



# ArkLaMiss

## CIRCULATION & MARKETING CONFERENCE

*Circulation, Audience Growth & Marketing  
for tri-state newspaper professionals*

### 2017 REGISTRATION

PLEASE PRINT CLEARLY:

Newspaper/Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Check all that apply:  Conference (\$99)  Newspaper Management Roundtable (No Charge)

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Check all that apply:  Conference (\$99)  Newspaper Management Roundtable (No Charge)

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Check all that apply:  Conference (\$99)  Newspaper Management Roundtable (No Charge)

Sponsorship: \$ \_\_\_\_\_ Event: \_\_\_\_\_

Total Registrants: \_\_\_\_\_ X \$99 = \$ \_\_\_\_\_ Total Amount Due: \$ \_\_\_\_\_

Exhibit During the Conference?  Yes  No

Payment:  CREDIT CARD  CHECK  BILL ME

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

VCN# \_\_\_\_\_ Signature \_\_\_\_\_

**Deadline to Register: October 25, 2017**

Return Form and Payment to:

ArkLaMiss/APA, 411 S. Victory, Little Rock, AR 72201 or fax to (501) 374-7509

Questions? Call Terri Cobb at (501) 374-1500, 1-800-569-8762 or email to [terri@arkansaspress.org](mailto:terri@arkansaspress.org)



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## CIRCULATION & MARKETING CONFERENCE

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## 2017 Conference Agenda

### Thursday, November 9, 2017

- 8:00 a.m. Vendor Setup, *Bottleneck Blues Bar*  
Registration Opens, *Magnolia Lobby*
- 9:00 a.m. Newspaper Management Roundtable  
Moderator: Byron Tate, President, Arkansas Press Association; Publisher, *The Sheridan Headlight*  
*Magnolia Room*
- 11:00 a.m. Lunch Available in Casino Buffet
- 1:00 p.m. Welcome, Paul Keane, President, Mississippi Press Association; Publisher, *Wayne County News*,  
Waynesboro, Miss.  
*Magnolia Room*
- 1:30 p.m. Opening Session - Zach Ahrens, President & Publisher, *Topeka (Kans.) Capital-Journal*  
*Magnolia Room*
- 3:00 p.m. Break with Vendors, *Bottleneck Blues Bar*
- 4:00 p.m. Zach Ahrens (Continued)  
*Magnolia Room*
- 5:30 p.m. Hospitality Hour with Vendors, *Bottleneck Blues Bar*
- 7:00 p.m. Dinner on your Own

### Friday, November 10, 2017

- 8:00 a.m. Continental Breakfast, *Magnolia Room*
- 8:45 a.m. Hot Ideas Session, Moderator: Dennis Dunn, Anniston Star  
*Magnolia Room*
- 9:45 a.m. Break with Vendors, *Bottleneck Blues Bar*
- 10:30 a.m. Group Discussion on Current Issues  
*Magnolia Room*
- 11:30 a.m. Conference Wrap-up: Tom Larimer, Executive Director, Arkansas Press Association  
*Magnolia Room*

**Ameristar Casino & Hotel, Vicksburg, Miss.**

Call 855-888-7281 and reference "sarkla7" | Room Rate: \$74 | Deadline: Oct. 25, 2014

*Sponsored by the Arkansas-Louisiana-Mississippi Press Associations*



# **MONEY MAKING MONEY SAVING HOT IDEAS**

Title of Idea: \_\_\_\_\_

Submitted by: \_\_\_\_\_

Newspaper: \_\_\_\_\_ Circulation: \_\_\_\_\_ [ ] Daily [ ] Weekly

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Briefly describe your idea:

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Tell us the results of your effort:

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What was the revenue/benefit generated?

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Use the back of this page for additional comments or ideas. Please enclose samples if available.

Send this form and any samples or illustrations along with your conference registration to:  
ArkLaMiss Circulation Conference/Arkansas Press Association | 411 South Victory, Little Rock, AR 72201

We will share each of the ideas submitted in a booklet to be presented at the conference.

**Last day to submit ideas is October 25, 2017.**