

2008 ADM Publisher Awards Highlights

Directory publishers were recognized on October 28, 2008 at ADM's Annual Conference, The Westin La Cantera Resort, San Antonio, TX.

Publisher Partnership Award

Award recognizes new or enhanced print or Internet programs demonstrating flexibility and willingness to work with national advertisers to grow their business.

Yellowbook, Uniondale, NY

Yellowbook tested a flat rate per location for a display ad, regardless of the number of participating locations.



This consistent rate facilitated the solicitation process and increased dealer participation. The program is now available to all national advertisers.

Left to Right: **Herb Gordon**, President & CEO, ADM; **Beth Brown**, National Account Manager, Yellowbook; **Chris Heilbock**, Regional VP-National Sales, Yellowbook; **Chris Cummings**, CEO, Marquette Group & ADM Board Chairman; **Sharon Sweeney**, Executive VP, Nationwide Media & Awards Committee Chair.

Yellow Pages Group, Scarborough, ON

Yellow Pages Group promotes call measurement in both print and online. YPG tested unique URLs in print yellow pages and dedicated 800-numbers on its IYP site. Due to the tests' success, YPG is offering these capabilities to all national advertisers.



Left to Right: **Herb Gordon**, President & CEO, ADM; **Victoria Hart**, Director-National Channel, Yellow Pages Group Co.; **Chris Cummings**, CEO, Marquette Group; **Sharon Sweeney**, Executive VP, Nationwide Media.

Valley Yellow Pages, Fresno, CA

Valley Yellow Pages provides CMRs with marketing and sales resources it needs to invest in their businesses, promote the publisher's products and develop effective national advertiser campaigns.



Left to Right: **Herb Gordon**, President & CEO, ADM; **Chris Cummings**, CEO, Marquette Group; **Kathy Haynes**, National Sales Manager, Valley Yellow Pages; **Sharon Sweeney**, Executive VP, Nationwide Media.

Operations Support Award

Award recognizes new or enhanced print or Internet initiatives that make it easier for Certified Marketing Representatives (CMRs) to work with publishers to implement national advertisers' programs.

AT&T Advertising & Publishing, St. Louis, MO

AT&T Advertising & Publishing adopted consistent policies and procedures across its newly merged company. These changes have enhanced AT&T's image and helped CMRs run their businesses.

Left to Right: **Herb Gordon**, President & CEO, ADM; **Janet Disbrow**, VP-National Sales, AT&T Advertising & Publishing; **Chris Cummings**, CEO, Marquette Group; **Sharon Sweeney**, Executive VP, Nationwide Media.



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White Directory Publishers, a Div. of Hearst Holdings, Inc., Buffalo, NY



White Directory Publishers developed an efficient, effective internal tracking system to minimize print errors. The mechanism provides checks and balances at key points during production. Publisher staff work closely to ensure accurate ads are placed.

Left to Right: **Herb Gordon**, President & CEO, ADM; **David Bowling**, Director-National Sales, White Directory Publishers; **Chris Cummings**, CEO, Marquette Group; **Sharon Sweeney**, Executive VP, Nationwide Media.

Communications Award

Award recognizes efforts to improve communications between publishers and CMRs.

Dex, Cary, NC

As a result of mergers and acquisitions, *Dex* featured multiple brands. In 2007, the company created a unified brand for consistency across its 28-state territory. The new brand has strong consumer recognition which helps strengthen usage and presents a consistent brand message to national advertisers.



Left to Right: **Herb Gordon**, President & CEO, ADM; **Fred Baldwin**, Director-Marketing National Sales, Dex; **Stephen Gibbons**, VP-National Sales, Dex; **Chris Cummings**, CEO, Marquette Group; **Sharon Sweeney**, Executive VP, Nationwide Media.

Yellowbook, Uniondale, NY

A redesigned national sales website at *Yellowbook* makes it easier for CMRs to find sales information. The website is easy to use and provides compelling, value-proving information.



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Ai Media Group, Inc., New York, NY

Ai Media Group works with the CMR to understand an advertiser's local search program goals, then facilitates the buy with major search engines including Google & Yahoo. Daily reports provide CMR and advertiser with program metrics. The result: More local search programs sold and broader exposure for national advertisers.



Left to Right: **Herb Gordon**, President & CEO, ADM; **Mike Ostrom**, National Sales Director, Ai Media Group; **Chris Cummings**, CEO, Marquette Group; **Sharon Sweeney**, Executive VP, Nationwide Media.