

Single Copy Training

Presented by the Ohio Circulation Managers Association

The Ohio Circulation Managers Association is pleased to offer this training program designed to enhance Single Copy knowledge and skills. Single Copy departments across the country are facing challenging sales trends and must continue to innovate and find new ways to bring their products to market. The program will cover issues that Single Copy Department are facing everyday, and will provide practical solutions that are being used at other papers. Presenters for this program come from diverse Single Copy operations, some with employee distribution, and some with Independent Contractor distribution.

TOPICS INCLUDE:

Merchandising

Relationship Building

Draw Management

NAA Power of One &
Single Copy Insights Survey

Scheduled Speakers:

Rick Aniol - Asst. Dir of Circ
Columbus Dispatch

Jeff Gibson - Single Copy Sales Manager,
Detroit Media Partnership

Jeff Hauetman - Circulation Director
USA Today, Ohio region

Bridgit Space - Single Copy Sales Manager
Cleveland Plain Dealer

Robert Rubrecht - NAA Circ. Marketing Dir.

**Circulation Directors, Single Copy
Manager's, Retail Sales Managers, and Sin-
gle Copy Account Reps, this meeting is for
YOU!**

August 03 2007

Registration at 7:30am - Lunch will be provided at
11:45. Session will be completed by 5:00pm.

Training will be held at:

**The Columbus Dispatch Activity Center
5300 Crosswind Drive
Columbus OH 43228**

**Cost for the program is only \$89 per
person**

REGISTER ONLINE NOW AT :

WWW.OHIOCIRCULATION.COM/TRAINING/HTM
OR

COMPLETE THE REGISTRATION FORM.

MUST BE RECEIVED BY July 14th

Name: _____ Newspaper: _____

Phone # _____ Email: _____

Payment Method: _____ Check enclosed (make check payable to: Ohio Circulation Managers Association)

American Express Visa Master Card Discover

Acct # _____ Exp Date _____

Signature: _____

Mail completed Registration forms to:

The Columbus Dispatch
Attn: Rick Aniol - Circulation
5300 Crosswinds Dr
Columbus, Oh 43229

For additional information contact Rick Aniol at RAniol@Dispatch.com or 614-461-5262