



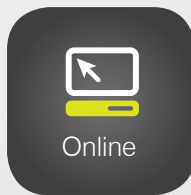
Connecting. Informing. Advancing.



American Marketing Association Media Kit 2011



MarketingPower.com/mediakit



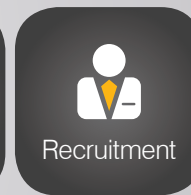
Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

Reach Your Target Audience with the AMA...



Achieving results in today's segmented and fast-paced world presents new challenges to advertisers—especially when it comes to reaching marketing professionals. Connect to a network of more than 100,000 experienced marketers that includes leading marketing academics, researchers and professionals from every industry!

The **American Marketing Association** is the only organization that brings together marketers across all specialties to collaborate and inspire one another. Through relevant information, comprehensive training and targeted networking, the AMA helps marketers deepen their marketing expertise, elevate their careers and, ultimately, achieve better results.



By partnering with the American Marketing Association, you can easily reach a specific audience and grow your business with a tailored and integrated advertising program—online, in print and in person.



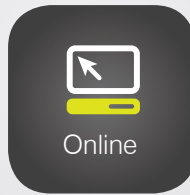
Whether your goal is to increase brand awareness, generate leads, retain existing customers or acquire new clients, the AMA offers you a wealth of advertising opportunities to reach your intended audience.

Our dedicated advertising and sponsorship team is always here to help you develop a program tailored to your unique marketing needs. Contact us today to get started and make the most of our 2011 advertising program offerings.



CONTACT AMA TODAY!

See page 25 for advertising and sponsorship contacts.



Contents

AMA offers multiple opportunities to connect with your target market.

ONLINE



Banner Advertising	Page 4
The AMA's website, MarketingPower.com, is the premier online resource for marketers. The site offers a wealth of advertising opportunities to put your company's message front and center with marketers across all disciplines!	
e-Newsletters	Pages 5-6
AMA Podcasts	Page 8
Webcasts	Page 7
Content Area Sponsorships	Page 8
Executive Conference Calls	Page 7

PRINT



<i>Marketing News</i>	Pages 9-15
<i>Marketing News</i> , AMA's flagship publication, is the place marketers turn first for the latest industry news and trends. Delivered to more than 20,000 subscribers 16 times a year.	
<i>Marketing Resource Directory-M Guide</i>	Page 16
This annual marketing services directory is the go-to sourcebook for marketing products, services and "how-to" marketing articles. Ad buys include both print and online exposure.	
Specialized Magazines	Pages 17-18
<i>Marketing Management</i> • <i>Marketing Research</i> • <i>Marketing Health Services</i>	
AMA's leading-edge magazines cover marketing's key areas and industries. Marketers turn to them for specialized information and resources they can't find anywhere else.	
Journals	Pages 19-20
<i>Journal of Marketing</i> • <i>Journal of Marketing Research</i> • <i>Journal of International Marketing</i> • <i>Journal of Public Policy & Marketing</i>	
AMA's widely respected journals are a great way to connect with professionals and academics in a highly focused environment.	
Ad Specs and Policies	Page 21

SPONSORSHIP

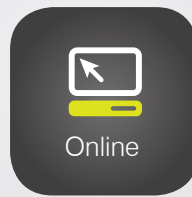


AMA Events	Page 22
The AMA is the marketing industry's primary source for networking and professional development . More than 100 events a year attract decision-makers and leaders from every area of marketing. Sponsor and exhibit opportunities offer you the chance to connect face to face with these important prospects and customers.	

RECRUITMENT



AMA Online Job Board	Page 23
<i>Marketing News</i>	Page 23
Collegiate Recruiting	Page 24
Academic Placement	Page 24



Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

Banner Advertising

AMA offers a variety of banner advertising on MarketingPower.com, the premier online resource for marketers. There are multiple placement packages to make sure you reach the audience you are looking for!

Ads are placed in 4-week timed ad buys to help ensure maximum exposure for your message. We have a wide variety of packages available to fit any marketing budget; discounts are available for multi-month packages. For pricing and availability, contact us at sales@ama.org.



Section	Ads Available
Home Page	Vertical Ad, 160 x 290 pixels Rectangle Ad, 330 x 290 pixels
Resource Library Landing Page	Vertical Ad, 160 x 290 pixels Rectangle Ad, 330 x 290 pixels
Career Management Landing Page	Vertical Ad, 160 x 290 pixels Rectangle Ad, 330 x 290 pixels
General Landing Pages	Vertical Ad, 160 x 290 pixels Rectangle Ad, 330 x 290 pixels
Resource Section Pages	Sky Scraper, 160 x 600 pixels
Career Pages	Sky Scraper, 160 x 600 pixels
Event Pages	Sky Scraper, 160 x 600 pixels Vertical Ad, 160 x 290 pixels

Technical Requirements: Advertising must adhere to technical requirements listed below. Advertising submitted that does not meet AMA technical requirements will be returned. No credit given for delayed start due to ads submitted that do not meet technical requirements. AMA does not currently accept floating or expandable/retractable advertising.

- » Formats: GIF/JPEG
- » Weight limits: GIF/JPEG 20K (AMA will return run ads that exceed weight limit)
- » Animation 15-second limit
- » URL to link ad to must be provided at time of submission

Flash Ads: AMA accepts Flash ads that adhere to the technical requirements:

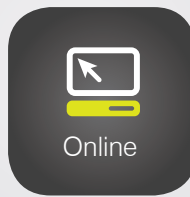
- » Initial download of file must be under 30k
- » Additional weight cannot exceed (polite download)
- » Video 1.2mb
- » Other rich media 160k
- » 15-second animation limit
- » 18 fps (frames per second) max
- » Audio must be user initiated and must be able to turn off

Click tags must be used in order for us to track the CTR (click thru rate) on flash ads. Use the following code in order for us to properly track the CTR.

```
on (release) {
    getURL (clickTAG, "_blank");
}
```

Fail Over Images: Provide an image file (jpg or gif) that meets the standard image requirements for size ad you are creating.

This is for when the user does not have Flash installed; this graphic will be served in its place.



Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

e-Newsletters

Deliver your message directly to your audience!

AMA offers a variety of e-newsletters with broad and targeted positioning. Choose from a variety of pricing and distribution choices to fit your marketing plan and budget.

E-NEWSLETTER LAYOUT SAMPLE

TOP BANNER AD
(728 X 90 pixels)

2ND POSITION BANNER AD
(468 X 60 pixels)

1/2 SKYSCRAPER AD
(160 X 290 pixels)



AMA Access: **MARKETINGPOWER TODAY**

Whether marketers are interested in branding, B2B marketing, CRM or social media or anything in between, the AMA's weekly newsletter **MarketingPower Today** will be on their must-read list. Subscribers will be the first to learn about the latest breaking news, trends and research culled from the best news sources available. More than 100,000 subscribers represent a wide variety of titles and industries.

AMA Access: MarketingPower Today	Text	HTML	Gross CPM	Subscribers	Gross Cost
Top Banner (728 x 90, above flag)	Yes	Yes	\$31.81	100,000+	\$3,500
2nd Position (468 x 60)	Yes	Yes	\$27.27	100,000+	\$2,500
1/2 Skyscraper (160 x 290)	N/A	Yes	\$25.86	100,000+	\$2,500

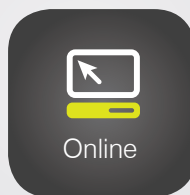
Target Audience: Marketing practitioners • Frequency: Weekly

AMA Access: **MARKETING NEWS EXCLUSIVES**

Marketing News, the resource marketers turn to for today's most relevant strategies, trends and techniques, now brings industry professionals more news in the most timely way possible—a semi-monthly e-newsletter, **Marketing News Exclusives**. Subscribers can read the latest in-depth analysis and original reporting from the seasoned Marketing News team, news that you won't see anywhere else. More than 18,000 subscribers represent a wide variety of titles and industries.

AMA Access: Marketing News Exclusives	Text	HTML	Gross CPM	Subscribers	Gross Cost
Top Banner (728 x 90, above flag)	Yes	Yes	\$46.87	18,000+	\$750
2nd Position (468 x 60)	Yes	Yes	\$31.25	18,000+	\$500
1/2 Skyscraper (160 x 290)	N/A	Yes	\$31.25	18,000+	\$500

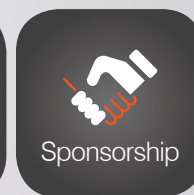
Target Audience: Marketing practitioners • Frequency: Semi-monthly



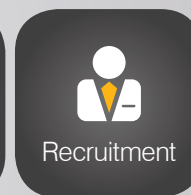
Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

AMA Access: **MARKETING THOUGHT LEADERS**

CMO and senior-level marketers can get strategic and unlock their leadership potential with relevant, timely and actionable advice to help them manage effectively and make better business decisions. Each issue features insights from the industry's top thought leaders, trends to keep your eye on, and tactics and techniques for managing the process of marketing effectively. Over 16,000 subscribers represent director level and above from a wide variety of industries.

AMA Access: Marketing Thought Leaders	Text	HTML	Gross CPM	Subscribers	Gross Cost
Top Banner (728 x 90, above flag)	Yes	Yes	\$62.50	16,800+	\$750
2nd Position (468 x 60)	Yes	Yes	\$41.66	16,800+	\$500
1/2 Skyscraper (160 x 290)	N/A	Yes	\$41.66	16,800+	\$500

Target Audience: CMOs, senior level marketers • Frequency: Monthly

AMA Access: **MARKETING RESEARCH**

Big picture and small, marketing research today is about strategy and vision. Market researchers will gain insights into qualitative and quantitative research methodologies, the latest research news and trends, and fresh ideas and innovative concepts that work. Over 9,500 subscribers represent a wide variety of titles in the research industry.

AMA Access: Marketing Research	Text	HTML	Gross CPM	Subscribers	Gross Cost
Top Banner (728 x 90, above flag)	Yes	Yes	\$41.66	9,500+	\$500
2nd Position (468 x 60)	Yes	Yes	\$25.00	9,500+	\$300
1/2 Skyscraper (160 x 290)	N/A	Yes	\$25.00	9,500+	\$300

Target Audience: Marketing researchers (qualitative & quantitative) • Frequency: Monthly

AMA Access: **B2B MARKETING**

The B2B marketing game is changing and this is the playbook marketers need to be a winner. From best practices and trends to social media strategies and B2B case studies, marketers learn how business can score a touchdown in today's changing environment. Over 19,000 subscribers represent a variety of B2B industries.

AMA Access: B2B Marketing	Text	HTML	Subscribers	Gross Cost
Top Banner (728 x 90, above flag)	Yes	Yes	19,000+	\$1,250
2nd Position (468 x 60)	Yes	Yes	19,000+	\$750
1/2 Skyscraper (160 x 290)	N/A	Yes	19,000+	\$750

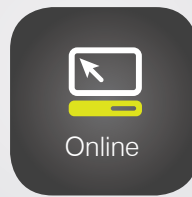
Target Audience: B2B marketers • Frequency: Monthly

AMA Access: **CAREER UPDATE**

The AMA's Career Resource Center is the one-stop resource for the marketing community, serving both job seekers and employers in all marketing specialties. Marketers can keep their careers on track and learn about the latest job openings in the marketing industry. Over 24,000 subscribers.

AMA Access: Career Update	Text	HTML	Gross CPM	Subscribers	Gross Cost
Top Banner (728 x 90, above flag)	Yes	Yes	\$38.24	24,000+	\$650
2nd Position (468 x 60)	Yes	Yes	\$23.53	24,000+	\$400
1/2 Skyscraper (160 x 290)	N/A	Yes	\$23.53	24,000+	\$400

Target Audience: All marketers (candidates & employers) • Frequency: Monthly



Webcasts

Broaden your exposure and position your company as a thought leader in your field!

The American Marketing Association is the leader in delivering marketing webcasts, surpassing all others in frequency and diversity of topics. Thousands of marketing professionals rely on these webcasts for information, ideas and insights they can use every day.

By sponsoring a webcast, you can maximize your exposure to your target audience, strengthen your brand awareness and generate new leads—all in one easy step. With experience in producing more than 650 webcasts, AMA's staff of experts will assist you with all aspects of your webcast development—from supplying you with a knowledgeable and strategic project manager to collaborating with you on the production of dynamic content to implementing a promotional campaign that will ensure the success of your event.

AMA webcasts are an excellent tool for generating sales leads and new customers. With registration for each webcast averaging 600–800, with some well over 2,000, your message will reach a significant portion of your target audience, while building your database with interested leads!

One-Time Pricing: \$20,000

Discounts available for multiple schedule purchases or bundled programs.

Executive Conference Calls

Lead the conversation by sponsoring an American Marketing Association Executive Conference Call!

Sponsoring an American Marketing Association Executive Conference Call is a unique way to position your organization as an industry thought leader, showcase your company's expertise, capture qualified and engaged leads, and affiliate with the quality programs produced by the AMA.

How the Executive Conference Call works:

As a sponsor, you will collaborate with an AMA program manager to

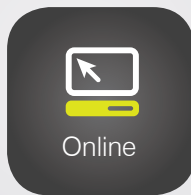
- » Select and develop the program content (sorry, no overt sales or product pitches).
- » Identify and invite senior business leaders to the call. Registrations are processed by AMA.
- » Host a 45–60 minute dialogue including audience Q&A.

In addition to complete attendee registration information, sponsors receive an audio file and transcript of the Executive Conference Call. You can use this content to create valuable promotional materials, such as a podcast or white paper, to send to your customers and prospects.

The American Marketing Association will promote the Executive Conference Call via the Resource Library of the AMA website, MarketingPower.com, and to the 21,000+ subscribers of AMA's Professional Development e-Newsletter.

Cost: \$5,000

Discounts available for multiple purchases.



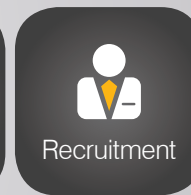
Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

AMA Podcasts

Want a unique way to promote the thought leaders in your organization? Are you looking for a way to make the marketing community aware of your newly published book? Have a cutting-edge white paper you'd like to tell brand managers about? Get the word out with an AMA Podcast! Every week AMA pushes podcasts out through our RSS feed to the marketing community and you can be part of this new opportunity!

Podcast Sponsorship Benefits:

- » AMA will assign a program manager to work with you to select and develop content for your 10-15 minute podcast (sorry, no overt sales or product pitches)
- » Provide a host to interview your representative during the podcast
- » Produce the podcast on our platform
- » Post your podcast, for a period of one year, in the resource section of AMA's website, MarketingPower.com. Landing page includes your company logo, overview and contact information. If podcast is promoting a book or white paper, will include link to purchase book or download white paper
- » Push your podcast out through our AMA RSS feed
- » Promote your podcast via email to AMA audience (additional fee)

Single podcast: \$250

Content Area Sponsorships

WHITE PAPERS

Post your white paper on the AMA website and give the marketing community a sample of your expertise and talent! White papers help to establish your company as a thought leader, generate awareness about your firm's services, and can bring in a stream of sales leads.

Your entire white paper will be posted for a period of 12 months in the AMA Resource Library—for one flat fee. Papers are searchable by category, and visitors can read the complete paper or download it for reference. They can also link directly back to your company.

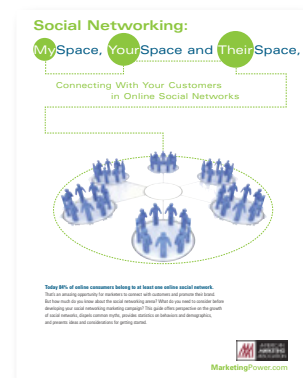
Your white paper landing page will include:

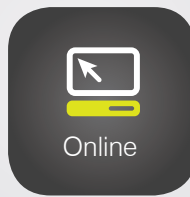
- Your company name, logo and contact information, as well as a link to your company website
- A brief (100-word maximum) description of your white paper
- Up to 6 keywords for your white paper (to be used when visitors to the site search for information)
- A link to a PDF of your white paper that visitors can either view online or download

AMA's white paper section is promoted in our online newsletters and via banner ads on AMA's website. To view our white paper library, go to MarketingPower.com/whitepaper.

Place your white paper in print and online at a combination ad rate!
Contact your salesperson for information and rates.

Note: We do not collect login or contact information for those who view the paper.





Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

Marketing News

Marketing News, the resource marketers turn to for the most relevant strategies, trends and techniques, offers four special issues and an e-newsletter component, *Marketing News Exclusives*. Also, look for an expanded *Marketing News* landing page on the AMA's MarketingPower.com.

This year, *Marketing News* offers advertisers the full array of touch points—print, electronic and online—for connecting with the marketing decision makers, and buyers, who read it in all its forms.

Published 16 times a year, *Marketing News* is the industry leader, providing broad reporting, analysis and forecasting on the full range of key marketing issues, trends and future developments.

Its e-newsletter, *Marketing News Exclusives*, published 24 times a year, brings readers news in the most timely way possible—news reported by *Marketing News* staffers and available nowhere else.

No other magazine provides a better showcase for advertisers. Throughout the year, *Marketing News*' 12 regular issues are supplemented by four special issues that dive into topics such as digital marketing and globalization from cover to cover, providing highly targeted advertising opportunities.

Regular monthly *Marketing News* issues include:

The Buzz. A wrap-up of the latest marketing news. Also included are insights from marketers on the street and a member profile.

Cover Story. An in-depth look at a marketing issue, trend or news story chosen by our editors as the most compelling topic of the month.

Problem Solved. A succinct case study on a company that has overcome a marketing challenge and shares the metrics to prove its success.

KnowledgeBase. A special section focusing on the topics listed on the editorial calendar and designed to expand marketers' expertise. The first story is a feature-level look at the marketing topic at hand. The second story is a Q&A-style interview with a leading marketer in the cited area.

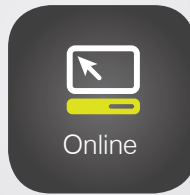
Core Concepts. A marketing 101-style article that introduces a basic marketing concept or technology.

How I Did It/How I Do It. Q&As with leading marketers (SVPs, CMOs or senior executives) in which they discuss how they tackle key marketing challenges and get their jobs done.



73.4%

of top management report that industry trade magazines are their "Most Influential Source" for information used in making business purchasing decisions.



» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

HIGHLY REGARDED MARKETING GURUS AS REGULAR COLUMNISTS:

Regular contributors to *Marketing News* include:

David A. Aaker, “Aaker on Branding.” Called one of the five most important marketing and business gurus in a survey of marketing executives, Aaker is the vice chairman of Prophet, a brand and strategy consultancy. He writes on issues of strategic marketing and branding.

Josh Bernoff, “Social Media.” Co-author of the best-seller *Groundswell: Winning in a World Transformed by Social Technologies*, Bernoff is senior vice president of idea development at Forrester Research. In 2009, the Society for New Communications Research named Bernoff and his *Groundswell* co-author Charlene Li as “visionaries of the year.”

Michael Krauss, “@ C-Level.” A veteran business advisor and strategic B2B marketer, Krauss is the president of Market Strategy Group whose client list is a veritable “who’s who” of Fortune 500 companies. Krauss leverages his business connections to provide *Marketing News* readers with senior-level perspective on issues facing marketing management.

Don E. Schultz, “Master Plan.” A marketing legend who bridges the worlds of academia and business practice, Schultz is president of Agora Inc., a marketing consultancy, and is professor emeritus-in-service at Northwestern University. He delivers keynote presentations to audiences around the world.

MARKETING NEWS READERS ARE LEADERS!



Whether the goal is to reach marketers across all fields or in a targeted interest area, companies that advertise in *Marketing News* reach key decision-makers and influencers!

Authoritative positions—
top titles of subscribers:

Senior Executive (C-Level, President, Owner)	15.2%
VP/Director Level	26.2%
Marketing Manager	20.2%

*Source: Research USA Readership Study

20,000+ subscribers X
1.8 readers per copy =
36,000+ readers

79.5%
involved in purchase-
making decisions

61.6%
manager and above

SUBSCRIBERS PURCHASE A VARIETY OF MARKETING PRODUCTS AND SERVICES

Leading categories purchased include:

Advertising Media/
Ad Agency Services

Consulting Services

Database/CRM Products/Services

Direct Marketing

Direct/Email List Services

Internet/eCommerce

Marketing Research

Printing/Creative/Graphic Services

Promotion/Incentives

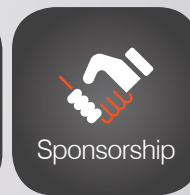
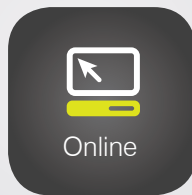
Search Engine Marketing/
Optimization

Public Relations

Social Media

Trade Shows/Exhibits/
Event Marketing

Web Design/Development



» GO TO TABLE OF CONTENTS

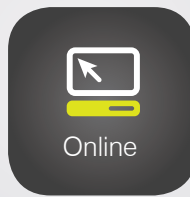
» GO TO AMA ADVERTISING CONTACTS

2011 Marketing News Editorial Calendar

Advertisers can reach the readers of *Marketing News* by placing their ads in a complementary topical editorial atmosphere!

- » **The Cover Story:** an in-depth look at a compelling marketing issue
- » **The Buzz:** the latest news in brief
- » **Problem Solved:** a best practices article
- » **Core Concepts:** an introduction to a basic marketing concept
- » **Columns by Experts** in the fields of Branding, Integrated Marketing, Senior Level Perspectives, Social Media
- » **Specialized Directories** of marketing products and services
- » And the **KnowledgeBase Section...** focusing on the variety of topics as listed in the editorial calendar, including these and more:
 - [Digital Marketing](#) • [Multicultural Marketing](#) • [Promotional Marketing](#) • [Marketing Research](#) • [Careers](#) • [eCommerce and Website Development](#) • [In-Store Marketing](#)

Issue Cover Dates* and Ad Space Deadlines**	KnowledgeBase Sections, Exclusive Editorial Features and Special Reports	Specialized Directories
January 30, 2011 Ad deadline: 12/10/2010	Special Report: The Year Ahead—a look at the trends and issues shaping marketing KnowledgeBase: E-commerce and Website Development—marketing tools/tactics/strategies in the online space Advertising Feature: Company Profile FREE with ad purchase	
February 28 Ad deadline: 1/13/2011 Directory deadline: 1/10/2011	Knowledge Base: Marketing Research	Marketing Research Services & Software
March 15 Ad deadline: 1/27/2011 Directory deadline: 1/24/2011	<div style="background-color: red; color: white; text-align: center; padding: 2px;">SPECIAL ISSUE</div> Digital Marketing in 2011: Trends, tools, and winning strategies and insights on how to integrate digital tactics into traditional marketing plans KnowledgeBase: Direct Marketing	Interactive & Direct Marketing Services
March 30 Ad deadline: 2/10/2011 Directory deadline: 2/7/2011	KnowledgeBase: Marketing Automation—marketing dashboards, project management, demand and lead generation, and more	Marketing Consultants & Consulting Services
April 30 Ad deadline: 3/17/2011 Directory deadline: 3/14/2011	KnowledgeBase: International Marketing Research	International Marketing Research Firms
May 15 Ad deadline: 3/31/11	<div style="background-color: red; color: white; text-align: center; padding: 2px;">SPECIAL ISSUE</div> The American Consumer: A look at today's target demographics based on the results from the 2010 Census, with an emphasis on consumer research and segmentation KnowledgeBase Marketing to Hispanics	
May 15 Ad deadline: 2/18/2011	<div style="background-color: red; color: white; text-align: center; padding: 2px;">ANNUAL RESOURCE DIRECTORY</div> Marketing Resource Directory—M Guide The annual sourcebook for marketing services and products. Includes the Marketer's Toolbox (an 8.5" x 11" stand-alone publication)	
May 30 Ad deadline: 4/13/2011 Directory deadline: 4/11/2011	KnowledgeBase: Qualitative Research	Focus Group Facilities & Moderators



» GO TO TABLE OF CONTENTS

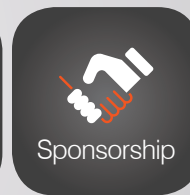
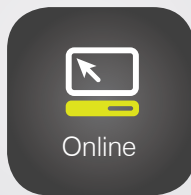
» GO TO AMA ADVERTISING CONTACTS

Every issue of *Marketing News* delivers news every marketer can use!
 With its range and depth of topics, *Marketing News* is the perfect environment
 for a company's advertising message.



Issue Cover Dates* and Ad Space Deadlines**	KnowledgeBase Sections, Exclusive Editorial Features and Special Reports	Specialized Directories
June 30 Ad deadline: 5/12/2011	<p style="background-color: #c00000; color: white; text-align: center; padding: 2px;">SPECIAL MARKETING RESEARCH ISSUE</p> <p>Exclusive Feature: The Honomichl 50 Report on the largest marketing research companies in the USA</p>	
July 30 Ad deadline: 6/9/2011	<p>KnowledgeBase: In-Store Marketing—point of purchase displays, packaging, loyalty programs, eye-tracking and more</p> <p>KnowledgeBase: Careers and Executive Education—news to help readers professional development</p>	
August 30 Ad deadline: 7/14/2011	<p>Exclusive Feature: The Honomichl 25 Report on the largest marketing research firms in the world</p>	
September 15 Ad deadline: 7/28/2011 Service Roll deadline: 7/25/2011	<p>KnowledgeBase: Marketing Research (ties in with annual AMA Marketing Research Conference)</p>	Marketing Research Companies Service Roll
September 30 Ad deadline: 8/11/2011 Directory deadline: 8/8/2011	<p style="background-color: #c00000; color: white; text-align: center; padding: 2px;">SPECIAL ISSUE</p> <p>Globalization and Localization: Exclusive insights on targeting global markets and multicultural audiences</p> <p>KnowledgeBase: Multicultural Marketing</p>	Multicultural Marketing Firms
October 30 Ad deadline: 9/15/2011 Directory deadline: 9/12/2011	<p>KnowledgeBase: Customer Satisfaction</p>	Customer Satisfaction Firms
November 15 Ad deadline: 9/29/2011 Directory deadline: 9/26/2011	<p>Promotional Marketing: The latest in events, trade shows, incentives and more</p> <p>KnowledgeBase: Database/CRM—tools/tactics/strategies for personalized communications, customer loyalty, customer life cycles, etc.</p>	Promotional Marketing Services
November 30 Ad deadline: 10/13/2011 Directory deadline: 10/10/2011	<p>KnowledgeBase: Online Research (including Online Panels)</p>	Net Research Services
December 30 Ad deadline: 11/8/2011	<p>Special Report: The Marketing Year in Review</p> <p>KnowledgeBase: Marketing Measurement—ROI-related tools/tactics/strategies; metrics, dashboards; accountability and more</p>	

*Marketing News is mailed two weeks prior to the cover date.
 **Display ad materials due no later than five days after order deadline.



» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

Marketing News Display Ads

Put your message in front of AMA members with your display ad in *Marketing News*!

High-Profile Ad Options

A variety of opportunities are available for you to place your message in a special high-profile position in *Marketing News*. Ask your account representative for the details on the options shown below.

Front Cover Page Ad: \$4,500

Banner-style ad appears next to the address label at bottom of page. Requires additional advertising commitment. (Dimensions: 6" w x 1.75" h)

Table of Contents (page 3) Ad: \$1,825

One-tenth of a page ad size, positioned at bottom of TOC page. Available for every issue. Requires additional advertising commitment.

Guaranteed Page Placement—Add 10% to Space Cost

Applies to:

- » Inside front cover page
- » Inside back cover page
- » Outside back cover page
- » Any other inside guaranteed page placement
- » Positioning within Specialized Directories
- » Positioning within Honomichl Reports

Other High-Profile Ad Options include:

- » Bellyband wrappers
- » Preprinted inserts
- » Polybagging and more



Frequency Discounts

Ads placed in AMA magazines or journals may be combined to earn the greatest frequency discounts. Discounts are based on the number of insertions placed within 12 months of the first insertion. To qualify for frequency discounts, insertion orders or contracts must be in writing.

Publishing and Closing Dates

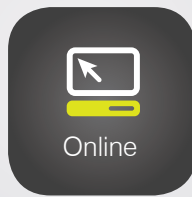
Marketing News is published 16 times a year and mailed approximately two weeks prior to its cover date. Ad orders close about one month prior to the cover date. See the Editorial Calendar on pages 11–12 for exact publishing dates and ad deadlines.

Note:

Ads require a signed insertion order.

Ads cancelled after the space order deadline will be charged at 35% of the quoted ad price.

Ad materials received over five business days after the closing date will incur a \$100 surcharge.



Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

2011 MARKETING NEWS DISPLAY AD RATES

Ad Size	1x	4x	8x	12x	16x
Full page	\$4,885	\$4,350	\$4,155	\$3,920	\$3,675
Full spread	\$9,175	\$8,220	\$7,870	\$7,280	\$6,745
Junior page	\$3,730	\$3,545	\$3,360	\$3,135	\$2,930
Junior spread	\$7,565	\$6,765	\$6,445	\$6,080	\$5,725
1/2 page spread	\$5,850	\$5,270	\$4,885	\$4,390	\$4,145
1/2 page	\$3,270	\$2,920	\$2,800	\$2,640	\$2,510
2/5 page	\$2,730	\$2,435	\$2,330	\$2,185	\$2,080
1/4 page	\$1,845	\$1,630	\$1,555	\$1,450	\$1,370
1/5 page	\$1,390	\$1,250	\$1,240	\$1,145	\$1,110
1/8 page	\$1,010	\$910	\$925	\$805	\$775
1/10 page	\$775	\$705	\$685	\$635	\$615

For color, add:
 \$425 for 2-color
 \$1,050 for full color

Rates effective December 1, 2010

Marketing News Specialized Directories

Ten specialized directories will be published in 2011, offering you the chance to tie your message to a specific topic. Plan to list your company in the *Marketing Resource Directory—M Guide* too. (see page 16 for details).

- Marketing Research Services & Software
- Interactive & Direct Marketing Services
- Marketing Consultants & Consulting Services
- International Marketing Research Firms
- Focus Group Facilities & Moderators
- Multicultural Marketing Firms
- Marketing Research Companies Service Roll
- Customer Satisfaction Firms
- Promotional Marketing Services
- Net Research Services

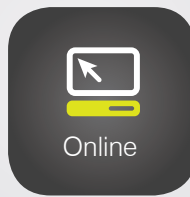
Basic listings: \$325*
FREE with the purchase of a display ad in the same issue!

Includes 150-word description of your company's services, contact information and color logo. Enhancements are available; see each directory's order form (available from your ad account rep) for options. All directories except the Marketing Research Service Roll are also posted online at MarketingPower.com.



* Frequency discounts are available:

- 2 directory listings within the year: \$315 each
- 3+ directory listings within the year: \$300 each



Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

Choose from the following configurations (width x height):

2011 DISPLAY AD DIMENSIONS

Trim Size: 10⁷/₁₆" x 13³/₄"

Column Widths

1 column: 2⁵/₁₆" or 13³/₄ picas

2 columns: 4³/₄" or 28¹/₂ picas

3 columns: 7¹/₄" or 43¹/₂ picas

4 columns: 9³/₄" or 58¹/₂ picas

Spreads

Full spread: 20¹/₄" x 13"

Junior spread: 15¹/₄" x 10"

1/2 page spread: 20¹/₄" x 6⁷/₈"

Allowance for Bleeds

Bleed ads should allow 1/4" minimum on all sides between live matter and trim. Crop marks must NOT be positioned within the live area.

Full page bleed size: 11" x 14¹/₄"

Full spread bleed size:
21¹/₂" x 14¹/₄"

Junior page bleed size:
7⁷/₈" x 10³/₄"
(Allow for bleed at outside edge and bottom only.)

Junior spread bleed size:
15¹/₄" x 10³/₄"
(Allow for bleed at bottom only.)

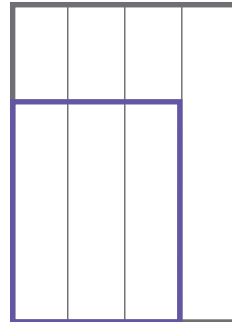
1/2 page horizontal bleed size:
11" x 7⁵/₈"

Binding: Saddle-stitched

Printing: Web offset

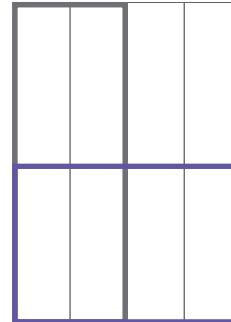
Paper: 36# machine coated

Full Page/Junior Page



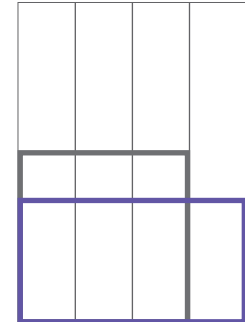
Full 9³/₄" x 13"
Full w/Bleed 11" x 14¹/₄"
Junior 7¹/₄" x 10"

1/2 Page



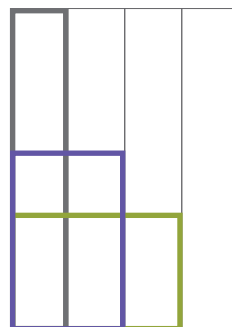
Vertical 4³/₄" x 13"
Horizontal 9³/₄" x 6⁷/₈"

2/5 Page



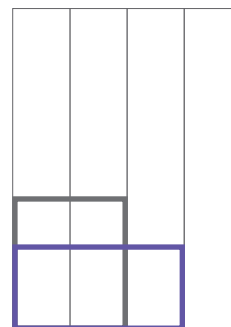
Vertical 7¹/₄" x 7⁵/₁₆"
Horizontal 9³/₄" x 5¹/₂"

1/4 Page



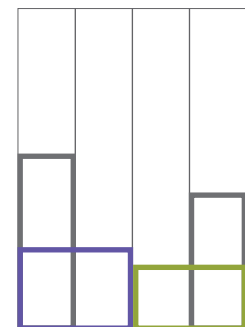
Vertical 2⁵/₁₆" x 13"
Standard 4³/₄" x 6⁷/₈"
Horizontal 7¹/₄" x 4⁵/₈"

1/5 Page



Vertical 4³/₄" x 5¹/₂"
Horizontal 7¹/₄" x 3⁵/₈"

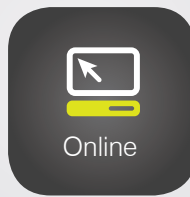
1/8 Page • 1/10 Page



Vertical 2⁵/₁₆" x 6⁷/₈"
Horizontal 4³/₄" x 3⁷/₁₆"
Vertical 2⁵/₁₆" x 5¹/₂"
Horizontal 4³/₄" x 2³/₄"

For ad specifications
and policies,
see page 21.

For ad contacts,
see page 25.



Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

Marketing Resource Directory—M Guide

AMA's Essential Directory to Marketing Products and Services—Online and in Print

Advertising in the *Marketing Resource Directory—M Guide* gives your company exposure in the most comprehensive resource for marketing products and services. Customers can search for suppliers by marketing category, company name or geographically, so your listing will be easy for them to find.

Your listing includes contact information and a description of your services as well as a link directly to your website. Offered both online and in print, this directory listing is a must for reaching the professionals who need your services!

Get maximum exposure and frequency discounts by combining a Marketing Resource Directory display ad with the rest of your AMA print ad buys!

Print Edition

The print edition of the *Marketing Resource Directory—M Guide* is sent to all AMA members and includes a bonus distribution. Online paid directory listings are included in the print edition and you can include a display ad to stand out and give your message greater impact.

In addition to being a source for marketing product/service vendors, the *Marketing Resource Directory* print edition includes the Marketer's Toolbox and information about the AMA. The Toolbox is a collection of useful how-to articles. Topics in the Toolbox correspond to many marketing service categories in the *Marketing Resource Directory*, providing advertising opportunities to leverage your brand presence.

Online Edition

The online *Marketing Resource Directory—M Guide* is a robust and user-friendly tool. It has expanded search capabilities and enhanced listing options to make it the single best "go-to source" for marketers to identify suppliers. Listings are sold and processed online by our partner, MultiView, Inc., a leader in the production of online directories.

Online Listings: Include your logo, company name, contact information, description of your services, website link and more for only \$395. Further enhancements—banner ads, priority placement, etc.—are also available through MultiView, Inc. And listings will be included in the May 2011 print edition, too.

For more details and to place your directory listing and display ad order, contact your account representative today!

Ad order deadline: February 18, 2011
Publication date: May 15, 2011



Publication date:
May 15, 2011
 Ad order deadline:
February 18, 2011

SEEN BY 22,000+ IN PRINT
 PLUS: ALL DIRECTORY LISTINGS APPEAR ONLINE!

2011 Rates

Ad Size (width x height)	Rate
Full page Bleed (8 ³ / ₄ " x 11 ¹ / ₈ ") Non-bleed (7" x 10")	\$3,360
2/3 page (4 ¹ / ₂ " x 10")	\$2,710
1/2 page island (4 ¹ / ₂ " x 7 ⁵ / ₁₆ ")	\$2,090
1/2 page horizontal (7" x 4 ⁷ / ₈ ")	\$2,090
1/3 page vertical (2 ³ / ₁₆ " x 10")	\$1,670
1/3 page horizontal (4 ¹ / ₂ " x 4 ⁷ / ₈ ")	\$1,670
1/6 page vertical (2 ³ / ₁₆ " x 4 ⁷ / ₈ ")	\$1,025
1/6 page horizontal (4 ¹ / ₂ " x 2 ¹ / ₂ ")	\$1,025

Add \$425 for 2-color; \$1,050 for full color

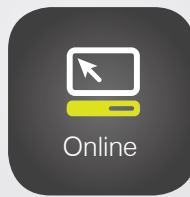
Premium Position Full Color Ad Pages

Tabbed right-hand page:	\$6,300
Tabbed left-hand page:	\$4,500
Inside front cover:	\$6,300
Inside back cover:	\$4,410
Outside back cover:	\$6,430

All of the above are full page bleed.
 Dimensions: 8³/₄" w x 11¹/₈" h
 Trim size: 8¹/₂" w x 10⁷/₈" h

FREE

one-page
Best Practices Advertorial or
White Paper
 with the purchase of
 a full page ad



Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

Specialized Magazines

Marketing professionals rely on AMA magazines for the information they need to be successful. Each of our magazines is the recognized leader in its respective niche—an effective and cost-efficient way to reach your audience.

For ad specifications and policies, see page 21.

For ad contacts, see page 25.

MARKETING MANAGEMENT



Marketing Management was redesigned in 2010 and features a contemporary look and an emphasis on bringing senior-level marketers key information about the future of marketing. Each issue begins with a Q&A with a leading CMO or other high-level marketing executive.

Designed for middle- to senior-level marketing managers in all industries, *Marketing Management* focuses on the strategic issues they face every day. Published four times a year, *Marketing Management* is packed with insights from today's thought leaders as well as case studies and interviews—all to help readers

keep pace with the rapidly changing marketing field.

// Paid circulation: 9,000

Reader Snapshot*

- Job title: Marketing Manager and Above = 80.1%
- Main job function: B2B Marketing = 34.2%
 B2C Marketing = 24%
 Marketing Consultant = 15.4%

2011 Publication Schedule

Issue	Editorial Focus	Ad Closing Date
Spring (Feb)	Executing Marketing Strategy Effectively	January 5, 2011
Summer (May)	Business Context: Economics, Globalization, Society	April 6, 2011
Fall (Aug)	Marketing Practice: Guidance for Executives on Working in the Organization	July 6, 2011
Winter (Nov)	Developing Marketing Strategy	October 5, 2011

2011 Rates (Color available; see Magazine Specifications)

Size	1x	2x	4x	8x	12x
Covers	\$2,210	\$2,160	\$2,015	\$1,950	\$1,895
Full page	\$1,895	\$1,830	\$1,735	\$1,670	\$1,630
1/2 page	\$1,295	\$1,210	\$1,135	\$1,100	\$1,090
1/4 page	\$740	\$685	\$635	\$620	\$600

*Source: Zoomerang Readership Study

Magazine Specifications

Spread Dimensions (width x height)

Full page spread 16" x 10"
 Full page spread bleed 17 1/4" x 11 1/4"

Display Ad Dimensions (width x height)

Publication trim size 8 1/2" x 10 7/8"
 Full page 7" x 10"
 Full page bleed 8 3/4" x 11 1/4"
 1/2 page (horizontal) 7" x 5"
 1/2 page bleed (horizontal) 8 3/4" x 5 5/8"
 1/4 page 3 3/8" x 4 3/4"

Binding: Saddle-stitched

Premium Positions

Advertisements will be positioned at the discretion of the publisher unless a premium position is reserved. Premium pages are offered on a space-available basis, if not in conflict with editorial policy, at an additional charge of 10%.

Inserts

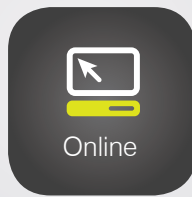
Bound-in cards and other inserts are available options for all AMA magazines. Samples of inserts must be furnished before acceptance. Contact Advertising Sales at 312.542.9076 for rates and requirements.

Color

Add \$425 for 2-color or \$1,050 for full color.

Frequency Discounts

Advertising placed in an AMA print-based periodical may be combined with insertions in any other AMA print-based periodical to earn frequency discounts. To qualify, contracts must be in writing and insertion orders are required. Combination rates and frequency discounts are based on the number of insertions within 12 months from the date of the first insertion.



» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

MARKETING RESEARCH

Written by today's leading experts, *Marketing Research* is tailored specifically to managers of marketing research activities. Readers count on this quarterly resource to help stay on top of current methodology and issues, management concerns and resources. Winner of two 2004 Golden Page Awards for general readability and managerial application, *Marketing Research* offers clear, in-depth analysis of research topics and fresh perspectives on the state of marketing research. // **Paid circulation: 3,100**



Reader Snapshot*

- Job title: Marketing Manager and Above = 77%
- Main job function: Marketing Research = 82%
- Loyal Readers = 60%

2011 Publication Schedule

Issue	Ad Closing Date
Spring (March)	February 4, 2011
Summer (June)	May 6, 2011
Fall (September)	August 5, 2011
Winter (December)	November 4, 2011

2011 Rates (Color available; see Magazine Specifications)

Size	1x	2x	4x	8x	12x
Covers	\$1,535	\$1,465	\$1,390	\$1,315	\$1,269
Full page	\$1,195	\$1,135	\$1,080	\$1,030	\$1,010
1/2 page	\$750	\$705	\$665	\$655	\$540
1/4 page	\$445	\$435	\$420	\$385	\$370

* Source: Zoomerang Readership Study

MARKETING HEALTH SERVICES

Marketing Health Services delivers targeted information, practical strategies and thought-provoking commentary to help senior-level healthcare marketers stay viable in a competitive marketplace. It tackles some of today's biggest issues, including DTC marketing, legislative developments, healthcare ROI and database marketing. Case studies and roundtables with leading thinkers are among the regular features. // **Paid circulation: 1,500**



Reader Snapshot*

- Job title: Marketing Manager and Above = 78%
- Main job function: General Marketing Management = 66%
- Loyal Readers = 63%

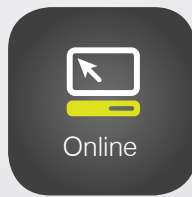
2011 Publication Schedule

Issue	Ad Closing Date
Winter (January)	November 30, 2010
Spring (April)	March 1, 2011
Summer (July)	June 1, 2011
Fall (October)	August 31, 2011

2011 Rates (Color available; see Magazine Specifications)

Size	1x	2x	4x	8x	12x
Covers	\$1,220	\$1,150	\$1,090	\$1,055	\$1,020
Full page	\$970	\$920	\$885	\$855	\$825
1/2 page	\$695	\$660	\$635	\$615	\$590
1/4 page	\$365	\$345	\$325	\$310	\$295

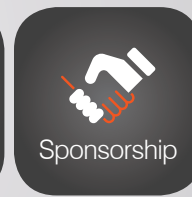
* Source: Wayman Group Readership Study



Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

Journals

American Marketing Association journals connect you with marketing's most accomplished and forward-thinking professionals and academics. Make sure your message is featured!

For ad specifications and policies, see page 21.

For ad contacts, see page 25.

JOURNAL OF MARKETING

Journal of Marketing, established in 1936, is the premier publication for academics and professionals in the field. It features original research on all aspects of marketing, including advertising, pricing, sales, distribution, ethics and brand management. This bimonthly journal is designed to bridge the gap between marketing theory and practical application. Contributed articles are peer-reviewed by an experienced and highly respected board. Readers include thoughtful marketers and academics.

// **Paid circulation: 6,600**



2011 Publication Schedule

Issue	Ad Closing Date
January	October 10, 2010
March	December 17, 2010
May	February 11, 2011
July	April 29, 2011
September	June 17, 2011
November	August 12, 2011

2011 Rates

Size	1x	3x	6x	12x
Covers	\$1,815	\$1,650	\$1,590	\$1,515
Full page	\$1,500	\$1,365	\$1,330	\$1,270
1/2 page	\$830	\$760	\$735	\$705

Color is limited to blue and cover positions only; add \$425 for color.

JOURNAL OF MARKETING RESEARCH

Journal of Marketing Research is written for marketing research academics and practitioners who need to be current with the latest techniques, methods and applications of the marketing research function. *JMR* is a highly respected, bimonthly publication that deals with the philosophical, conceptual and technical aspects of the profession. Its readers include research analysts, educators, scholars and statisticians.

// **Paid circulation: 3,100**



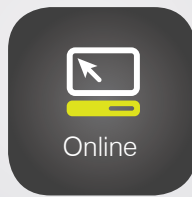
2011 Publication Schedule

Issue	Ad Closing Date
February	November 19, 2010
April	January 14, 2011
June	April 1, 2011
August	May 27, 2011
October	July 15, 2011
December	September 30, 2011

2011 Rates

Size	1x	3x	6x	12x
Covers	\$1,510	\$1,380	\$1,325	\$1,235
Full page	\$1,235	\$1,115	\$1,090	\$1,050
1/2 page	\$680	\$625	\$600	\$580

Color is limited to red and cover positions only; add \$425 for color.



Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

JOURNAL OF INTERNATIONAL MARKETING

Journal of International Marketing is the foremost resource for understanding complex issues in today's international business environment. Written in a managerially relevant context, it provides important insights from the field by practicing international business executives. *Journal of International Marketing* also presents the most current research findings and studies conducted by top international scholars. Readers include academics and students of international marketing, thoughtful practitioners of business enterprises engaged in international business activities, and those involved in formulating public policy for international marketing activity. // **Paid circulation: 1,300**



2011 Publication Schedule

Issue	Ad Closing Date
March	December 17, 2010
June	March 18, 2011
September	June 10, 2011
December	September 16, 2011

2011 Rates

Size	1x	4x	8x	12x
Covers	\$635	\$610	\$565	\$545
Full page	\$445	\$390	\$370	\$350
1/2 page	\$255	\$225	\$200	\$165

Inquire about availability of spot colors on covers.

JOURNAL OF PUBLIC POLICY & MARKETING

Journal of Public Policy & Marketing addresses the dynamic, reciprocal relationship between marketing and the public interest. It is read by policymakers at all levels of government as well as by academics. *JPP&M* is peer reviewed for relevance and accuracy, and its review board represents not only distinguished universities, but also prominent federal agencies. // **Paid circulation: 800**



2011 Publication Schedule

Issue	Ad Closing Date
May	March 4, 2011
November	September 2, 2011

2011 Rates

Size	1x	2x
Covers	\$610	\$560
Full page	\$420	\$360
1/2 page	\$240	\$210

Inquire about availability of spot colors on covers.

JOURNAL SPECIFICATIONS

Spread Dimensions

(width x height)

Full page spread	16" x 10"
Full page spread bleed	17 1/4" x 11 1/4"

Display Ad Dimensions

(width x height)

Publication trim size	8 1/2" x 11"
Full page	7" x 10"
Full page bleed	8 3/4" x 11 1/4"
1/2 page (horizontal)	7" x 5"
1/2 page bleed (horizontal)	8 3/4" x 5 5/8"

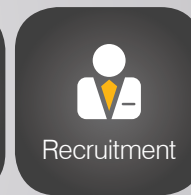
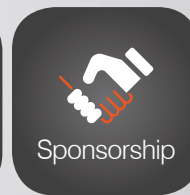
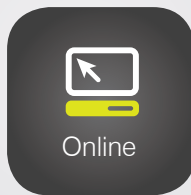
Binding: Perfect-bound

Premium Positions

Advertisements will be positioned at the discretion of the publisher unless a premium position is reserved. Premium pages are offered on a space-available basis, if not in conflict with editorial policy, at an additional charge of 10%.

Frequency Discounts

Advertising placed in an AMA print-based periodical may be combined with insertions in any other AMA print-based periodical to earn frequency discounts. To qualify, contracts must be in writing and insertion orders are required. Combination rates and frequency discounts are based on the number of insertions within 12 months from the date of the first insertion.



» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

MECHANICAL REQUIREMENTS AND PRINT AD SPECIFICATIONS

AMA magazines and journals use computer to plate (CTP) technology. Advertising must be supplied in a digital format.

PDF Requirements

It is recommended that ads be produced as PDF/X1a:2001 compliant files. Scanned images must be high-resolution (300 dpi). All color files must be CMYK and saved in TIFF or EPS format. (No spot colors, RGB, LAB or ICC color profiles will be accepted.) All fonts must be included; True Type fonts are not acceptable.

Other Acceptable Formats

Adobe InDesign; Quark XPress (version 7.0 or earlier), provided all images and fonts are included; Adobe Photoshop and Illustrator (CS3 or earlier), provided all fonts are

embedded or outlined, all images are 300 dpi and file is CMYK; high-resolution EPS, TIFF or JPEG files (CMYK).

Unacceptable Formats

Microsoft Publisher; word processing software such as Word or WordPerfect; presentation software such as PowerPoint.

Color Proofs

Ads must be supplied with a laser quality color proof or they will be printed to SWOP standards. The printer/publisher will not be liable for color complaints when files are

submitted without an acceptable color proof.

Transport Media

Files should be submitted on CD-ROM, e-mailed or posted on AMA's FTP site. E-mailed files must be archived using WinZip (PC) or StuffIt (Mac) and sent to your advertising account executive or advertising production. (Please limit e-mail files to less than 5 MB.) Contact your account executive if you have production questions or need AMA's FTP information, e-mail address or mailing address.

AMA COMMISSION AND PAYMENT POLICIES

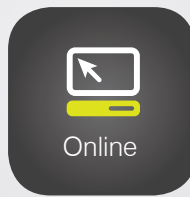
15% of gross billing on advertising space, color and position is allowed to recognized agencies, provided invoice is paid within 30 days. Interest at 1.5% per month will be added to balances open after 30 days. No agency commission is allowed on production charges. Invoices are dated as of the issue date and are payable upon receipt. Ads from outside the United States must be prepaid in US funds.

Adequate notice, prior to the closing date, is required to cancel any space commitment. Short rates and/or credits will be issued according to discounts actually earned. Rates, conditions and space units are subject to change at any time. Advertisers with written contracts are protected from any increase up to a maximum of three months after the effective date of the change.

GENERAL CONDITIONS

By issuance of this media information and Rate Card, publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising published in the periodicals produced by the American Marketing Association and by tendering of such insertion orders, the advertiser or advertising agency shall indemnify and hold publisher, its employees, agents and subcontractors blameless for any expenses, damages or costs (including attorney's fees) resulting from publisher's compliance with such insertion orders.

- Publisher reserves the right to reject any advertisement.
- Publisher reserves the right to add the word "Advertisement" to or reject advertising that simulates editorial.
- Publisher reserves the right to hold the advertising agency and the advertiser jointly and severally liable for the monies as they become due and payable to the publisher.
- Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conflict with its policies.
- Publisher will not be held liable for errors in key numbers.
- Publisher's liability for any error will not exceed the cost for the advertisement's space.



Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

Sponsorship

Marketing leaders across all disciplines count on AMA for their ongoing education and professional development.

More than 100 international, national and regional events and a range of online courses provide the information and resources they need for success.

With a presence at these conferences and programs, you can showcase your services and connect face to face with your target audience.

AMA offers a variety of opportunities, from exhibit booths to sponsorship of receptions, meals, breaks and much more. Event sponsorships range from \$1,500 to \$75,000. Exhibits range from \$1,500 to \$3,000.

You can also work with the AMA to develop thought leadership events, co-branded programs and sponsor collaborations. Whatever your goals, we will work with you to create a program for the best results.

CUSTOMIZED SPONSORSHIPS

Whether your goal is to increase brand awareness, generate leads, retain existing customers or acquire new clients, the American Marketing Association is the place to do it!

We'll help you develop a program tailored to your unique marketing needs—online, in print and in person.

For more information on sponsorship opportunities, please email ltorres@ama.org.

2011 AMA EVENTS WITH SPONSORSHIP AND EXHIBIT OPPORTUNITIES

- **Winter Marketing Educators' Conference**

February 18–21, 2011 • Austin, TX

Target audience: 500 academics and students in the field of marketing

- **International Collegiate Conference**

March 24–26, 2011 • New Orleans, LA

Target audience: 1,300 student leaders and faculty advisors in the field of marketing and business

- **Advanced Research Techniques Forum (ART)**

June 5–8, 2011 • Desert Springs, CA

Target audience: 200 advanced marketing quantitative research practitioners and academics

- **Summer Marketing Educators' Conference**

August 5–7, 2011 • San Francisco, CA

Target audience: 500 marketing academics and students in the field of marketing (recruiting event)

- **Marketing Research Conference**

September 2011 • Orlando, FL

Target audience: 500 mid- to senior-level market research executives

- **Nonprofit Marketing Conference**

October 2011 • TBD

Target audience: 300 senior-level marketing and communications executives, senior development professionals and volunteer directors

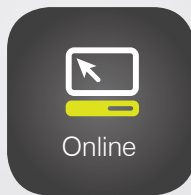
- **Symposium for the Marketing of Higher Education**

November 2011 • Chicago, IL

Target audience: 700 professionals who market higher education, admission administrators, public relations and marketing managers

To learn more about the AMA Event sponsorship and exhibit opportunities, please contact Lore Torres, Sponsorship Account Executive at ltorres@ama.org.

Visit MarketingPower.com/events for a comprehensive list of events and training programs offered throughout the year.



Recruitment

Recruit with the AMA! AMA is the unparalleled resource for staffing your marketing department. Whether you're looking for someone to lead your marketing team, a brand manager, a well-qualified marketing intern or a professor for your marketing department, we can provide you with direct access to the marketing talent you need!

AMA MARKETING CAREER NETWORK ONLINE JOB BOARD

Avoid the clutter of the mega-job boards and avoid paying for candidates who aren't interested in your position. We put your open position where it belongs—in front of over 22,000 highly skilled marketing candidates who are committed to the industry and have qualifications ranging from entry level to C-level. Take advantage of the AMA's Marketing Career Network to find the perfect candidate for your marketing team!

- » Increase your exposure! Automatically listed on all 47 MCN Partner Career Centers at no additional charge (go to MarketingPower.com/MCNetwork to view the complete list)
- » Jobs posted immediately—no need to wait
- » Manage jobs and candidates online
- » Discounts available for AMA members!

One 30-Day Job Posting:
Members, \$200 • Non-Members, \$300

One 30-Day Job Posting w/Resume Search:
Members, \$400 • Non-Members, \$600

For information on additional pricing and packages, go to MarketingPower.com/post or contact us at jobs@ama.org.

RECRUITMENT ADVERTISING IN MARKETING NEWS

Straight Classified Advertising

Ad is set in text, in standard classified recruitment ad style. The amount of bold face type is limited. No charge for typesetting. Blind box numbers are available: \$25 per insertion; replies sent daily.

- » \$135 for up to 50 words (minimum charge)
- » \$270 for 51–100 words
- » \$540 for 101–200 words
- » \$810 for 201–300 words

Position Wanted

- » AMA members: \$2 per word
- » Non-members: \$3 per word
- » Minimum order: 25 words

Display Classified Advertising

- » \$125 per column inch (minimum size: 1 inch)
- » Color is available at an additional charge

Display Classified Column Widths:

- » 1 column: 1.75 inches
- » 2 column: 3.75 inches
- » 3 column: 5.75 inches
- » 4 column: 7.75 inches
- » 5 column: 9.75 inches
- » Full page: 9.75 inches x 13 inches high

General Information

Prepayment is required. Payment by credit card over the phone is accepted. 15% discount to advertising agencies on space only. Ads for typesetting must be submitted by mail, fax or e-mail. Ad copy cannot be taken over the phone.

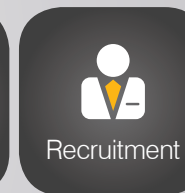
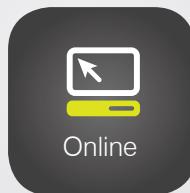
Combine Print and Online and Save 25%!

Reach the best of both worlds! Your recruitment ad will benefit from the extended reach of the Online Job Board and it will be delivered in print to the exclusive audience of Marketing News magazine.

Sample Combination Package:

- » 30-Day Online Job Posting with Resume Search
Discounted to \$300 for AMA members
 (non-members: \$450)
- » 100-word Marketing News print ad
Discounted to \$202.50

Total Combination Price: \$502.50
(separately, \$670)



» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

AMA COLLEGIATE RECRUITING

Are you looking for your next marketing superstar? AMA can provide access to a geographically expansive audience of highly networked, motivated and diverse 18–24-year-olds who want to put their marketing expertise to work for you! Whether you are looking for a dedicated intern or an entry-level marketer, AMA provides you with unique ideas to reach this innovative audience.

AMA Collegiate Career Fair

By participating as a recruiter at our annual International Collegiate Conference and Career Fair, you not only get a chance to interact directly with over 1,200 business and marketing students at the conference, but you also get a chance to reach our entire collegiate audience through presence on our website and internships posted on the Marketing Career Network.

March 24–26, 2011 in New Orleans, over 1,200 self-selected best of the best students will gather for the Annual International Collegiate Conference. Included in the program is a 3-hour Career Fair Lunch where students meet with corporate recruiters and representatives from universities that offer graduate degrees in marketing and business. The Career Fair also features “roundtables” where recruiters coach students on networking and interviewing skills, critique resumes, hold mock interviews and more. For more information, contact Lore Torres, ltorres@ama.org.

Career Fair Recruiter Package: \$600

AMA Collegiate Career Partners

By becoming a Collegiate Career Partner (CCP) at the International Collegiate Conference (ICC) you'll have access to some of today's best and brightest marketing students. As a Collegiate Career Partner, you will be the official sponsor at the Annual International Collegiate Conference where over 1,200 business and marketing students will gather in New Orleans in March 2011. This includes participation in the Career Corner, consideration as speaker at the conference and logo recognition throughout the conference.

But this unique recruiting opportunity extends well past the conference and provides a unique, year-long recruiting program. Throughout the year, you will be presented with many opportunities to communicate directly to our entire collegiate membership to highlight your organization's career opportunities. This includes emails, mailings, editorial contribution, podcasts, banner ads and job board postings on the AMA's Marketing Career Network. For more information, contact Lore Torres, ltorres@ama.org.

Collegiate Career Partner Annual Fee: \$15,000

Additional programs and pricing levels available; please contact us for more information.

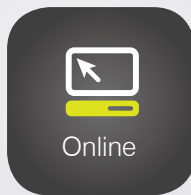
ACADEMIC PLACEMENT

Take advantage of the AMA's Academic Placement Service to find leading marketing academics to join your organization. Placement service offers institutions the opportunity to post their teaching or research positions on the largest online job board for the marketing academic community as well as participate in the Academic Placement Career Fair at the 2011 Summer Marketing Academic Conference.

Package includes:

- » Online job listing
- » Access to resumes of applicants
- » Participation in Academic Placement Career Fair, including:
 - Access to the Academic Placement Room, which includes any updated information on applicants, applicant listings/messages and computer terminal access
 - Access to Employer Lounge (2 passes per school), where employers are free to stop by for refreshments, snacks and a break during their hectic interviewing schedule
 - Ability to book interview rooms (additional fee)

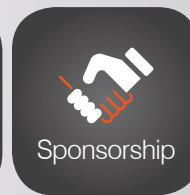
Pricing: \$350 per position listing



Online



Print



Sponsorship



Recruitment

» GO TO TABLE OF CONTENTS

» GO TO AMA ADVERTISING CONTACTS

Contacts

ADVERTISING AND EVENTS

Ray Herrmann

Director of Sales

312-542-9088 • rherrmann@ama.org

ADVERTISING AND EVENTS

- » NORTHWEST/MID-ATLANTIC USA
- » EASTERN CANADA
- » EUROPE

Richard Ballschmiede

Senior Account Executive

312-542-9076 • rballschmiede@ama.org

ADVERTISING AND EVENTS

- » WESTERN USA
- » WESTERN CANADA
- » JAPAN/ASIA

Catherine Eck

Account Executive

312-542-9103 • ceck@ama.org

ADVERTISING AND EVENTS

- » CENTRAL/SOUTHEAST USA
- » CENTRAL CANADA
- » CENTRAL & SOUTH AMERICA/
MEXICO/CARIBBEAN

Lore Torres

Account Executive

312-542-9033 • ltorres@ama.org

ADVERTISING AND EVENTS

- » DIRECTORY LISTINGS

Sandra Wright

Account Executive

312-542-9063 • swright@ama.org

ADVERTISING AND EVENTS

- » PRODUCTION DEPARTMENT

Sally Schmitz

Production Manager

312-542-9038 • sschmitz@ama.org

Brian Thompson

Production Coordinator

312-542-9094 • bthompson@ama.org



Connecting. Informing. Advancing.

AMERICAN MARKETING ASSOCIATION

311 South Wacker Drive, Suite 5800
Chicago, Illinois 60606

AMA Headquarters » 312.542.9000

Advertising Sales » 312.542.9076

Advertising Production » 312.542.9038

Advertising Fax » 312.922.1394

MarketingPower.com/mediakit