



ONLINE MEDIA CAMPUS

*Your source for
on-demand training*

Advertising Sales 301

**Become the Agency: Providing a
Needs Analysis for Your Client**

Friday, July 23

2:00-3:00 p.m. EDT | 1:00-2:00 p.m. CDT

Registration deadline: Tuesday, July 20

(Registrations submitted after this date are subject to a \$10 late fee.)

Registration fee: \$35

Group discounts are available. Visit our website for more information.



In this webinar, you will learn...

This session will concentrate on being your client's Marketing Department. We will evaluate the process for putting together a needs analysis. The session discusses the trials and tribulations that come with working for your client. This session will enable you to build trust with your client and better influence the advertising budget.

Presented in partnership with:

The presenters...



Steve Fisher was named Group Publisher for Woodward Communications, Inc.'s Weekly Division in early 2009. WCI's Weekly Division publishes newspapers in Dyersville and Cascade, Iowa, and in Oregon, Verona and Stoughton, Wis., along with several accompanying Web sites. He joined the Dubuque (Iowa) Telegraph Herald in June of 2001 as Retail Advertising Manager, became the Advertising Director in September of 2002, was named Sales and Marketing Director in September of 2004 and General Manager in April of 2007.



Cindi Gyger is the Retail Advertising Manager for the Dubuque (Iowa) Telegraph Herald. She started her newspaper career at the Boone News Republican in Boone, Iowa, 23 years ago as an Account Executive. She held sales and management positions at Casa Grande Valley Newspapers in Arizona, Iowa City Press-Citizen and Lansing State Journal with Gannett, Muscatine Journal with Lee Enterprises and Shaw Suburban Media in northwestern Chicago before joining the Telegraph Herald in March 2008.

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