

**Local Media Association Interactive Media Alliance**

The **Local Media Association Interactive Media Alliance** is an industry-wide initiative dedicated to providing timely information concerning all aspects of online publishing including content development, technical updates and advertising opportunities. The **Interactive Media Alliance** consists of publishers, editors, IT directors, interactive media managers and advertising personnel.

The number one objective of the **Interactive Media Alliance** is to facilitate communication between Local Media Association members and industry experts to better support community online publishing efforts. This objective is accomplished in several ways...

- Webinars featuring experts from every area of interactive media to keep members updated on the latest technology and opportunities
- Online forum where **Interactive Media Alliance** members can post questions and share ideas
- A directory of all **Interactive Media Alliance** members complete with titles and contact information

Because your company participates in Classified Avenue, you are invited to join the **Interactive Media Alliance** at a cost of \$129 per year – a savings of **\$100** from non-Classified Avenue participating members. Your membership will grant up to five registrations per webinar (including your own). If you plan to have four specific individuals for every webinar, you may list them on this form, or Local Media Association will register the first four people in your organization who ask to join each seminar.

*Note to Local Media Association Corporate Members – the Classified Avenue rate is only available to your newspapers that participate in Classified Avenue. Any non-participating newspapers would need to pay the normal rate of \$229 per year.*

If you or members of your company are interested in joining the **Interactive Media Alliance**, simply complete the following information and return to Local Media Association with the appropriate payment.

**Local Media Association Interactive Media Alliance - Enrollment Form**

Designated Representative \_\_\_\_\_ Title \_\_\_\_\_

Newspaper Company \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

*Please list up to four additional webinar representatives from your company for whom you wish to have exclusive access to Interactive Media Alliance webinars. (Not a requirement. \*):*

2<sup>nd</sup> Representative \_\_\_\_\_ 3<sup>rd</sup> Representative \_\_\_\_\_

4<sup>th</sup> Representative \_\_\_\_\_ 5<sup>th</sup> Representative \_\_\_\_\_

**Payment Method**

*Please make check payable to Local Media Association. Payment must be made in U.S.D.*

**By Mail**  
Local Media Association  
116 Cass Street  
Traverse City, MI 49684

**By E-Mail**  
[hq@localmedia.org](mailto:hq@localmedia.org)

**By Phone**  
(888) 486-2466

**By Fax**  
(231) 932-2985

**Check Credit Card Type** (please complete payment authorization below):

MasterCard       American Express       VISA       Discover

Credit Card #: \_\_\_\_\_ Expires: \_\_\_\_\_

Signature: \_\_\_\_\_ Total Payment: \$ \_\_\_\_\_

*\*If you do not choose dedicated representatives, Local Media Association reserves the right to fill the space with the first four people from your newspaper company who ask to register for each webinar.*

*Should you wish to have additional staff attend beyond the five pre-registered you'll have an opportunity to do so prior to any Webinar at the reduced one-time rate of \$39 each.*