

PURCHASER INFORMATION:

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PACKAGES AND PRICING:

	Local Media Association Member Price	Non-Member Price
Package 1: Electronic Version of Report + Two Hard Copies All six webinars with recordings and presentations	<input type="checkbox"/> \$299	<input type="checkbox"/> \$499
Package 2: Electronic Version of Report Choice of three webinars with recordings and presentations (Please indicate webinar choices below)	<input type="checkbox"/> \$249	<input type="checkbox"/> \$449
Webinar Only: Please indicate choice below	<input type="checkbox"/> \$59	<input type="checkbox"/> \$89
Report Only: Electronic Version	<input type="checkbox"/> \$179	<input type="checkbox"/> \$350
Report Only: Printed Version	<input type="checkbox"/> \$129	<input type="checkbox"/> \$350

WEBINARS - \$59

1. **Community Contributor Networks**
Webinar complete, video recording and presentations available to package purchasers
 Local Media Association President Nancy Lane briefly covered the strategies being employed by Examiner.com and Journal Register Company before Matt Sanders went into detail about Deseret Connect. Deseret is one of the early leaders in the industry to establish a very successful contributor network which has helped them greatly reduce their cost of content online while increasing quality and quantity.
2. **Video + Blogging + Print + QR Codes = Big Success**
Webinar complete, video recording and presentations available to package purchasers
 This new revenue stream (for both print and digital) was the # 1 favorite of the IM attendees. This is a must-see webinar.
3. **New Commerce and Business Models**
Webinar complete, video recording and presentations available to package purchasers
 This 90-minute webinar will address the most promising new commerce and business models explored on the study trip including: developing an in-house agency, evolution of daily deals space, pay for performance models, creative combinations/leveraging assets and more.
4. **Sales Department Structure – Separate, Hybrid, Digital-Only - What is Working?**
Webinar complete, video recording and presentations available to package purchasers
 The Innovation Mission report clearly learned that “legacy reps can and should sell digital products but also that “digital-only staff is required for certain products.” Four case studies will be explored during this webinar with a particular focus on the strategies being employed at Deseret Digital, Journal Register Company and Metroland Media.
5. **Emerging Content Strategies, March 29, 2012, 3 pm ET (2 pm CT/ 1 pm MT/ 12 pm PT) **FREE****
 This one-hour webinar will address the most promising new content strategies that were uncovered on the study trip including: open community newsrooms, evergreen content, web round-ups, charging for content, enterprise reporting strategies and more.
6. **Debriefing with Innovation Mission Senior Executives – Success Stories/Lessons Learned**
Webinar complete, video recording and presentations available to package purchasers
Speakers: Senior Level Executives that attended the innovation mission and made radical changes upon their return
 This session is a must for any senior level executive that wants to learn about emerging and promising trends. Tremendous experimentation is taking place right now; learn about what is working, what is not and the many lessons learned along the way.

PAYMENT INFORMATION: Please return this completed form along with full payment to:

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

By Fax: (231) 932-2985

By Phone: (888) 486-2466

Grand Total \$ _____

Check (checks payable to **Local Media Association** in US Dollars) **Credit Card:** Visa MasterCard AMEX Discover

Name on Card (Print/Type): _____ Signature: _____

Card Number: _____ Expiration Date: _____