

## Session 1

### Welcome

9:00–9:15 am

The beautiful Fairmont Hotel is the perfect setting for this intensive, highly informative look at The Publisher's Statement and what it can do for you.

**Join us for coffee** and a heart-felt **welcome** from ABC's Manager of Consumer Magazine Marketing, Marsha Enrici. This is a great time to pick up a general overview of the day's agenda and hear a few words about the truly exceptional panel of speakers you will be hearing.



## Session 3

### Details, Details, Details

10:30–11:30 am

Have a quick cup of coffee, walk around the block a couple of times and then get ready to pay major attention to the details presented in this session.

Starting with paragraph #1 of The Publisher's Statement, our panel of circulation and advertising experts will take you step by step through The Publisher's Statement. Brush up on the requirements and formats for business-to-business and consumer titles. Discover the significant differences between ABC auditing practices and those of other audit bureaus.

Be prepared to ask questions and leave no stone unturned. When you leave this session you will know The Publisher's Statement like you know your own back yard!

## Session 4

### The Future of Internet Marketing

12:00 noon–1:30 pm

Join us for a special Fairmont Hotel luncheon with ABC President Michael J. Lavery. Mr. Lavery will share his thoughts and observations on the future of Internet marketing, especially as it applies to that market's **growing need for accountability**.

## Session 2

### Ms. June Sargent Explains It All For You

9:15–10:15 am

June Sargent, Vice President, Circulation for *The Red Herring*, has probably done more joint presentations (ad sales and circulation departments) to advertisers than any other 50 circulation directors put together. She is uniquely qualified to demonstrate how ad sales people and circulators can work together using The Publisher's Statement as a potent sales tool.

This is a great opportunity for **Business-to-Business titles**, as well as **Consumer magazines**. Here's why:

June Sargent has worked in the world of large corporate consumer titles, as well as small consumer publications. She's also been involved in **business-to-business publishing on just about every level**.

This session is a great place to look at the Publisher's Statement through the eyes and experiences of a top circulation professional. You'll learn important terms, brush up on the different circulation sources and catch up on current trends. Plus, you'll see how circulation pros use the Publisher's Statement to "accentuate the positive" and "hide the negative." This is great, day-to-day, hands-on information that can have a serious impact on the way you do your job!



**Call Now to Register!**



**Date:** September 2, 1998  
**Time:** 8:00 am to 1:30 pm (luncheon included)  
**Location:** The Fairmont Hotel  
San Francisco, California  
**Cost:** \$60 (all major credit cards accepted for advanced registration; check or cash at the door)  
**Contact:** Ms. Ramona Eschoo  
Audit Bureau of Circulations  
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**Attention: Business-to-Business Publishers**

**Perfect for Consumer Titles**

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