

## The Arizona Broadcasters Association Presents

The RAB's Skill Set Enhancement Program

### "*Converting Cable Television and Newspaper Advertisers to Radio*"

**\$25 discount per enrollment for FIRST 25 ABA-member enrollments in each city!**

**TUCSON – Tuesday, May 13**

**PHOENIX – Wednesday, May 14**

**PRESCOTT – Thursday, May 15**

Ever wonder why so many advertisers are so determined to keep their money in newspaper or move it into cable TV? This seminar explores the history and future of both media, the motivation behind newspaper and cable advertisers, including both positive and negative perceptions of media. Learn how to open a dialogue with clients about a mixed-media approach, and how to demonstrate a dramatic improvement in reach and frequency while increasing an advertiser's effectiveness and lowering their cost-per-thousand at the same time!

This session is loaded with hands-on examples and street-ready tactics that managers and salespeople can start using today to get advertiser money back to radio. You'll learn:

- The state of the newspaper industry
- Newspaper's strengths and weaknesses
- How to determine a current advertiser's newspaper budget
- How to accurately determine short rates
- How to position radio with and against newspaper
- The state of the cable industry
- How cable is sold
- Cable's strengths and weaknesses
- How to position radio with and against cable
- How to generate new leads that will add up to BIG MONEY for your station(s),
- An Action Plan
- Tools And Resources

**Tuition as Low as \$74 Per Person!**

***SAVE with multiple student discounts!***

Send 1 person for \$139 (ONLY \$114 FOR ABA MEMBER)

2-4: \$129 per person (ONLY \$104 FOR ABA MEMBER)

5+: only \$99 per person (ONLY \$74 FOR ABA MEMBER)

**Limited Seating - Registration Deadline-Monday, May 5!**

#### RETURN ON YOUR INVESTMENT:

Think of it this way: You invest \$495 by sending five of your sales reps to this workshop. Most businesses expect a 10-to-1 return on their investment. But, **you're much more demanding, so you expect a 20-to-1 ROI.** So will this workshop give your five salespeople the knowledge and skills to take \$9,900 from the Newspaper and Cable TV and put it on your station where it belongs? YES, IT WILL!

Classes held each day from 8:45 am – 4:00 pm. Enjoy coffee on us with meals on your own. Training venues will be announced via email once details are finalized.

**Don't let your media competitors walk off with the orders you deserve! Reserve your seats today by calling Rob Boaden at 800-344-9961 or via email at rboaden@rab.com.**