



New for 2012 is the opportunity to deliver your marketing message to Local Media Association members through two very cost-effective associate member programs:

Gold Level Membership: \$1,895. Includes all benefits of Regular Associate Membership plus:

- **Directory Listing & Rotational Web Site Ads:** All Local Media Association Gold Level Associate Members will be identified in the Local Media Association online directory. This listing will detail each vendors' special Local Media Association member rate/discount associated with their products and/or services. This listing will also include direct links back to the associate member's web site. A 300 x 125 rotational banner ad (no more than 6 companies per ad) promoting Gold Level Associate Members will also be placed on the Local Media Association home page and a minimum of 4 inside pages (including the directory page). It will stay live for the length of the Gold Level agreement and copy can be revised every three months.
- **Webinar Promotion:** Local Media Association Gold Level Associate Members will have the ability to facilitate two informational webinars per year promoted directly by Local Media Association to select members based on the associate members' preferred targets (publishers, advertising, circulation, new media, etc). The actual webinars will be facilitated by the associate member using their proprietary webinar registration / technology.
- **Local Media Today Newsletter Group Ad:** ½ page 4C signature ad will appear in every print and online issue of the Local Media Association's monthly newsletter, Local Media Today, promoting all Local Media Association Gold Level Associate Members.
- **Targeted Group Email:** Every month a complete Local Media Association Gold Level Associate Member list with links to Local Media Association Gold Level Associate Members' web sites will be sent to Local Media Association members along with a brief description of products and services. This email will include a link back to each Gold Level Member's specific program description and / or web site.
- **Event Marketing:** All Local Media Association Gold Level Associate Members attending Local Media Association conferences will be highlighted and noted as a Local Media Association Gold Level Members in the exhibitor/sponsor directory. In addition, a special name tag ribbon will promote their participation in this program.



Platinum Level Membership: \$4,595. Includes all benefits of Regular Associate Membership and the Gold Level program plus:

- **Exclusive Web Site Ads:** Same as 'Gold' program plus the following: A 300 x 125 stand-alone banner ad on all inside Local Media Association web site pages with a direct link to Platinum member's web site and the ability to include 'rich media' in the individual web ads. It will stay live for the length of the Platinum Level agreement. Copy can be revised every three months.
- **Educational Webinar Sponsorship:** Same as 'Gold' program plus sponsorship of one Local Media Association produced webinar. This sponsorship includes acknowledgement on all promotional material, a webinar cover slide, introduction at start of webinar and 5 minutes at the end of the webinar to present material to webinar participants. Local Media Association sponsored webinars are limited; requests are on a first come basis.
- **Local Media Today Newsletter Individual Ad:** Same as 'Gold' program plus placement of three individual 'camera ready' full page 4C ads per year and ½ page of editorial coverage highlighting the Local Media Association Platinum member's products.
- **Targeted Individual Email & Social Networking:** Same as 'Gold' program plus four individual promotional emails sent by Local Media Association to targeted Local Media Association members (one every quarter) and monthly customized Local Media Association Facebook messages with direct links back to the Local Media Association Platinum Level Member's web site and Facebook site.
- **Event Marketing:** Same as 'Gold' program plus a 10% discount on any exhibit or sponsorship opportunity associated with a Local Media Association's Classified Conference or Local Media Association's Publishers' & Advertising Directors' Conference.
- **Web Site Case Study:** One featured case study on Local Media Association home page (provided by associate member with approval from Local Media Association) with email teaser to the appropriate audience (date to be mutually agreed upon)

BONUS - First 12 companies to sign up for a Platinum Level Membership will be profiled in Local Media Today via a 1/2 page Q&A profile.

Terms: The Local Media Association Platinum and Gold programs are available to all Local Media Association associate members; some portions of these programs are limited to availability. Program ends one year from start date. Payment due in full at signing of agreement. This marketing program does not, directly or indirectly, imply Local Media Association endorsement or the exclusivity of any one associate member's products or services.

For more information contact:

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