

Digital Media Measurement & Pricing Summit

at Bridgewaters
Manhattan, New York

January 22 & 23, 2008

Optimize Your Ad Spend

✦ Define Metrics ✦ Maximize Reach ✦ Justify Pricing ✦ Improve ROI



UGC



Social Networking



Search



In-Game



Mobile



Digital OOH



Streaming



Virtual World



Podcasting



Widgets

Insights From Leading Brands

Coca-Cola
Discovery Channel
Hilton Hotels
JCPenney

Learn from Industry Leaders

Scott Hagedorn
US Director of
OMD Digital



Curt Hecht
Chief Digital Officer
Starcom MediaVest
Group and OMMA
Media Maven

Sponsored by

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REACTRIX

centro

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ecast

neighborhood america

linkstorm

Supported by

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CMO COUNCIL

revenue

Digital Signage Today

WEB ANALYTICS ASSOCIATION

mmma mobile marketing association

ADMY Association for Downloadable Media

customer

OLGA

DIGITAL SIGNAGE ASSOCIATION



To Register | Call: 1.866.298.9343 | E-mail: registrations@strategyinstitute.com

Are you looking to

✦ DEFINE METRICS ✦ MAXIMIZE REACH ✦ OPTIMIZE AD SPEND ✦ IMPROVE R.O.I. ✦ JUSTIFY PRICING?

Get your answers here ON how to best invest YOUR DIGITAL MARKETING DOLLARS AND WHERE TO SPEND THEM.

Cut through the ambiguity and uncertainty!

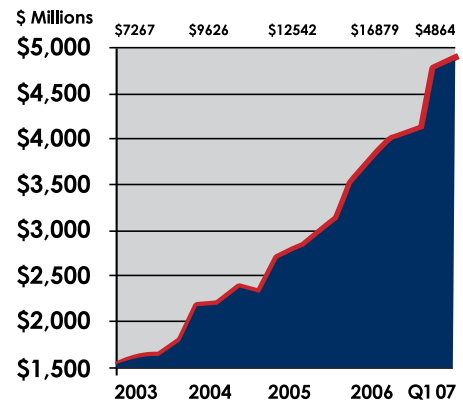
Why You Should Attend This Summit:

- ✓ Learn how to justify and improve your return-on-investment
- ✓ Adopt best practices to enhance optimization and relevancy of digital media buys
- ✓ Secure strategies to increase consumer engagement and media touch points
- ✓ Build new relationships with key players in digital marketing
- ✓ Get your questions answered on the spot by leading experts in digital media

Join our panelists! This is your **one-stop-shop** for the latest solutions in tracking, measuring, and pricing:

- User Generated Content
- Social Networking
- Search Engine
- In-Game Advertising
- Mobile Marketing
- Digital Out-of-Home
- Streaming Media
- Virtual World
- Podcasting
- Widgets

Quarterly Internet Ad Revenues



Source: PwC/IAB Internet Advertising Revenue Report

Case Studies:



Hear how **JCPenney**, one of America's leading retailers used mobile marketing to increase brand awareness with teen influencers.



Learn how major hotel chain **Hilton** maximized brand equity from digital out-of-home media.



Be inspired and take away strategies for in-game advertising based on **Discovery Channel's** integration of its new show "Future Weapons" with the game Gears of War.



Hear how leading global brand **Coca-Cola** incorporates interactive media into its marketing mix.

Register Today – Space Is Limited and Sure To Sell Out

Take part in these critical discussions on how to optimize your digital marketing investments. Call **1-866-298-9343** or e-mail registrations@strategyinstitute.com today.

This executive summit was specifically designed for **senior executives** involved in...

National Consumer Brand Companies:

Media Research & Analytics | Alternative & Emerging Media | Integrated Marketing | Media Planning | Interactive Media | Consumer Insights Marketing & Advertising | Media Strategy | Brand Strategy Brand Management

*Enhance your return on investment and maximize your **brand equity**. Acquire the latest industry insights and learn which digital media platforms work best with your marketing objectives.*

Media Agencies:

Measurement, Analytics & Accountability | Media Planning & Buying | Digital Interactive | Media Investment & Activation | Media & Research | Alternative Media Strategy | Creative Strategy | Account Management | Brand Strategy

Surpass your clients' expectations and save them money with strategic planning and buying of digital media channels. Enhance your clients' brand recognition in a cost-effective way and optimize results.

Ad Agencies and Interactive Strategy Firms:

Account Management | Brand Strategy | Creative Strategy | Analytics Solutions | Innovation & Design | Content & Entertainment

Adapt and customize your brand strategy based on reach and effectiveness. Understand the potential and capabilities of emerging digital media platforms and leverage them for successful campaigns.

Research and Media Measurement Organizations:

Sales | Business Development | Research | Analytics & Data Operations Product Management

Know what your clients are looking for and develop products accordingly. Showcase your solutions for media measurement and establish yourself as a leader in data gathering and analysis.

Digital Ad Networks:

Mobile | In-Game | Search Engine | User Generated Content Social Networking | Widgets | Digital Out-of-Home | Streaming Media Virtual World | Podcasting

*Connect with media agencies, advertisers, and brand managers looking to spend advertising dollars. Be an **ADVOCATE** for your media platform. Find out where you stand on pricing and metrics and find ways to position your ad distribution platform vis-à-vis your competitors.*

Application/Software Platform Providers:

Sales | Business Development | Research | Product Management

Network with senior decision makers from ad networks and ad vehicles. Collaborate on new strategies for enhancing digital media distribution, tracking and usability.



Hear from these industry ALL-STARS...

Keynote Speakers:



Scott Hagedorn
US Director of
OMD Digital



Curt Hecht
Chief Digital Officer,
Starcom
MediaVest Group

Day One Speakers:



Eric Bader
Co-Managing Director,
Brand in Hand



Aaron Goldman
VP, Marketing &
Strategic Partnerships,
Resolution Media



Christine Peterson
NY Media Director,
Carat



Emily Timko
Account Director,
Avenue A |
Razorfish



Pete Blackshaw
EVP, Nielsen Online
Strategic Services,
Nielsen BuzzMetrics



James Hering
EVP, Director of
Integrated Marketing,
TM Advertising



Chris Schembri
SVP Media Planning
& Partnerships,
Discovery
Communications

Other noted Day One speakers:



Brian Bos
Vice President,
Convergence Director,
Mindshare-Team
Detroit



Greg Kahn
SVP, Strategic Insights,
Optimedia



Art Sindlinger
VP/Activation Director,
Starcom USA

Aaron Barnes, VP of Global Sales & Business Development, **Friendster**
Jason Clement, Partner, Group Search Director, **Neo@Ogilvy**
Benjamin Ezrick, Senior Strategist of Digital Innovation, **OgilvyInteractive**
Rob Griffin, Director of Search & Analytics, **Media Contacts**
Dan Miller, Vice President, **Neighborhood America**
Amanda Richman, SVP, Director of Digital Services, **MediaVest**
Sacha Xavier, Regional Lead, Advanced Marketing Solutions, **Avenue A | Razorfish**



Margie Chiu
VP of Strategy,
Avenue A |
Razorfish



Joe Marchese
President,
Archetype Media



Jatinder Singh
EVP, Director of
Measurement and
Accountability,
Universal McCann



Craig Daitch
Director of Interactive
Strategy,
PHD



Laura Marriott
President,
Mobile Marketing
Association



Todd Steinman
COO,
M80

Day Two Speakers:



Karna Crawford
Director of Media &
Interactive, Sparkling
Brands,
Coca-Cola



Jarvis Mak
US Director of Research
& Insights,
Media Contacts



Slavi Samardzija
VP, Group Director,
Insights &
Optimization,
Wunderman



Jeffrey Diskin
SVP-Brand
Management,
Hilton Hotels



Bryan Moffett
Sponsorship
Operations Manager,
NPR Digital Media



John Taylor
CEO,
Ecast



David Herscott
President,
MEA Digital



Jack Myers
CEO,
Myers Publishing



Terri Walter,
VP of Advanced
Marketing Solutions,
Avenue A |
Razorfish



Bob Liodice
President,
Association of
National Advertisers



Patrick Quinn
President & CEO,
PQ Media



Kim Luegers
Associate Media
Director,
DraffCB Chicago



Christina Radigan
Associate Director
of Marketing and
Communications,
Outdoor Media Group



Kevin MacLean
Managing Director,
West,
PHDiq



Andreas Roell
President & CEO,
Geary Interactive

Other noted Day Two speakers:

Chris Allen, VP/Director of Video Innovation, **Starcom USA**
Yoav Arnstein, General Manager, North America, **Eyeblander Inc.**
Jim Bell, Sr. Vice President of Sales Development and Operations, **Reactrix**
Nick Dimitrakiou, Partner, Media, **Kinesis Marketing**
Jeff Freedman, Director, Business Development, **Millions of Us**
Adam Gerber, Chief Marketing Officer, **QUANTCAST**
Molly Hop, Group Media Director, **Critical Mass**
Chris MacDonald, Association for **Downloadable Media**
Ari Paparo, VP of Advertising Products, **DoubleClick**
Benjamin Pashman, VP, Sales & Business Development, **Gigya Inc.**
Doug Pulick, SVP Research, **National Cinemedia**
Matthew Snodgrass, Vice President, **Porter Novelli**
Speaker to be announced, **Universal McCann**

DAY ONE: Tues January 22, 2008

7:30 AM

Registration Opens and Continental Breakfast

8:15 AM

Opening Remarks from Chairperson

| Ari Paparo, VP of Advertising Products, **DoubleClick**

8:30 AM

Opening Address

Creating Interactive Dialogues with Mass Audiences Through Digital Media

The highly digitized lifestyles of modern consumers have created huge opportunities to make them active participants of the brand dialogue. What are the systems available to encourage consumer participation and how can marketers and agencies harness and leverage the input? Hear how you can increase interactivity and how you can capture audience feedback to measure the effects of brand advertising.

| Scott Hagedorn, US Director of **OMD Digital**

9:00 AM

User Generated Content: Metrics



Understanding UGC Measurement to Better Maximize Your Advertising Effectiveness

User Generated Content is growing by leaps and bounds, and marketers are finding ways to harness it for brand equity. Despite some risks, this platform allows consumers to define the brand on their own terms. But the question remains: how to best utilize and measure UGC advertisements?

- Uncover ways to accurately measure traffic and see the benefits of this powerful medium
- Leverage the creativity of your current and potential consumers
- Minimize the risk and effectively manage content without filtration

Hear how user generated content can be used to improve your next campaign.

Greg Kahn, SVP, Strategic Insights, **Optimedia**
Pete Blackshaw, EVP, Nielsen Online Strategic Services, **Nielsen BuzzMetrics**
Margie Chiu, VP of Strategy, **Avenue A | Razorfish**

9:45 AM

Social Networking: Metrics



Measuring Branded Communities to Optimize Your Advertising Investment

 friendster.

Facebook, MySpace, Friendster, and Twitter are becoming a staple of the digital lifestyle and their popularity has exceeded expectations. These websites allow brands to reach out and create a dialogue between the user and the brand, but it remains difficult to measure the time and money committed by the brand...



- Be informed about innovative ways to accurately capture and analyze consumer response
- Identify the potential to connect with targeted demographics and measure the reach
- Uncover strategies to be immersive and effectively promote your brand

Learn how to best measure social networking and maximize your ROI.

Jatinder Singh, EVP, Director of Measurement and Accountability, **Universal McCann**

Art Sindlinger, VP/Activation Director, **Starcom USA**

Aaron Barnes, VP of Global Sales and Business Development, **Friendster**

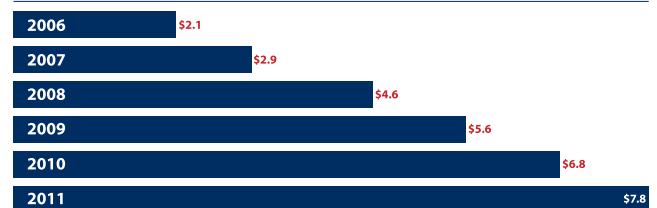
Moderator:

Joe Marchese, President, **Archetype Media**

10:30 AM

Networking Break

US Local Online Advertising Spending, 2006-2011 (billions)



Source: eMarketer, August 2007

DAY ONE: Tues January 22, 2008

11:00 AM



User Generated Content & Social Networking: Pricing

Evaluating Pricing to Make an Informed Advertising Investment Decision

This session will take you through the thought behind the pricing, and how it is justified. You be the judge on whether the dollars spent commensurate with the value being offered...

- Learn strategies to monetize from user generated content and pricing models for ads on social networking sites
- Justify the costs and risks involved in interacting directly with consumers
- Determine the viral benefits of social networks and efficiency in enabling communications

Rob Griffin, *Director of Search & Analytics,*

Media Contacts

James Hering, *EVP, Director of Integrated Marketing,*

TM Advertising

Todd Steinman, *COO, M80*

Moderator:

Dan Miller, *Vice President, Neighborhood America*

11:45 AM



Search Engine: Pricing

Search Engine Optimization: Click VS. Action

Compared to other digital media, search engine optimization measurement and pricing is the most mature and the most developed. But just when you thought you were getting the groove of CPC, a new pricing model of CPA is being thrown in the mix. What does this mean and what are new strategies to adapt if CPA becomes the default model?

- Assess if your system can track the source of each lead and its timing
- Determine how you should set the price for a customer acquisition
- Discuss payout variations depending on market segmentation

Jason Clement, *Partner, Group Search Director,*

NeoSearch@Ogilvy

Aaron Goldman, *VP, Marketing & Strategic*

Partnerships, Resolution Media

12:30 PM Networking Luncheon

1:45 PM

Keynote Address

Redefining the Rules and Roles of Measurement and Accountability

Emerging media constantly reinforces that the market demands instant gratification for the actions they take, redefining the customer satisfaction barometer of effectiveness. Traditional media measurement and approaches will decline with the rise of digital technology, demanding new measurement and engagement models.

- Examine the interactions and co-dependency of online and offline platforms including search
- Challenge conventional models of tracking and accountability
- Offer a glimpse of the future state of negotiation and front end investment approaches that will redefine the role of agencies, marketers and consumers

Curt Hecht, *Chief Digital Officer, Starcom*

MediaVest Group

2:15 PM



In-Game Ads: Metrics & Pricing

Measurement and Pricing Models to Demonstrate the Benefits of Static and Dynamic Game Advertising

In-game advertising is on the rise and groups are working together to analyze and benchmark the data. The industry goal is to develop an innovative measurement system to calculate the reach, frequency and effectiveness of the game network. Learn how this is being developed...

- Find out what will be counted in developing an accurate measurement system
- Discover the future forecast and growth potential of in-game advertising
- Recognize the pricing models available to demonstrate the benefits of in-game advertising

Bring accuracy to game advertising measurement and maximize your ROI.

Brian Bos, *Vice President, Convergence Director,*

Mindshare-Team Detroit

Christine Peterson, *NY Media Director, Carat*

Digital Media Measurement & Pricing Summit

3:00 PM

In-Game Case Study: Discovery Channel



Examine the Opportunities in In-Game Advertising and Partake in its Enormous Growth Potential

This case study will show how to better engage and make a mark with gamers. For Discovery Channel, it was important to go beyond dynamic in-game units and shift into focusing on providing the gamer with value and relevance with a goal of creating awareness to their new show "Future Weapons." Understand the impact of dynamic advertising on the game playing audience and brand awareness by hearing about the Future Weapons/Gears of War integration.

Find out the potential of in-game advertising and how you can tap into its growing market.

Craig Daitch, *Director of Interactive Strategy*, **PHD**
Chris Schembri, *SVP Media Planning & Partnerships*,
Discovery Communications

3:45 PM

Networking Break

4:15 PM

Mobile Marketing: Metrics & Pricing



Measuring Effectiveness of Mobile Marketing Campaigns and The Rate Card

Traditional media marketers are looking at mobile marketing to enhance their campaign results and improve the value of their integrated media efforts. At the same time, its effectiveness is being questioned:

- Measure the effectiveness of mobile marketing campaigns
- Examine pricing methodologies for integrated marketing campaigns
- Assess the likelihood of a solid return on investment

Eric Bader, *Co-Managing Director*, **Brand in Hand**
Benjamin Ezrick, *Senior Strategist of Digital Innovation*,
OgilvyInteractive

Amanda Richman, *SVP, Director of Digital Services*,
MediaVest

Moderator:

Laura Marriott, *President*, **Mobile Marketing Association**

5:00 PM

Mobile Marketing Case Study: JCPenney



Increase Engagement Through Integrated and Targeted Mobile Marketing Campaigns

Brands and advertisers are discovering the potential of mobile marketing as the billions of devices out there provide the foundation for extremely effective and customized marketing. Come to this session and hear how one of America's leading retailers tapped into the power of the third screen to generate engagement and build brand awareness among teen influencers.

- Hear about the multi-tiered approach utilized to maximize the efficiency of the mobile channel
- Examine consumer mobile interactions to determine the best way to reach your target market and to leverage existing creative assets
- Identify costs and risks involved in mobile marketing campaigns

Understand the variable costs to mobile marketing and take away strategies to measure accurately ROI.

Emily Timko, *Account Director*, **Avenue A | Razorfish**
Sacha Xavier, *Regional Lead, Advanced Marketing Solutions*, **Avenue A | Razorfish**

5:30 PM

Exclusive Cocktail Reception



Bring your business cards and attend our "exclusive" end-of-day cocktail reception.

DAY TWO: Wed January 23, 2008

7:45 AM

Registration Opens and Continental Breakfast

8:15 AM

Recap of Day One by Chairperson

| Ari Paparo, VP of Advertising Products, **DoubleClick**

8:30 AM

Opening Address

The Future of Emerging Interactive Digital Media: Find Your Next Step in Developing Effective Marketing Strategies

Increasing numbers of brand marketers and advertising agencies are beginning to shift the allocations of their budgets to alternative media. While the alternative media sector is growing, the industry has not been clearly defined and there is a lack of knowledge in the opportunities available. This session will provide answers on the following questions:

- How is alternative media defined? What segments are included and excluded?
- What are the trends and the forecasts of Alternative Media in 2008?
- How do you better allocate resources and what is the growth potential?

**Take this opportunity to learn and stay ahead
of a fast-moving media curve.**

| Patrick Quinn, President & CEO, **PQ Media**

9:15 AM

Widgets: Metrics & Pricing



Understanding the Potential of Widgets: Enhanced Tracking and Pricing Considerations to Maximize Your ROI

Once a video or widget disperses with incredible speed, it is challenging to measure the plays, number of times it interacted, and even how many times it had been downloaded. The potential for widgets with enhanced tracking mechanisms and their pricing considerations are of great interest to marketers. This session will introduce the latest infrastructure that will accurately measure the on-going exposure.

- Explore new technology to measure the amount of time spent on user interaction
- Understand the dynamic distribution of widgets and online videos
- Associate demographic and psychographic characteristics for more accurate consumer behavior assessment

**Better understand the opportunities to leverage
the use of widgets in your campaigns.**

Kim Luegers, Associate Media Director,
DraftFCB Chicago

Nick Dimitrakou, Partner, Media, **Kinesis Marketing**
Ari Paparo, VP of Advertising Products, **DoubleClick**
Benjamin Pashman, VP, Sales & Business
Development, **Gigya Inc.**

Moderator:

Adam Gerber, Chief Marketing Officer, **Quantcast**

10:00 AM Networking Break



Adam McGee, OOH Media Supervisor, **Brown-Forman Beverages**

**“Learned a great deal of valuable information which
will enable & empower me to talk to our brand managers
about the present & future possibilities...”**

“Very informative and excellent presenters!”

Digital Media Measurement & Pricing Summit

10:30 AM



Digital Out-of-Home: Metrics

Examining Viewership Data for Out-of-Home (OOH) Ads and Increase Media Touch Points



The value proposition of digital OOH media is connecting with the right consumer, at the right place, at the right time. But how do you measure the audience seeing the ads on the thousands of screens out there? This session will address the growing demand for relevant and detailed ad engagement data at place-based environment.

- Overview of the efforts to develop metrics to support high engagement levels
- Learn about interactive models of OOH advertisements and how it is being measured
- Introduce strategies to improve usage of the medium and promote accountability

Incorporate accurate measurements and increase confidence in out-of-home advertisements.

Jeffrey Diskin, SVP-Brand Management
Hilton Hotels

Doug Pulick, SVP Research, **National Cinemedia**

Moderator:
Jim Bell, Sr. Vice President of Sales Development and Operations, **Reactrix**

11:15 AM



Digital Out-of-Home: Pricing

Exploring the Rate Card For Digital Signage in a Place-Based Environment



As standardization for out-of-home digital signage grows, the questions around pricing become clearer. This session will address the need to develop common rate cards in digital OOH in brand activation strategies...

- Understand the pricing framework for dynamic digital signage advertising
- Hear proposed changes on pricing models for place-based OOH advertisements
- Educate and minimize the disparities in pricing

Take this opportunity to learn more about the potential and return on investment from place-based digital advertisements.

Speaker to be announced, **Universal McCann**
John Taylor, CEO, **Ecast Inc.**

Christina Radigan, Associate Director of Marketing and Communications, **Outdoor Media Group**

12:00 PM

Networking Luncheon

Network with speakers and delegates and explore new business relationships.

Salina Staleton, Broadcast Designer, **Mudd Advertising**

"Generated great ideas!"

Howard Breiner, President,
Buntin OOH Media

The conference speaks to a very exciting media platform. The examples of companies and/ideas have helped me to consider ideas for my clients."



DAY TWO: Wed January 23, 2008

1:15 PM

Panel: Determining the Optimal Marketing Mix Model to Maximize Your Advertising Dollars

How can marketers develop the right mix in an era of integrated campaigns...with digital media becoming an increasing part of the media buy? This session will bring together a group of seasoned veterans to look at new approaches to producing a marketing mix model that delivers peak ROI for your total advertising spend.

Karna Crawford, *Director of Media & Interactive, Sparkling Brands, Coca-Cola*

Slavi Samardzija, *VP, Group Director, Insights and Optimization, Wunderman*

Teri Walter, *VP of Advanced Marketing Solutions, Avenue A | Razorfish*

Moderator:

Bob Liodice, *President, Association of National Advertisers*

2:00 PM

Streaming Media: Metrics & Pricing

Clarifying Performance-Based Metrics and Pricing for Streaming Media Advertisements

Rich media has become a key element of the way consumers and brands communicate. As this platform develops and grows, streaming advertisers and marketers are beginning to question, when is an ad impression counted? This session will:

- Introduce reliable measurement models for the latest streaming media advertisements
- Address growing concerns of pricing streaming media advertisements
- Examine various streaming ad formats — pre-roll, post-roll, commercial length, and interactive components

Jarvis Mak, *US Director of Research & Insights, Media Contacts*

Molly Hop, *Group Media Director, Critical Mass*

Yoav Arnstein, *General Manager North America, Eyeblander Inc.*

Chris Allen, *VP/Director of Video Innovation, Starcom USA*

Moderator:

Robert Victor, *Product Manager of Emerging Media, DoubleClick*

2:45 PM Networking Break

3:00 PM

Virtual World: Metrics & Pricing

How Brands Can Maximize Return on Investment in the Virtual World with Enhanced Metrics and Cost-Effective Pricing


As more brands populate virtual worlds, there is a demand to develop standard metrics and cost-effective pricing. Get insights into:

- Providing accurate measurement and justify the costs involved
- Managing social interactions using tools, techniques and approaches to enhance user experience
- Investing in the community to build awareness and increase the impact of social lives on the virtual world

Jack Myers, *CEO, Myers Publishing*

Kevin MacLean, *Managing Director, West, PHDiq*

Jeff Freedman, *Director, Business Development, Millions of Us*

Andreas Roell, *President & CEO, Geary Interactive* 

3:45 PM

Podcasting: Metrics & Pricing

Understand Ad Effectiveness and Examine the Rate Card for Podcast Advertising

Although podcasts present major reach opportunities, tracking and quantifying them remain a challenge. This session will explore the various formats of delivering advertisements and their impact, plus discuss the newest solutions to develop further this channel.

- Create an interactive community to measure the user involvement
- Analyze the available data to better target your audience group and justify costs
- Study the cost-per-action model and explore other pricing options

Bryan Moffett, *Sponsorship Operations Manager, NPR Digital Media*

David Herscott, *President, MEA Digital*

Matthew Snodgrass, *Vice President, Porter Novelli*

Moderator:

Chris MacDonald, *Association for Downloadable Media*

4:30 PM

Conference Adjourns

Digital Media Measurement & Pricing Summit

Our Conference Venue **BRIDGEWATERS**

Situated in the heart of the historic South Street Seaport and minutes from the financial district, **Bridgewater is located on 11 Fulton Street**, atop the Fulton Market Building. For more information call **212-608-7400** or www.theglaziergroup.com.

Sponsorship & Exhibit Opportunities

For more information, contact Sponsorship Manager Himani Dureja at (toll-free) 1-866-298-9343, ext. 269, or via e-mail: dureja@strategyinstitute.com.



Embassy Suites New York – Nestled in the heart of the New York Financial District, this full-service upscale all-suite hotel is within walking distance from the conference venue, South Street Seaport, Wall Street, Battery Park and the Statue of Liberty/Ellis Island ferries. Guests of the Embassy Suites New York City hotel stay in spacious two-room suites and receive a complimentary cooked-to-order breakfast and a nightly manager's reception. High-speed Internet access is available throughout the hotel.

Contact the Embassy Suites New York at 212.945.0100 and mention Strategy Institute to receive **our exclusive rate of \$279/night. Limited rooms are available — and they will sell out!** Embassy Suites New York is located at 102 North End Avenue. For further assistance, please do not hesitate to contact our Customer Care Team at 1-866-298-9343.

Media Partner Profiles

The Advertiser

Published by the ANA six times a year, **The Advertiser** is a great way to reach an audience of key marketing decision makers from the top companies in the world. The Advertiser brings to focus the most pressing topics of interest to marketers today: brand building, integrated marketing to client/agency relations and marketing accountability.
www.ana.net

revenue

Revenue is a magazine dedicated to all aspects of the performance marketing business model and to raising industry standards. Published bi-monthly, it offers unrivalled coverage of affiliate marketing techniques, search technologies, online fraud prevention and interactive advertising, branding and marketing. It is the only hard-copy magazine covering these issues for online marketers, affiliates, merchants, agencies and networks.
www.revenuetoday.com

Group Discount

Send 3 delegates and the 4th delegate attends for FREE!



About Strategy Institute

The Strategy Institute is a world leader in digital media advertising and business information. Industry summits are held annually across North America (Las Vegas, Chicago, New York and Toronto). A vital knowledge source for corporate North America, the Strategy Institute is an independent, research-based organization which monitors and communicates changes and trends in business and business strategy. The Institute provides decision-makers with strategic business information to enhance their business judgment. For more information go to www.strategyinstitute.com.

Digital Media Measurement & Pricing Summit

at Bridgewaters
Manhattan, New York

Tuesday January 22nd and Wednesday January 23rd, 2008

ATTENTION MAILROOM: If undeliverable to addressee, please forward to:
VP Marketing, VP Media Planning, VP Measurement

Optimize Your Ad Spend

- ✦ Define Metrics
- ✦ Maximize Reach
- ✦ Justify Pricing
- ✦ Improve ROI

How to Register:



E-Mail:
registrations@strategyinstitute.com



Telephone:
1-866-298-9343 (Toll-free)



Fax:
1-866-298-9344 (Toll-free)



Mail: Strategy Institute
10th Floor, 230 Park Avenue
New York City, New York 10169

Please register this person for **Digital Media Measurement & Pricing Summit**
Conference Pricing:

1	CONFERENCE CODE: 108001	Register by Nov. 16 th	Regular Investment
	Please register me at the Brand Company (Advertiser) and Media Agency Rate (1)	<input type="checkbox"/> \$1395*	<input type="checkbox"/> \$1595*
	Please register me at the Industry Stakeholder Rate (2)	<input type="checkbox"/> \$1795*	<input type="checkbox"/> \$1995*
*Conference Binder (\$495 Value) INCLUDED			



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Title: _____

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Payment Enclosed Please Invoice Me (Invoice due upon receipt) GST#R138790662

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(1) Brand Company (Advertiser) and Media Agency Investment:

This rate is strictly available to (1) brand managers, media directors and media research & analytics executives with national consumer brand companies and (2) media directors, planners and buyers who make media spend recommendations and investments on their client's behalf. This pricing is strictly enforced and your company function and mandate will be independently verified. Strategy Institute reserves the right to review all registrations. No exceptions.

(2) Industry Stakeholder Investment:

Groups such as (1) digital advertising vehicles/platforms including mobile, gaming, search, online, podcasting, place-based in-/outdoor advertising or any other media "selling" advertising space (2) research and media measurement firms (3) interactive application and software platform providers (4) and all other vendors or suppliers of any sort. (5) This category also includes advertising agency analytics, creative, brand strategy, account management and strategy consultants and other professional service suppliers.

Group Discount:

A Group Discount is being offered for this conference. To be eligible for the GROUP DISCOUNT, delegates must register at the same time. The total discount per delegate (including applicable group discounts, etc.) must not exceed 25% of the conference cost.

Cancellations:

Cancellations must be received in writing by January 4th, 2008. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

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4th delegate attends for FREE!