

SECONDLOOK

Insight • Inspiration • Income

This week, take a second look at...

2016 Advertising Conference

Register today for the 2016 PNA Advertising Conference at the Kalahari Resort and Convention Center in Pocono Manor, Pa. on Sept. 21-23. This highly-regarded conference focuses on the unique needs of both display and classified advertising directors, managers and sales reps. Separate tracks for managers and sales reps ensure information-packed sessions of most relevance to each group.

By attending PNA's Ad Conference, you'll learn more about:

- Increasing reader engagement and revenue by pairing digital media products with your legacy products
- Incorporating video into your sales efforts
- Managing for success by hiring and retaining good sales reps
- Generating new revenue through niche products
- Programmatic advertising
- Earning a sizable return on investment from paid, unpaid and TMC products
- Using data to sell
- Successful revenue-generating products and campaigns from other member organizations



Registration closes on Wednesday, Sept. 14, so be sure to **sign up today!**



For more tips like this, call the Sales & Marketing Hotline at (717) 703-3041 or contact Jane Hungarter at JaneH@pa-news.org.