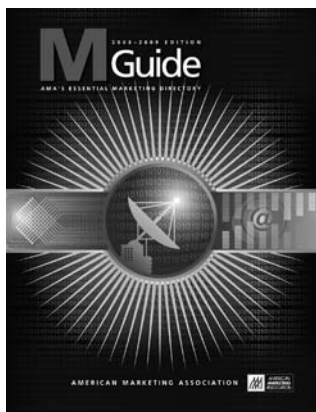


Place your advertising message
where marketers will find it
when they need you!



AMERICAN MARKETING ASSOCIATION

M GUIDE

2009-2010 edition

*AMA's Essential Directory to Marketing
Products and Services, Online and In Print!*

OUR SUBSCRIBERS BUY WHAT YOU SELL!

85% have purchase making authority
for an average of 6.1 marketing product/
service categories.

The M Guide Is Your Resource For:

- Advertising Companies
- Career Services
- Creative Services
- Customer Satisfaction Firms
- Data Management
- Direct Marketing Products & Services
- Event Marketing
- Health Care Marketing
- Internet
- Marketing Communications
- Marketing Consultants
- Marketing Education
- Marketing Promotions
- Marketing Research Services
- Marketing Software
- Multicultural Marketing
- New Product Development
- Public Relations
- Sales & Sales Management
- Seminars & Training

M Guide Print Edition Distributed in May 2009

Total Circulation: 26,500+

- M Guide is delivered to more marketing professionals, in more categories than any other directory.
- M Guide is delivered to all AMA professional members and subscribers to *Marketing News* magazine. BPA-audited circulation: 23,500
- M Guide has bonus circulation at select AMA conferences and to 3,000+ senior-level, qualified marketers as identified through their registration on MarketingPower.com

M GUIDE is the comprehensive directory to marketing products and services. Its diversity makes it the single best go-to source to identify suppliers. The Print Edition is delivered to over 26,500 marketing professionals. And the online directory is available to the 120,000+ unique visitors who come to the MarketingPower.com website every month.

ADVERTISING IN THE M GUIDE gives your company a directory-style listing to describe your core area of expertise in detail. It appears in the online directory and it will be included in the print edition, where you can stand out with the help of a display advertisement.

ONLINE LISTINGS are posted in the site's directory within two business days of being submitted. So your company is available as a source right away. Visitors can search for your services in a variety of ways: by area of specialization, key words, company name or geographic location. Your complete contact information, your company logo and a link to your website are also included.

THE PRINT EDITION will be distributed in May, and your Standard Directory Listing, logo and contact information will be automatically included. A Display Ad will give your message **IMPACT**, allow you to highlight your latest features and includes your Standard Directory Listing free.

To make the M Guide even more of an essential guide for marketers, it will include more than a dozen Core Concept articles (written to introduce basic marketing concepts), a variety of features, and valuable information including the AMA/Aquent Salary Survey. It's also a guide to the services and programs offered by the American Marketing Association.

**NEW
in 2009!**

The M Guide Digital Edition will be available on MarketingPower.com. It will be a complete reproduction of the print edition including the display ads. Readers will be able to "turn to" every page in the book 24/7, every day of the year.

As an advertiser, you will get a 30-day AMA trial membership!

You'll have online access to the AMA membership roster so you can find experts from throughout the marketing industry. And you'll be able to sample the many features offered by the AMA.

**Marketers from across all fields are always
in search of new products and services.
Make sure they can find your company—
advertise in the 2009-2010 M Guide!**



MarketingPower.com/mguide

The marketing professionals who receive the M Guide are a proven quality audience:

- 85% are purchase decision makers
- 67% are marketing managers, marketing directors and senior executives
- Top areas of job responsibility include marketing research, general marketing management, advertising, direct/database marketing, events/exhibits, public relations, promotions and consulting

The 2009-2010 M Guide will give you greater exposure for your advertising message!

Online at MarketingPower.com, visitors will be able to search for your company in the Directory Listings, and new in 2009, they'll be able to access the Print Edition in its entirety in digital format too.

The Print Edition will be mailed in May to AMA members and other subscribers to *Marketing News*, and additional delivery will reach another 3,000 marketers.

Make your message stand out!

Color is available for display ads of any size.

Additional fees for color:

Black plus 1 color \$425
Full color \$1,050

Premium position full-color ad pages:

Tabbed Page (right-hand) \$6,435
Tabbed Page (left-hand) \$4,675
Inside Front Cover \$6,435
Inside Back Cover \$5,665
Outside Back Cover \$6,560

All of the above are full page bleed.
Dimensions: 8 3/4" w x 11 1/8" h

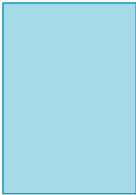

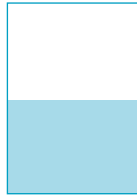

Frequency discounts are available when you also advertise in *Marketing News* or other AMA magazines/journals.

Advertising Options:

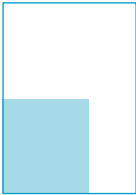
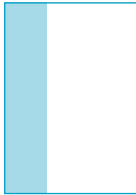
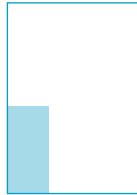
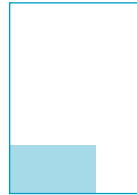
Please fill out the M Guide Ad Order Form, available as a PDF document or by fax. Ask your account representative for a copy.

1 Display Ad ONLINE AND PRINT EXPOSURE.

Ad space in the print version of the M Guide, includes a FREE Standard Directory Listing (\$325 value) both in print and online. And NEW for 2009...the entire print edition will be available in digital format on MarketingPower.com too.

			
Full page (7" x 10")	2/3-page (4 1/2" x 10")	1/2-page hor. (7" x 4 7/8")	1/2-page island (4 1/2" x 7 7/16")
Bleed size (8 7/8" x 11 1/8")	\$2,950	\$2,350	\$2,350
\$3,675			

Full-page, full-color ads also receive matching space to present a white paper in digest form! Call your account rep for details.

			
1/3-page sq. (4 1/2" x 4 7/8")	1/3-page vert. (2 7/16" x 10")	1/6-page vert. (2 7/16" x 4 7/8")	1/6-page hor. (4 1/2" x 2 1/2")
\$1,945	\$1,945	\$1,320	\$1,320

(Dimensions shown as w x h)

"The M Guide is a valuable information resource to marketing professionals."

» John P. Hoepfner
President, NameQuest, Inc.

2 Standard Directory Listing • \$325

Additional categories: \$30 each
Additional office locations: \$50 each

ONLINE AND PRINT EXPOSURE. A classified-style listing online, including your company name, logo, address, phone, e-mail, contact person, plus a summary of products/services and a link to your website. Your listing includes 3 free search categories. For an extra charge, you can be listed in additional sub-categories to increase your exposure. Your listing will be posted online within two business days after you submit it, and you can edit it at any time. The company profile and contact information will be automatically picked up and included in the Print Edition, along with your logo in color or black and white.

FREE with the purchase of a Display Ad!

Sample Standard Directory Listing:

Directory listings include your company name, logo, address, contact information, website link and descriptive listing. Following is an example of a company listing that would appear in the M Guide, both online and in the print edition. Word count is 137 with 936 characters. There is a limit of 1,000 characters—as computed in Word—to describe your services/products.

The Statewide Strategic Marketing Group is a consulting firm with over 10 years experience in providing guidance to clients ranging from new ventures to the Fortune 100 on strategic marketing and business planning decisions. Our associates' work includes existing and new product/service development, marketing evaluation, and customer service improvement. We also specialize in website planning and development. Through extensive research, The Strategic Marketing Group works to understand our clients' objectives so we can create targeted programs to fit their needs. Our job is to increase effectiveness of sales and marketing processes, strengthen customer satisfaction and grow market share. Our group of consultants includes experts in the fields of health care, insurance, consumer goods and web technology for both consumer and business to business companies. Our area of expertise and service is extensive yet focused on you!

Advertising Contacts

Richard Ballschmiede
(Eastern USA and Canada Display Ads)
312.542.9076
rballschmiede@ama.org

Catherine Eck
(Central/Western USA and Canada Display Ads) 312.542.9103
ceck@ama.org

Sandra Wright (Directory Listings)
312.542.9063
swright@ama.org

3 Priority Listing • \$525

Additional categories: \$30 each • Additional office locations: \$50 each

ONLINE AND PRINT EXPOSURE. A classified-style listing that includes all the features of a Standard Listing (see previous page), plus priority placement at the top section of the online search results.

M Guide and Marketing News Combination Packages:

Combine the features of an M Guide Display Ad with a business card-style ad program in *Marketing News*, the AMA's flagship magazine, delivered 20 times a year to all AMA professional members.

- **1/6-page ad in the M Guide** + six 1/10-page display ads in *Marketing News*: \$585/insertion
- **1/3-page ad in the M Guide** + six 1/8-page display ads in *Marketing News*: \$775/insertion
- Color is available at discounted rates too.

For maximum exposure, combine your M Guide listing with additional listings in the *Marketing News* Specialized Directories.

The magazine features a variety of directories throughout the year and they offer the added value of direct tie-in with the editorial topic:

Marketing Research • International Marketing Research • Marketing Consultants • Interactive Marketing • Net Research • Focus Group Facilities • Direct Marketing • Multicultural Marketing • Customer Satisfaction... and more

Ask your advertising account rep to customize a package that combines the M Guide with *Marketing News* or other AMA magazines/journals.

Order your listing and display ads today!

Listing Submissions

Go to MarketingPower.com/mguide to order and submit your listing online. (Listings require prepayment by credit card.) You can also e-mail, fax or mail your listing.

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).

Two Logo Versions Needed:

FOR PRINT: Supply logo in digital format, high resolution (300 dpi) EPS, TIFF or JPEG files. Colors must be CMYK or black and white. No spot or RGB accepted. Logo dimensions: 2.1875" wide x 1" high.
FOR ONLINE: Submit logo as GIF or JPEG file, max. size 35K. Low resolution (72 dpi), maximum dimensions: 300 pixels wide x 150 pixels high.

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.)

Print space and materials deadline:
February 13, 2009



American Marketing Association

311 S. Wacker Drive, Suite 5800

Chicago, IL 60606-2266

MarketingPower.com/mguide

Non-Profit Org.

U.S. Postage

PAID

Permit No. 9318

Chicago, IL

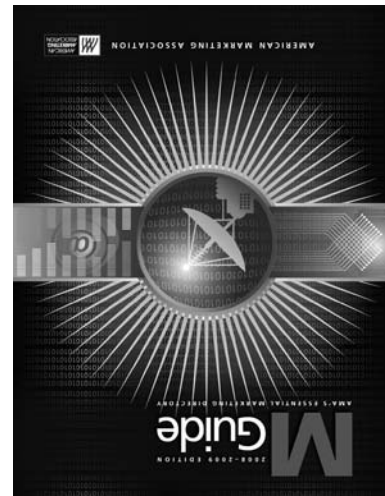
Order
your M Guide
ad space by
February 13!

Reserve your ad
space now and
connect with the
marketers looking
for your services.

*AMA's Essential Directory to Marketing
Products and Services, Online and In Print!*

MGuide 2009-2010 edition

AMERICAN MARKETING ASSOCIATION



Order Today!

AMERICAN MARKETING ASSOCIATION



M GUIDE 2009-2010 edition

AMA's Essential Directory to Marketing Products and Services, Online and In Print!

Use this form if you are: 1) Reserving one of the two directory listing options (Standard or Priority) and are unable to do so online at MarketingPower.com/mguide, or 2) Reserving a Display Ad.

Directory Listing

Fill out exactly as you want it to appear in the M Guide

_____		_____	
Company Name	Address		

City	Country	State/Zip	

Phone	Fax		

URL	Contact Person		

E-mail Contact			

List additional offices with addresses (\$50 charge for each): (Use separate page if needed)

- Include your M Guide company listing description on a separate page. Maximum 1,000 characters including spaces (approx. 140 words).
- Include your company logo for both print and online. (See ad specs on next page.)
- Fill out Primary Business Categories and Key Words on page 3. Mark your Primary Business Category (this is where your listing will appear in the Print Edition of the M Guide) and choose up to three Sub-Categories. Additional offices and sub-categories can be included for an additional charge.

- Standard Listing (free with a Display Ad): \$325
- Priority Listing Upgrade (add to Standard Listing charge): \$200
(Priority is same as Standard Listing, with special online placement)
 - ___ Additional Sub-Categories @ \$30 each: \$ _____
 - ___ Additional Office Locations @ \$50 each: \$ _____

Total Cost for Listing: \$ _____

Display Advertisement

- Follow Directory Listing procedures (as shown at left). Standard Listing is included free with the purchase of a display ad. To upgrade to a Priority Listing, add \$200.
- Submit display ads in digital format. PDF/X1a:2001 compliant, recommended (see ad specs on page 2).

Premium Positions, include full color:

- Tabbed Page (right-hand) \$6,435
- Tabbed Page (left-hand) \$4,675
- Inside Front Cover \$6,435
- Inside Back Cover \$5,665
- Outside Back Cover \$6,560

Black & White Charges:

- Full Page \$3,675
- 2/3-Page \$2,950
- 1/2-Page Horizontal \$2,350
- 1/2-Page Island \$2,350
- 1/3-Page Square \$1,945
- 1/3-Page Vertical \$1,945
- 1/6-Page Horizontal \$1,320
- 1/6-Page Vertical \$1,320

For guaranteed position, add 10% to space charge.

For Color Add:

- 2-color \$425
- Full color \$1,050

- Standard Listing FREE
- Priority Listing Upgrade \$200
 - ___ Additional Sub-Categories @ \$30 each: \$ _____
 - ___ Additional Office Locations @ \$50 each: \$ _____
- Display Ad \$ _____
- Guaranteed position (Add 10% to space charge) \$ _____
- Color \$ _____

Total Cost for Ad: \$ _____

Print space and materials deadline: February 13, 2009

Contact and Billing Information

If purchasing a listing only, it must be pre-paid. Display ads may be pre-paid or billed upon publication. Standard 15% agency discount allowed for display ads only on gross billing. No commission paid for directory listings or production charges.

Contact Name

Company Name

Billing Address

City

State/Zip

Phone

Fax

E-mail Address

Authorized By (please print name and sign)

Payment Method

Check enclosed

Bill me (Display Advertisers only)

Charge to: American Express Discover MasterCard VISA

Card Number

Expiration Date

Signature

Name as it appears on card (please print)

AD ORDER DEADLINE:

February 13, 2009

To place your ad order, or for more information, please contact:

For Directory Listings:

Sandra Wright

312.542.9063

swright@ama.org

For Display Advertisements:

> If you're Eastern USA:

Richard Ballschmiede

312.542.9076

rballschmiede@ama.org

> If you're Central or Western USA:

Catherine Eck

312.542.9103

ceck@ama.org

Mailing address:

American Marketing Association

Advertising Department

311 South Wacker Drive

Suite 5800

Chicago, IL 60606

Fax orders to: 312.922.1394

Mechanical Requirements and Print Ad Specifications

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Transport Media

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Primary Business Categories and Sub-Categories

Key Words for Online Searches (single words only, maximum of 12 words): _____

You must indicate a Primary Business Category that describes your business. This is where your listing will appear in the print directory. (Indicate your Primary Category by circling one of the boldfaced headings below.) You may then choose (by checking the boxes) up to three Sub-Categories underneath your Primary Category. Additional Sub-Categories may be selected for \$30 each.

Advertising

- Ad Agencies
- Copywriting
- Media Buying
- Other Advertising Services

Associations

Career Services

- Executive Coaching
- Executive Search
- Outplacement
- Other
- Recruitment
- Temp Services

Creative Services

- Copywriting
- Film & Video
- Graphic Design
- Packaging
- Photography
- Production Companies
- Other

Customer Satisfaction

- Full Service
- Benchmarking
- Business-to-Business Customer Satisfaction Studies
- Company Image Studies
- Consultative Assistance in Deployment
- Consumer Research
- Customer Retention Research, Expectations Analysis & Gap Profiling
- Customer Satisfaction or Service Indexes
- Customer Satisfaction Research – International
- Data Management/ Data Processing
- Employee Satisfaction Studies
- Implementation Training
- Integrated Voice of Customer (VOC) System
- Interactive Voice Response (IVR)
- Lost Customer Research
- Malcolm Baldrige National Quality Award Assessments
- Marketing Effectiveness
- Measurement of Customer Feedback of Performance Over Time (On-going Tracking)
- Measurement of Internal Customer Needs
- Mystery Shoppers
- Satisfaction and/or Service Evaluations
- Software for Market Research
- Trade Research

Data Management

- Full Service
- Data Analysis

- Data Management
- Data Entry
- Data Processing Services
- Mailing Lists
- Transcription Services

Direct Marketing

- CRM
- Customer Service
- Database
- Digital Printing
- Direct Mail
- DM Agency
- E-Mail Marketing
- Fulfillment
- List Brokers/ Compilers
- Mailing Services
- Printers
- Telecommunications/ Call Centers
- Telemarketing
- Other

Event Marketing

- Experiential Marketing
- Meetings/ Conference/Seminar Planning
- Sponsorship
- Sports Marketing
- Trade Shows
- Trade Show Services
- Other

Healthcare Marketing

- Copywriting
- Healthcare Advertising
- Healthcare Marketing Research
- Mailing Lists
- Managed Care Marketing
- Marketing Communications
- Marketing Research
- New Product Development
- Newsletters & Publications
- Patient/Customer Satisfaction
- Physician Marketing
- Strategic Planning
- Wellness Programs
- Womens Healthcare Marketing

Internet

- Agency (Internet Ad Agency)
- E-Mail Lists
- E-Mail Services
- Internet Marketing Consultants
- Keyword Bid Management
- Mobile Marketing
- Net Research Services
- Online Promotion
- Search Engine Marketing
- Search Engine Optimization
- Social Marketing
- Web 2.0
- Web Analytics
- Web Content Management
- Web Site Design
- Web Site

- Development
- Web Site Hosting
- Other Online Services

Marketing Communications

- Full Service
- B2B
- Copywriting
- Ethnic
- Creative Services
- Graphic Art Services
- Hispanic
- Media Planning/ Buying
- Multimedia
- Publishing
- Sponsored Communications
- Other

Marketing Consultants

- Full Service
- Branding/Brand Identity
- B2B
- Business Valuation
- Channel Marketing
- Consumer Marketing
- Database Management
- Energy/Utilities
- Ethnic
- Events
- Health Care
- High-Tech
- Industrial Controls & Automation
- Insurance
- International
- Litigation-Related Research
- Marketing Communications
- Marketing Planning
- Media
- Name Generation
- New Product Development
- Non-Profit
- Pharmaceutical
- Pricing
- Product Management
- Professional Services
- Qualitative Research
- Research Based Consultants
- Software
- Strategic Business/ Marketing Plans
- Team Facilitation
- Technology Commercialization

Marketing Education

- Colleges/Universities
- Customized Programs
- Educational Software
- Publisher-Business Books
- Publisher-Textbooks
- Continuing Education Programs
- Other

Marketing Research

- Full Service
- Advanced Analytical Services
- Advertising
- Advertising Testing
- Agri-Business
- Agriculture/Vet Clinics
- Apparel/Textiles

- Asian Market Research
- Automotive/ Transportation
- B2B Communications/ Opinion Research
- B2B/Industrial
- Baby/Toddler
- Beverages/Food
- Biotechnology/High Tech
- Brand Equity/ Positioning
- Brand Identity
- Chemical
- Competitive Intelligence
- Computer Industry
- Conference Calls
- Consumer
- Consumer Products
- Controlled Store Testing
- Corporate Image
- Customer Satisfaction Measurement
- Data Collection/ Processing
- Data Entry
- Demographics Analysis
- Education
- Electronics/ Technology/ Telecommunications/ Cable
- Energy/Utilities/ Waste Management
- Entertainment/ Leisure/Sports/Toys & Games/Travel
- Ethnic
- Executive Interviewing
- Eye Tracking
- Field Services
- Financial/Legal
- Focus Group Moderators
- Focus Group Moderator Training
- Focus Group Facilities/Recruitment
- Food/Beverage
- Forecasting
- Health & Beauty Aids
- Health Care/Medical Market Research
- Home/Lawn & Garden
- Hotels/Resorts/ Lodging/Travel
- Information Services
- In-Store Interviewing
- Insurance
- International
- Internet Surveys/ Research
- Issue/Opinion
- Low-Incidence Research
- Mail Survey Services
- Mall Interviewing Facilities
- Marketing and Competitive Analysis
- Marketing Intelligence/ Competitive Intelligence
- Market Research Field Agency
- Market Segmentation

- Marketing Panels
- Media Measurement/ Media Reporting
- Media-Outdoor
- Media-Radio TV/ Print/Mall
- Mock Juries
- Motivational Research
- Mystery Shopping
- Name Testing
- Neural Network
- Omnibus Research
- Online Research
- Packaging Research
- Political Research
- Pharmaceutical/ Personal Care
- Qualitative Research
- Quantitative Research
- Research Design/ Methodology
- Restaurants/Food Service
- Sales Analysis
- Sales Messaging and Intelligence
- Sampling
- Scent Branding
- Secondary Research
- Seminars
- Seniors
- Sensory Research
- Simulated Test Marketing
- Statistical
- Statistical Services
- Store Audits
- Tabulating
- Taste Test
- Telephone Interviewing
- Telephone/WATS
- Test Marketing/ Sampling
- Tracking Research
- Trade Interviewing
- Transcription Services
- Travel
- Validation
- Video Conferencing Services
- Web Conferencing
- Yellow Pages Research
- Youth/Kids/Teens
- Other

Marketing Software

- Full Service
- Contact Management
- Cross Tabs
- Data Analysis
- Data Entry/Sample Balancing
- Data Processing Services
- Database Management
- Interviewing
- Mapping
- Marketing Analysis
- Marketing Research Software
- Modeling
- Predictive Dialers
- Qualitative Research Software
- Survey Software
- Sales Presentations
- Sampling
- Simulations
- Statistics Software
- Other

Multicultural Marketing

- Full Service
- Ad Agencies
- Asian
- African American
- Consulting
- Disability
- Gay/Lesbian
- Hispanic
- Marketing Research
- Localization
- Marketing Communications
- Translation Services
- Other

New Product Development

- Concept Development
- Consultants
- Forecasting
- Idea Generation
- Name Generation
- Testing
- New Product Marketing Planning
- Other

Promotions

- Awards
- Cause Marketing
- Coasters
- Entertainment Marketing
- Fulfillment
- Fund Raising
- Gift Cards
- In-Store
- Logo Merchandise
- Loyalty Incentives
- Mall Marketing
- Meeting/Conference/ Seminar Planning
- Merchandising
- Mobile Marketing Programs
- Point-of-Purchase
- Premiums & Incentives
- Reward Programs
- Sales Promotion
- Sampling
- Signs and Graphics
- Sweepstakes, Contests & Games
- Trade Show/Exhibits

Public Relations

- Public Relations Agency
- Event Management
- Other PR Services

Sales & Sales Management

- Incentive Travel
- Sales Messaging and Intelligence
- Sales Presentations
- Sales Training
- Other

Seminars & Training

- Professional Speakers
- Training Resources
- Training
- Other

Need to add a category?
Contact us to discuss!