

SECONDLOOK

Insight • Inspiration • Income

This week, take a second look at...

Advertising Training Opportunities

Mark your calendars for valuable advertising sales training opportunities presented by the PNA Foundation.



March 10 - Advertising Legal Issues

From fair housing and employment, to alcohol, to contest-related advertising, ad managers and sales reps should review advertising legal issues. PNA's Melissa Melewsky clarifies important laws and regulations during PNA Foundation webinar on Friday. [Learn more.](#)

March 16 - Sales Strategy in a Multimedia World

Refresh your sales plans and generate more revenue through a three-hour, interactive Advertising 201 workshop. Learn how to handle objections, develop better negotiation skills and build multimedia proposals. [Learn more.](#)



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