

SNA CLASSIFIED ADVERTISING CONFERENCE

Classified Marketplace – Our Evolving Future

*Three Days Dedicated to Growing Revenue
During Times of Radical Change*

November 19-21, 2008
Rio Hotel, Las Vegas

TITLE SPONSOR: 
Local papers. Millions of readers. Deeply discounted rates.

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POWERING MEDIA COMPANIES

SPECIAL – SNA CLASSIFIED CONFERENCE ATTENDEES ONLY:

Be one of the first to receive the expertise of The AIM Group, Publisher of the Classified Intelligence Report and one of the industry's leading consulting groups. While in Vegas you could be one of 33 lucky attendees to meet for 30 minutes with Joe Michaud, Senior Consultant with The Aim Group, for guidance on improving your site's Classified pages and verticals. The AIM Group (www.aimgroup.com) has pledged to deliver at least five ideas to enhance your site's classified revenue, and a one-page summary of their findings. First Come, First Served.

ABOUT THIS CONFERENCE:

This conference is specifically designed for classified managers, advertising directors and publishers. The focus will be on growing revenue – in print and online - during times of radical change. A secondary focus will explore cost savings, outsourcing options, changing the way we go to market, changing the sales/management structure and so on. In other words, the other things we need to be doing to ensure a bright future.

Publisher/advertising director/classified manager teams that attend together will find this a perfect setting to discuss all of these new options, meet with some of the vendors that can make these things happen and go back with a plan to launch new products, reduce expenses and grow classified revenue. You'll realize tremendous opportunities exist to also meet privately with all of the speakers to learn more about their implementation and to ask questions.

Wednesday, November 19, 2008

8:00 AM – 5:00 PM: Private Classified Web Site Evaluations conducted by Joe Michaud, Senior Consultant, The Aim Group – First Come; First Served

Sign up early for your complimentary thirty-minute classified Web site evaluation. Our top industry consultant will be prepared to provide you with at least five ideas to immediately increase classified revenue. Eight appointments are available before the conference and these will go early. There are 11 spots total throughout the day.

1:00 PM: Conference Kick Off & Welcome Remarks

Conference Chair Jack Robb will welcome attendees to Las Vegas and provide a brief conference overview.

1:05 PM - 2:30 PM: Keynote: Solid Revenue Gains in Classified Next Year? You Betcha!

Presented by: Mike Blinder, President, The Blinder Group, Peter Conti, Vice President/Partner, Borrell Associates and Sara Wilhelm, Vice President Sales & Business Development, Mediaphormedia, Inc. (Division of The World Company).

Our all-star panel will show us the future – and is it bright! Employing the right strategies, choosing smart tools, using the latest research and changing with the times – our panel will cover it all. They will showcase best practices as well as projects in beta. They will show how millions of dollars in new revenue are being produced by papers and Web sites like yours. Employ these strategies and budget significant gains for next year. Panel members head the list of industry consultants that major media companies rely on for help with their evolution. This session alone will pay for the entire trip!

2:30 PM – 2:50 PM: Refreshment Break with Exhibitors.

2:50 PM – 4:00 PM: The New Classified Department – Why Radical Change is the Only Option

Panel to include: Jack Robb, Vice President – Revenue, Community Newspaper Holdings, Inc., Chris Jennewein, former San Diego Union-Tribune Internet Director and current Publisher of Greenspun Interactive, Beverly Crandon, Founder of ad-ition and former consultant with The Aim Group and Eddie Kolo, Classified Manager, Metroland's Durham Region.

Dramatic change has swept the industry over the last few years, especially in the area of classified sales. Our panel has made radical changes that they believe will position their companies for future growth. They will cover:

- cost cutting measures including extensive use of outsourcing
- changes in products/services offered to classified customers
- changes in the sales & management structure of the classified department
- changes in titles/responsibilities in the classified department
- bold new web strategies
- launching of free classifieds and further expansion of this concept
- launching of new products
- new marketing strategies

- major inroads with video and other non-traditional web opportunities
- and much more!

All of these topics will be touched on during this session and each of them will be explored in greater detail during the sessions that follow over the next two days. This will allow for a more thorough look at each area with the ability to examine case studies and emerging best practices.

4:00 PM – 5:00 PM: SNA/Borrell Associates - Recruitment Outlook 2009 – Presented by: Peter Conti, Vice President/Partner, Borrell Associates, Inc.

Each year, SNA contracts with Borrell Associates to prepare a recruitment outlook specifically for SNA members. Learn what's on the horizon with Recruitment and how the Internet continues to play a big role, particularly with Video and Search. This is always a must-attend for those with recruitment advertising responsibilities.

5:00 PM - 6:30 PM: Welcome Reception with Exhibitors

Join us for a great party in the exhibit hall featuring open bar 5-6pm, with heavy hors d'oeuvres and great networking opportunities until 6:30.

Thursday, November 20, 2008

All Thursday sessions brought to you through a sponsorship by DTI.



8:00 AM - 8:50 AM: Continental Breakfast

8:00 AM – 5:20 PM: Private Classified Web Site Evaluations conducted by Joe Michaud, Senior Consultant, The Aim Group – First Come; First Served – Continued

See description under Wednesday morning. A total of 15 appointments available throughout the day.

9:00 AM - 10:15 AM: Thursday Keynote: How to Make a Million - Next Week – Presented by: Mike Blinder, President, The Blinder Group

Media sales expert Mike Blinder will tell us how the Janesville (WI) Gazette, print circulation 25,000, increased its ad revenue \$100,000 in one week and how two other papers sold \$1 million combined in the same timeframe. Hear his plan to focus on print and online ad sales to new and dormant advertisers in your market. He'll talk about multimedia marketing basics, effectively selling CPM, best online sales practices, selling against the online competition, and introducing successful search marketing strategies to your publications.

10:15 AM - 10:35 AM: Refreshment Break with Exhibitors.

10:35 AM - 11:45 AM: Focus: Real Estate – Opportunities, Trends & Best Practices – Everything You Need to Know to Grow this Important Category. Panel will include Tracey Donley, Broker/Owner of Re/Max Excellence of Las Vegas whose annual sales exceed \$27 million, Jason Maly, Senior Product Manager, CNHI and Thomas Blanchard, Certified Loss Mitigation Consultant, Congressional Media of Distinction winner and nationally-recognized foreclosure speaker. Blanchard is founder of ISO Realty Group-REO Asset Services in Las Vegas.

Real estate has been the hardest hit category in the last year. And yet major opportunities exist to rebuild it and grow the category – especially when the market starts to rebound. This session will explore the best multimedia approaches that media buyers want to see, the importance of image advertising at the agent level, the opportunities that exist in the foreclosure market right now, headlines from a recent SNA/Borrell Real Estate opportunity report and a look at 2-3 best practice real estate web sites published by members of SNA.

11:45 PM - 12:30 PM: SNA Classified Awards Luncheon.

Awards luncheon brought to you through a sponsorship by Zope Corporation.



While you're enjoying lunch we will showcase the winners from the recent SNA Advertising contest and recognize your outstanding Classified and Marketplace peers.

12:30 PM - 1:00 PM: Dessert with Exhibitors.

1:00 PM - 2:10 PM: Roundtables – 2 to Choose From:

#1 – How We Go to Market – What Has Changed/What is Working? Moderated by Doug Baum, Corporate Director, Classifieds, The Gazette

This roundtable will focus on changes that include free classified strategies and the expansion of those efforts; the removal of print classifieds during certain days of the week for some daily newspapers; changing certain categories of business to Web-only and the creation of new ventures like marketplace products designed to aggressively pursue directory type advertising. Our facilitators will have experience in one or more of these areas – the format will be interactive, and we encourage everyone's input.

#2 – Striking a Balance Between Print & Online Sales – What is the Right Approach? Moderated by Jason Maly, Senior Product Manager, CNHI

Do you have an approach that is working? Do your print reps sell online and vice versa? Are you experimenting with dedicated online sales reps or planning to go in that direction? Are you still forcing classified online or have you migrated to an upsell approach that offers more revenue opportunities? Attendees will share what is working at their companies and what is not. Perhaps a consensus will reveal a new emerging best practice for our industry.

2:10 PM - 2:30 PM: Refreshment Break with Exhibitors

2:20 PM - 3:40 PM: Roundtables – 2 More to Choose From:

#1 – Motivating & Compensating Classified Sales Staffs During Tough Economic Times - Moderated by Gary Moore, President, Insight Edge, Inc.

Many companies have changed their focus to keep good employees motivated (and properly compensated) during this economic downturn. This also results in restructuring issues and changes in assignments/titles. What is working at your company? What is not? What do you hope to learn from others that have made changes that are working? Attend this roundtable to find out more.

#2 – Using Video, Mobile & More to Drive Classified Sales - Moderated by Chris Muldrow, VP of Internet Operations, CNHI

Video recruitment ads are gaining traction on many sites – how are they working? How are they being priced? What is the reaction from employers? Also, many are expanding beyond recruitment – creating elaborate sponsorships for auto dealers, realtors and more. Our facilitators will have success stories to share in this area but all attendees are encouraged to contribute to the discussion.

3:40 PM – 4:00 PM: Refreshment Break with Exhibitors

4:00 PM - 5:15 PM: Meeting with the Vendors That Can Help You Grow Classified in Print & Online & Help Cut Expenses – Choose 2 Demo Times

Are you thinking about outsourcing call center or customer service functions? Are you looking for vendors offering cool online solutions in areas such as video, digital, self-serve ad placement and more? How about a new classified front end system that will result in greater efficiencies and cost savings? What about new national job board partners? All exhibitors will briefly introduce themselves and say a few words about their company. Then you will be asked to sign up for 2 demos – one at 4:15, one at 4:45. Spend quality time with the folks that can help you succeed.

6:00 PM -7:00PM Classified Avenue Cocktail Party. Creating a whole new classified world is thirsty work. If you're a Classified Avenue member, you can whet your whistle on us during this festive hour-long gathering. Those that are not Classified Avenue participants are welcome to join us for only \$35 (pay separately on the registration form). Or drop by the Classified Avenue booth and sign up for this lucrative network.

Friday, November 21, 2008

8:00 AM - 8:35 AM: Continental Breakfast.

8:00 AM – 12:20 PM: Private Classified Web Site Evaluations conducted by Joe Michaud, Senior Consultant, The Aim Group – First Come; First Served – Continued

See description under Wednesday morning. A total of seven appointments are available throughout the day.

8:45 AM – 10:00 AM: Staffing for Success – Training and Staffing for our Multimedia Future – Presented by Gary Moore, President, Insight Edge

As our newspapers evolve, adding new technology, products and services, what will our future employees need on their resumes? How will we recruit and retain Generations X and Y, whose work ethics are so dissimilar to what we know? Should we eliminate print-only sales positions or is that throwing out the baby with the bathwater? Hear from our noted speaker on what he sees as the next generation of sales consultant – and where he thinks we'll find them.

10:20 AM - 11:30 AM: Automotive Roundtable – Several Important Perspectives. Panel to include Rich Abajian, General Manager of Findlay Toyota, David Moline and Tamy Johnson, Managing Partner and Sales Director of Las-Vegas-based advertising agency Automotive Marketing Partners and Mike Sperling, Senior Director of Automotive/Builder Advertising for Sun-Times News Group. Automotive continues to be a challenge for newspapers. In this session, panelists will share their recommendations for effective multimedia approaches to win theirs or their client's advertising dollars. Auto dealer Rich Abajian and advertising agency executives David Moline and Tamy Johnson will tell us what they and their clients want from newspapers, both print and Web. Mike Sperling will walk us

through the many effective features of its robust SearchChicagoAutos.com . From the traditional and national to the local and Interactive – there'll be plenty of new ideas here for everyone.

11:30 AM-12:30 PM: Bringing It Back Home – Developing Plans of Action to Grow Revenue, Expand your Multi-Media Strategy & Become More Efficient.

Presented by Nancy Lane, President, Suburban Newspapers of America and Al Cupo, Vice President, Suburban Newspapers of America

We heard a lot over the past three days. In this session, we'll provide you with a booklet that will help you formulate a game plan for your return. What new products should you launch? What do you need to do to increase your online advertising dollars? What staff structure changes do you need to make? What vendors should you be talking to that will allow you to accomplish these objectives? What will all of this cost? How much will your company save?

Our session leaders will walk you through the process that will result in a thorough business plan.

Publisher/advertising director/classified manager teams that attend together will greatly benefit from this joint exercise. Classified managers attending on their own will have a great plan to present to their publisher/corporate team upon their return. This conference guarantees ROI or you money back. This session is key to making the most of the entire conference so don't leave early.

12:30 PM: Conference Adjourns.

Note: the airport is only 15 - 20 minutes from the hotel – book your return flight for 2:30 PM or later.

Special Thanks to the SNA Classified Conference Committee:

Conference Chair:

Jack Robb, VP-Revenue, Community Newspapers Holding, Inc., Birmingham, AL (Chairman of the Board for SNA)

Committee Members:

Doug Baum, Corporate Classifieds Director, The Gazette, Gaithersburg, MD

Dave Parsons, Director of Classified, Automotive & Real Estate, Lee Enterprises, Davenport, IA

Chris Muldrow, VP of Internet Operations, CNHI

Kathy McDonough, Classified Advertising Manager, Recorder Community Newspapers

Frank Gaziano, Classified Advertising Manager, Pioneer Press

Adam Burnham, Corporate Advertising Director, Journal Register Company

Nancy Lane, President, Suburban Newspapers of America

Al Cupo, Vice President, Operations, Suburban Newspapers of America

Tanya Henderson, Advertising and Membership Relations Director, Suburban Newspapers of America

Sharon Hill, Sales & Marketing Manager, Suburban Newspapers of America

Valerie Donn, Membership Services Coordinator, Suburban Newspapers of America