

Marketing News **Radio**

Author Series

Monthly listenership: 21,000

Sponsor an **AMA radio show** and get exposure for your book online and in print—to **just the audience you want to reach!**

See landing page example at
<http://www.marketingpower.com/author>

> Author Series sponsorship includes:

- Radio show sponsorship (a \$3,500 value)
- Exclusive guest spot on AMA's Marketing News Radio, including 4 segments of approximately 9 minutes each
- Promotion of show to AMA audience via e-mail and AMA's website, MarketingPower.com
- Dedicated landing page with your bio, a summary of your book and a link to purchase the book
- Podcast version of the show, accessible on your landing page for one year
- AMA radio host, David Kinard, will interview you during a live show. AMA will encourage audience to call in with questions.
Optional: giveaway of signed book (supplied by author) for first 5 callers.

> PLUS

- Get a FREE print ad in AMA's *Marketing News* magazine, delivered to more than 23,000 professional marketers. Ad is 1/4-page, 4-color—a \$2,660 value!

> Sponsorship fee: \$5,000

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Contact us at 312.542.9095 or sales@ama.org for more information.

