

SECONDLOOK

Insight • Inspiration • Income

This week, take a second look at...

America East Media Business and Technology Conference



PNA's America East focuses on maximizing print profit and growing new revenue. This three-day conference and trade show, featuring more than 95 speakers, takes place April 10-12 at The Hershey Lodge, and offers something for everyone in all areas of newspaper responsibility, including advertising and marketing. Be sure to check out the following sessions:

- **Digital Opportunities Workshop** - Learn how sales teams can utilize local business data to tailor programs to customers' specific needs.
- **Small But Mighty: Community Newspapers Doing Things Right** - Hear how community newspapers are changing (or not changing) to best serve audiences and advertisers. Do smaller papers need to be as digitally savvy as their metro cousins? Or does print still rule small towns?
- **Leveraging the Legacy** - Discover how to use existing audience and advertiser reach to build new products, reach new audiences, and find new advertisers.
- **In Search of New Revenue Streams** - Find new streams of revenue from new (and old) sources like events, contests, co-op advertising and more.
- **Delivering on Data** - Understand how data can translate into audience development and revenue growth opportunities.

[Click here](#) to learn more. View the complete [registration brochure](#) and [register](#) today.
Early bird attendee registration ends **Friday, March 17**.



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