



## DIGITIZING AD SELLING AND BUYING

Publishers have a golden opportunity to thoroughly digitize all aspects of the buying and selling of advertising, finally taking the paper out of the business. The AAAA has undertaken a media-wide initiative for e-commerce-- eBiz for Media is a service that allows the media industry to conduct eBusiness transactions with their trading partners. At this seminar you will learn the fundamentals of "eBiz," technical requirements to get into the game, the publishing platform, workflows, hands-on advice for those ready to implement testing, ramifications in the supply chain, and case studies.

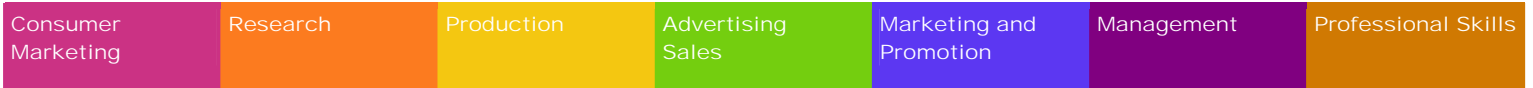
- The basics of eBiz for Media--background on workflows and electronic communications from Agency and Publisher perspectives.
- In-depth information on case studies from those professionals who have successfully conducted an insertion order.

### Panelists:

**Dennis Davidson**, Technical Account Manager, QuadSystems; **Marisa Kabasinskas** representing AAAA, 4 Strong Consulting; **Sharon MacKenzie**, VP Print Management, McCann Erickson; **Jay Parnau**, Senior Publishing Technologist, QuadSystems; and **Tony Stewart**, Director of Consulting, RivCom Inc. and Chair, Technical Working Group, AdsML Consortium

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<b>for:</b>	Manufacturing, Ad Production, and IT Professionals.
<b>date:</b>	Thursday, February 23, 2006
<b>time:</b>	9:00 a.m. to 12:00 p.m. <i>(A continental breakfast will be served.)</i>
<b>place:</b>	MPA Conference Center, 810 Seventh Avenue, 24 <sup>th</sup> Floor, New York City (Between 52 <sup>nd</sup> and 53 <sup>rd</sup> Streets)
<b>fee:</b>	MPA member companies -\$195 per person; Nonmember companies - \$295 per person. Group discounts available.
<b>voucher program:</b>	2 (two) vouchers





**MPA CareerTrack 2005 Registration Form**  
**DIGITIZING AD BUYING AND SELLING**  
 MPA Conference Center  
 810 Seventh Avenue (bet. 52nd and 53rd St.), 24th Floor  
 New York, NY 10019

**Three Ways to Register:**

- Online [www.magazine.org/careertrack](http://www.magazine.org/careertrack)
- By Fax (212) 371-3165
- By Mail Magazine Publishers of America  
 810 Seventh Avenue, 24th Floor, New York, NY 10019

Session is 9:00 am to 12:00 pm. Breakfast will be served at 8:30am.

- February 23 **DIGITIZING AD BUYING AND SELLING**
  - I will attend the session in NYC
  - I will participate via conference call/web

Registration fee includes networking breakfast, lunch and course materials.

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<input type="checkbox"/> MPA Members	\$195 per person	\$175
<input type="checkbox"/> Nonmembers	\$295 per person	\$275
<input type="checkbox"/> *Group	Two or more must register at the same time and be employed by the same company. Please photocopy this form for each additional registration.	

**Questions/more information:** Call MPA Events at (212) 872-3755 or e-mail [mpaevents@magazine.org](mailto:mpaevents@magazine.org).

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