

responsible for the look of the 1-million circulation monthly magazine. Additional panelist to be announced.

D 1008 Design 4-5:30pm

Designing Feature and Department Pages: What Works and Why

New and Updated! With lots of visuals demonstrating how to successfully set your features apart from departments and columns while retaining a unifying family resemblance throughout your magazine.

- How to achieve an overall visual style that is targeted to your audience
- Construct a compelling and reader-friendly new magazine format strong on contrast, balance, continuity and pacing

Greg Paul, Partner, Brady & Paul Communications. Greg has been a design director with *Ohio* magazine, *The Plain Dealer* magazine, *New Age* magazine and *The San Francisco Examiner*.

P 1009 Prepress/Print Production 4-5:30pm

Printing Faster & Cheaper: On-Demand Printing

There is a revolution occurring in publishing and print production. It is a move away from long print runs of identical pages to shorter print runs which can be individually customized. The motivation for shorter and customized printing has existed for years, but the technology has been limited until recently.

- On-demand technology: equipment and configurations
- How to estimate on-demand jobs
- The organizational issues and how to work with on-demand customers
- Why the new on-demand market is developing and the type of products required

Howie Fenton, Senior Technical Consultant, Graphic Arts Technical Foundation. Howie is a recognized author, trainer, consultant, and speaker in the graphic arts field, presenting over 100 seminars per year. For three years, he served as editor-in-chief of *Pre* magazine, and he also served as a contributing editor of *TypeWorld*, *Printing News*, *Color Publishing* and *Magazine Design and Production*.

M 1010 Marketing 4-5:30pm

Corporate Sponsorships- Creating a Tangible Relationship

Spotting editorial opportunities that can be linked with corporate sponsorship can pay substantial dividends. In this seminar you will learn how to benefit from a corporate alliance and how to develop strategies for maximizing editorial coverage for sponsorship programs.

- How to identify sponsors
- Ways to create customized editorial
- Developing theme marketing, advertising, and promotional campaigns
- Facilitating cross promotional links
- Obtaining single and multi-sponsors through effective positioning
- Editorial supplements versus editorials
- Creating relationships with long-term value

Moderator: Tonia L. Shakespeare, Publisher, COCOA.

Panelist: Carol J. Nelson, Director, Special Sections and Programs, FORBES. Carol heads up the special advertising sections creative group at *FORBES* magazine. In her seven years at *FORBES*, she has been instrumental in guiding the special sections program to its number one position, producing well over 100 sections per year. Under Carol's leadership, *FORBES* special sections have earned a reputation for award-winning design, high-quality content and customized programs. Additional Panelists to be announced.

M 1011 Management 4-5:30pm

The Law & Your Magazine: What's New?

Legal concerns and potential liabilities continue to have a major impact on the success (if not the survival) of magazines today. This continually-updated, practical, and non-legalistic presentation will alert you to and advise you on how to avoid and deal with a wide variety of "hot" legal issues.

- Online concerns such as ownership of electronic rights
- Developments in libel law
- Recent key "invasion of privacy" decisions
- Significant new

rulings in copyright and trademark law relevant to the magazine business

Lawrence Edward Savell, Esq., Chadburne & Parke, LLP (NY), advises and represents clients on matters including libel, privacy, First Amendment, trademark, copyright, contract, negligence, and products liability.

M 1012 Small Magazines/New Media 4-5:30pm

Web Pages on a Budget

This seminar will look at how small publishers can establish a presence on the Internet without spending a fortune or working all night.

- Rent or buy
- Hiring a consultant
- Using your materials wisely
- HTML writing the easy way
- Getting noticed
- Getting advertisers
- Analyzing your results

Samuel Pennington, Editor, Maine Antique Digest. Samuel and family started *Maine Antique Digest* in 1973. It is now a 350 plus-page tabloid with 32,000 circulation covering the art and antiques markets in the U.S. and Britain. The magazine has had a web page since 1985.

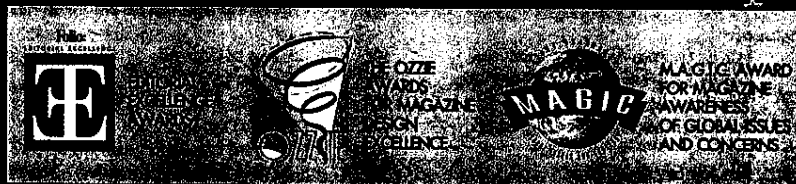
Sarah McCleary, Business Manager, Maine Antique Digest. Sarah started with the family business in 1973 at age 12. Prior to her current position she was promotions manager for Miller-Freeman publishing. She rejoined the family business 3 years ago.

6-10PM

Gala Celebration of Excellence Cocktail Reception & Awards Dinner at Manhattan's Glamorous 1940s SUPPER CLUB

You won't want to miss this fabulous evening and opportunity to network with the magazine industry's leading professionals. Register today for this showcase event and fabulous presentation of trend-setting editorial and design awards.

There will be electricity in the air as the winners of these coveted magazine industry's awards are announced.



THIS IS A DON'T-MISS EVENT!

RSVP, and reserve your spot by checking the appropriate box on The Police Show Registration Form, page 31