3. ☐ **Outstanding Editorial Video** *Include a copy of the editorial video as well as the link to the video on your website.*
4. ☐ **Outstanding Online Yellowpages** Website is: _____
5. ☐ **Most Improved Website of the Year** *In this category websites will be evaluated on editorial and graphic improvements made. Send a PDF of how the website looked in 2016 and list the web address for the current site here: _____* **New**
6. ☐ **Outstanding New Website** Website address: _____ *This is open to websites established in 2016 or 2017.* **New**
7. ☐ **Outstanding Web Site Design** Website address: _____
8. ☐ **Outstanding ePublication Design** *(entire single issue as a PDF)*
9. ☐ **Outstanding eNewsletter Design** *(entire single issue as a PDF)*

B. OUTSTANDING EDITORIAL SECTION AWARDS & MORE

Label the PDF: Category—Publication Name—City. Example: B3—La Voz—Los Angeles

1. ☐ **Outstanding Business Section**
2. ☐ **Outstanding Entertainment Section**
3. ☐ **Outstanding Food Section**
4. ☐ **Outstanding Health Section**
5. ☐ **Outstanding Sports Section**
6. ☐ **Outstanding Classified Section**
7. ☐ **Outstanding Auto Section**
8. ☐ **Outstanding Lifestyle Section**
9. ☐ **Outstanding Travel Section**
10. ☐ **Outstanding Technology/Internet Section**
11. ☐ **Outstanding Special Section** *(ie: Election, Holiday, etc.)*
12. ☐ **Most Improved Publication of the Year** *In this category publications will be evaluated on editorial and graphic improvements made. Send 2016 PDF version of one publication & one from 2017.*
13. ☐ **Outstanding New Publication** *This is open to publications founded in 2016 or 2017.*

C. EDITORIAL WRITING AWARDS

Label the PDF: Category—Publication Name—City—Article Title—Article Author. Example: C3—La Voz—Los Angeles—Political Changes Ahead—Gloria Valdez.

1. ☐ **Outstanding Editorial Column – Spanish**
2. ☐ **Outstanding Editorial Column – English**
3. ☐ **Outstanding Local Political Article** *An article or column covering Hispanics in the USA on a local or regional political issue.*
4. ☐ **Outstanding National Political Article** *An article or column covering Hispanics in the USA on a national political issue.*

JOSÉ MARTÍ NATIONAL CONVENTION AWARDS ENTRY FORM

C. EDITORIAL WRITING AWARDS (CONTINUED)

5. ☐ **Outstanding Latin America/International Political Article**
6. ☐ **Outstanding Local Business Article** *An Hispanic related article concerning a local or regional business or business issue.*
7. ☐ **Outstanding National/Int'l Business Article** *An Hispanic related article concerning a national or international business or business issue.*
8. ☐ **Outstanding Education Article** *An article or column covering an educational issue or issues and its impact on Hispanics*
9. ☐ **Outstanding Health Article** *An article or column covering a health issue or issues and its impact on Hispanics*
10. ☐ **Outstanding Cultural Article** *An article or column covering Hispanics in the USA on a local, regional or national cultural issue.*
11. ☐ **Outstanding Community Service** *An article or column covering Hispanics in the USA on a local, regional or national basis.*
12. ☐ **Outstanding Entertainment Article**
13. ☐ **Outstanding Latin America Political/Business Article**
14. ☐ **Outstanding Latin America Cultural Article**
15. ☐ **Outstanding Multiple Article Series** *This series of articles either in a single issue or over a period of issues must be covering a topic relevant to the Hispanic community either locally, nationally or internationally.*

D. DESIGN AWARDS

Label the PDF: Category—Publication Name—City Example: D3—La Voz—Los Angeles.

1. ☐ **Outstanding Design – Newspaper** *(entire single issue as a PDF)*
2. ☐ **Outstanding Design – Magazine** *(entire single issue as a PDF)*
3. ☐ **Outstanding Publication Masthead** *(PDF of front page of a single issue of the publication)*
4. ☐ **Outstanding Front Page Design** *(PDF of cover page of a single issue of the publication)*
5. ☐ **Outstanding Section Design** *(PDF of section only)*
6. ☐ **Outstanding Inside Design Page** *(PDF of page only)*
7. ☐ **Outstanding Inside Design Spread** *(PDF of facing pages only)*

Final Deadline
July 15, 2018 entries
in our office

E. PHOTO & CARTOON AWARDS

Label the PDF: Category—Publication Name—City—Photo Title—Photographer or Artist. Example: E3—La Voz—L.A.—Cinco de Mayo—Carlos Díaz.

1. ☐ **Outstanding News Event Photo**
2. ☐ **Outstanding Community Photo**
3. ☐ **Outstanding Sports Photo**
4. ☐ **Outstanding Cultural Photo**
5. ☐ **Outstanding News Event Photo Essay** *Send both the photos and the article. Must be 3 or more photos.*
6. ☐ **Outstanding Cultural Photo Essay** *Send both the photos and the article. Must be 3 or more photos.*
7. ☐ **Outstanding Editorial Cartoon** *These tend to be on political or current event topics and a single graphic illustration*
8. ☐ **Outstanding Cartoon Strip** *These tend to be humorous and a series of graphic panels*

Please put the total NUMBER
of entries you have in EACH
CATEGORY you are entering

F. MARKETING AWARDS

Label the PDF: Category—Publication Name—City Example: F3—La Voz—Los Angeles

1. ☐ **Outstanding Media Kit**
2. ☐ **Marketing Newsletter** *Printed or e-mailed.*
3. ☐ **Outstanding Ad Promoting Your Publication**
4. ☐ **Outstanding Marketing Effort Targeting Advertisers**
5. ☐ **Outstanding Marketing Effort Targeting Readers**
6. ☐ **Outstanding Video Promoting Your Publication** *Please send the video on the DVD you send or send us a link to download it.*
7. ☐ **Outstanding Power Point Promoting Your Publication** *This is for using Power Point Presentations in your marketing efforts*
8. ☐ **Outstanding Ad Promoting Winning Awards** *This is how you are using awards you have earned in your marketing efforts.*
9. ☐ **Outstanding Circulation Program.** *Please submit a write-up on a circulation program your staff has used to increase paid or controlled circulation.*
10. ☐ **Outstanding Event.** *Please submit a summary of a consumer or trade event that is Organized and Managed by the publication. Include the goals for the event and how they were met. Also include attendance, a digital copy of the event program and related supporting information. Finally, explain how the event helps the publication over (i.e, our advertisers are happy, it helps us develop new audiences of readers (or reinforces existing ones), it's a revenue source for the publication, etc).*