

An INF Advertising Academy...

Give advertisers



more bang for their buck

Registration fee:
*(includes continental
breakfast and lunch)*

\$50 for newspapers
that support
Pages for the 21st Century
(\$60 after registration deadline)

\$75 for newspapers
that do not support
Pages for the 21st Century
(\$85 after registration deadline)

Registration deadline:
Thursday, March 18

Thursday, March 25

9:00 a.m. to 3:00 p.m.

Fort Des Moines Museum and Education Center
75 East Army Post Road, Des Moines

Online newspapers are typically the most visited Web site in their communities. That reach, combined with creative ads, search engine advertising (SEA), online Yellow Pages and video advertising means higher sales potential for your newspaper. These tools will knock out the competition -- print Yellow Pages, television, radio and other local Web sites.



**REGISTER
QUICKLY AND EASILY
ONLINE AT
WWW.INANEWS.COM**

Registration on reverse side..

MEET YOUR TRAINER

REX KASTNER



Rex joined the TownNews.com staff in 2001 and currently holds the position of Vice President for the SWAT Division. He has been in the Newspaper Internet business for almost 10 years. His present duties include working with the other SWAT Salespeople, as well as in the field, to implement revenue producing products for newspapers across the county.

Before working with newspapers Rex spent over 20 years in the consumer electronics field selling everything from calculators to computers as a manufactures or distributors representative.

When not traveling he lives deep in the woods in a log cabin in Northern Minnesota with his wife and teenagers. They enjoy swimming, boating, skiing, snowmobiling as well as any outdoor activity the north woods have to offer.



Registration

YES! Sign me up for the *Give Advertisers More Bang for Their Buck* advertising workshop Thurs., March 25, from 9:00 a.m. to 3:00 p.m. at the Fort Des Moines Museum and Education Center.

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(\$60 after March 18)

___ \$75 for newspapers that do not support Pages for the 21st Century
(\$85 after March 18)

Registration deadline: Thursday, March 18

Name _____

Newspaper _____

Address _____

City _____ Zip _____

Phone _____ Fax _____

E-mail _____

___ Payment enclosed ___ Bill my newspaper

___ Charge my credit card (see below)

Credit card # _____ Exp. ____/____

VISA/Mastercard only

Address _____ Zip _____

must be address/zip where billing is sent

Amount to be charged \$ _____ Date _____

Authorized signature _____

Please send a separate registration form for each registrant. This form may be photocopied as many times as necessary.

Send completed registration form(s) and fee to: IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309 OR FAX to 1-866-593-7406 or

REGISTER ONLINE AT www.INAnews.com

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

RECEIPT OF REGISTRATION: To assure you that we have received this registration, we will send a confirmation e-mail or return a copy to you with the box at the right completed. If you do not receive this acknowledgement of receipt within five working days after you sent it, please call Jana Anderson at 515-422-9051.

This registration was received by the Iowa Newspaper Foundation on _____