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Publications**

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design, ad sales, circulation management, and invoicing. Taking the time to assess your specific needs and asking the right questions will help you avoid the potential pitfalls of an outsourced relationship and get the support your association publishing team needs.

(Editor's note: Associations that outsource most of their publishing needs may be interested in our new "[Alone at the Helm](#)" group on Association Media & Publishing's community site.)

JT Hroncich is managing director of Capitol Media Solutions. Look for Hroncich's article on what advertisers are looking for in today's economy in an upcoming issue of Association Publishing magazine.

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