




GateHouse Media Newsprint Lighter Basis Weight

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GateHouse Media – Newsprint

- 2013 – GateHouse Media newsprint purchases were managed by the CEO of New Media
 - Cox Newsprint Supply
 - Individual purchases from Kruger (Majority)
 - Central strategy, decentralized execution
- 2015 - More centralized control over specific sites
- 2016 – Centralized direction for site specific suppliers. Entered into a specific program with White Birch for specialty grade products, ended in 2018.
- 2017 – GateHouse directed the conversion to the use of lighter basis weight newsprint - 40 gram
 - Testing in Daytona, Lakeland, Providence, Peoria
 - Testing was solid, many internal conflicts about 40 gram
 - Began implementation planning at targeted sites
- 2018 – All purchases of newsprint handled by Norkol

GateHouse Media – Implementation Plan

- Objective: Reduce consumption. We set a net savings target of 2% - Significant for GateHouse
- Supply was an issue – US mills could not consistently supply quality 40 gram newsprint.
 - Made the choice to convert to Canadian 40 gram and US 45 gram, with a few exceptions (west)
 - 80 Percent of our supply is Canadian.
 - Determined sites and suppliers
 - Work with insource and outsourced customers/partners
 - Minimized the use of 48.8 gram newsprint
 - We were actually promoting the use of 30 pound newsprint for smaller products with our commercial print sales force.
- Communication – Central strategy – Central implementation....
 - Some entrenched sites resisted the conversion
 - Two large sites were running 48.8 gram newsprint
 - Columbus and Portsmouth each had long standing issues and wanted to stay on 48.8 gram
 - Both sites fully running on 45 gram (our own supply)

GateHouse Media – Preparation....

- Tensions on the press – We reduced tensions on the press
 - Reelstand, RTF/ Folders (multiple settings for a shaftless folder)
- Detailed folder maintenance prior to shifting to light weight by manufacturer.
- Roller trams – Important
- For a flexo operation – adjusted impressions
- Trolley needed to all be working properly
- Communications with pressmen
- Curling of sheets in inserter – opening adjustments/Speed
 - Jackets were used in some cases

GateHouse Media – Results....

- 80% of our newsprint tons are converted to 40 gram
 - US mill supply is at 45 gram
 - Some small press operations stayed at 45 gram
 - Converted all 48.8 gram users to 45 gram
- Operations unaffected after an adjustment period or learning curve
- No impact with Advertisers
 - Addressed complaints about show through and wrinkles
 - Most issues were with internal customers/publishers not liking the look.

GateHouse Media – Production Sites

Location	Basis Weight	Press
Auburn, MA	40 Gram	Goss Urbinat, Community
Bucks County, NY	40 Gram	GeoMan
Canton, OH	40 Gram	Colorliner
Daytona, FL	40 Gram	Goss Metro
Fayetteville, NC	40 Gram	KBA
Gainesville, FL	40 Gram	Goss Metro Headliner
Gastonia, NC	40 Gram	Goss Magnum
Lakeland, FL	40 Gram	Goss Colorliner
Ocala, FL	40 Gram	Goss Metro Headliner
Panama City, FL	40 Gram	Goss Universal
Peoria, IL	40 Gram	MAN
Providence, RI	40 Gram	KBA/Motter Flexo
Sarasota, FL	40 Gram	Goss Metro
Tuscaloosa, AL	40 Gram	Goss
Wooster, OH	40 Gram	KBA

Location	Basis Weight	Press
Admore, OK	45 Gram	Goss community
Adrian, MI	45 Gram	Goss Community
Allegan, MI	45 Gram	Goss community
Bartlesville, OK	45 Gram	Goss Unbanite
Brownwood, TX	45 Gram	Community
Burlington, IA	45 Gram	Goss Unbanite
Canandaigua, NY	45 Gram	Goss Community
Columbia, MO	45 Gram	Goss Universal
Columbus, OH	45 Gram	TKS
Devils Lake, ND	45 Gram	Goss Community
Dover, NH	45 Gram	Urbanite
Eugene, OR	43 Gram	Mitsubishi
Hutchinson, KS	45 Gram	Goss Unbanite
Lubbock, Tx	45 Gram	3-wide Urnanbite
Middletown, NY	45 Gram	Goss Metro
New Philly/Dover, OH	45 Gram	Goss Unbanite
Pine Bluff, AK	45 Gram	Goss Community
Portsmouth/Dover, NH	45 Gram	Goss
Pueblo, CO	45 Gram	MAN
Rockford, IL	40 Gram	KBA
Salina, KS	45 Gram	Goss Urbinat, Community
Sherman, TX	45 Gram	Goss Unbanite
Victorville, CA	45 Gram	Goss Unbanite
Waynesboro, PA	45 Gram	Goss Unbanite