



ATTENDEE INFORMATION:

Company Name: _____

City: _____

FIRST PARTICIPANT

Registrant: _____

Title: _____

E-mail: _____

Telephone: _____ **Fax:** _____

Supervisor: _____

Supervisor's Email: _____

Tuition: _____ **Member*** **Non-Member**

Basic Certification: \$295 \$595
Choose One: Basic Print Basic Online Basic Print & Online

Advanced Online Sales Certification: \$295 \$595

Media Sales Manager Certification: \$395 \$995

SECOND PARTICIPANT

Registrant: _____

Title: _____

E-mail: _____

Telephone: _____ **Fax:** _____

Supervisor: _____

Supervisor's Email: _____

Tuition: _____ **Member*** **Non-Member**

Basic Certification: \$295 \$595
Choose One: Basic Print Basic Online Basic Print & Online

Advanced Online Sales Certification: \$295 \$595

Media Sales Manager Certification: \$395 \$995

THIRD PARTICIPANT

Registrant: _____

Title: _____

E-mail: _____

Telephone: _____ **Fax:** _____

Supervisor: _____

Supervisor's Email: _____

Tuition: _____ **Member*** **Non-Member**

Basic Certification: \$295 \$595
Choose One: Basic Print Basic Online Basic Print & Online

Advanced Online Sales Certification: \$295 \$595

Media Sales Manager Certification: \$395 \$995

MULTIPLE SALES REPRESENTATIVE TUITION DISCOUNTS

5 – 10 sales representatives = 5% Discount | 11 – 20 sales representatives = 10% Discount | 21 or more sales representatives = 15% Discount

APPLY MULTIPLE REP. DISCOUNT: \$ - _____

*Special Local Media Association Member Introductory Rate

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

All fees **must be pre-paid in full** in order to participate in course registration. **Canadian members:** Please pay the equivalent U.S. amount.

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

By Fax: (231) 932-2985

By Phone: (888) 486-2466

By Check (checks payable to **Local Media Association** in US Dollars.)

GRAND TOTAL: \$ _____

By Credit Card: Visa MasterCard AMEX Discover

Name on Card (Print/Type): _____

Signature: _____

Card Number: _____

Expiration Date: _____

Business Address: _____

State/ Province: _____

Zip: _____

FOURTH PARTICIPANT

Registrant: _____

Title: _____

E-mail: _____

Telephone: _____ **Fax:** _____

Supervisor: _____

Supervisor's Email: _____

Tuition: _____ **Member*** **Non-Member**

Basic Certification: \$295 \$595
Choose One: Basic Print Basic Online Basic Print & Online

Advanced Online Sales Certification: \$295 \$595

Media Sales Manager Certification: \$395 \$995

BASIC COURSE TEST OUT OPTION

Registrant: _____

Title: _____

E-mail: _____

Telephone: _____ **Fax:** _____

Tuition: _____ **Member*** **Non-Member**

Test Out: \$149 \$299

Choose One: Basic Print Basic Online Basic Print & Online

Advanced Online Certification Course Option:

The **Local Media Association Advanced Online Certification** takes into consideration that there are media sales representatives that have been actively selling online advertising for some time and are aware of the intricacies of selling online advertising products. In response, we provide the opportunity for media sales representatives to skip the basic online media sales certification programs in order to enroll in the "advanced online" certification; however they must pass the basic test with a 90% grade in order to qualify.

The **Basic Certification Test** covers all course materials from the Basic program, which includes the following topics covered in that course study: Needs Analysis, Product Knowledge, Mechanics / Terminology, Territory Management, Basic Marketing / Demographics, Competitive Media, Presentation Skills, Answering Objections, Closing Skills.

Note: If a passing grade of 90% or better is not attained, the full basic course will be made available to you at a discounted rate of \$189.00 for Local Media Association members and \$330.00 for non-members.