



ONLINE MEDIA CAMPUS

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Advertising Sales 101

“The Self-Starter’s Toolbox” -
Building a Sales Approach

Friday, March 12

2:00-3:00 p.m. EST | 1:00-2:00 p.m. CST

Registration deadline: Tuesday, March 9

(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...

Advertising sales can be extremely rewarding and exciting. One of the biggest challenges in becoming successful in this competitive career is starting out with the right game plan and the proper tools. In this session, we will outline a “self-starter’s” plan and “fill a toolbox” that will lend a hand in a new sales executive’s development.

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 weekly newspapers in Dyersville and Cascade, Iowa and in Oregon, Verona and Stoughton, Wisconsin, along with several accompanying web sites. He joined the Dubuque 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 started her newspaper career at the Boone News Republican in Boone, Iowa 23 years ago as an Account Executive. Cindi has 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 Dubuque Telegraph Herald as the Retail Advertising Manager in March 2008.

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