

The CFA Financial Advertisers Success Program Marketing Success Series



Wednesday
February 28, 2007
Maggiano's Chicago
111 W. Grand Avenue
Chicago, Illinois

Choosing the Right Media Mix: Panel Discussion with Media Experts

To reach increasingly fragmented audiences on a limited budget, you must understand today's changing media landscape. Our panel of media experts will help you explore the different media available and learn how to make cost-effective, high-impact decisions.

Moderated by:

Shira Wachtel, Founder and Principal of Trillium Creative

Our expert panelists are:

Joe Farrell, Director of Advertising Sales, Chicago Tribune Interactive

Tara Morales, Senior Account Executive, Outdoor Media Group (OMG)

Paul Davia, Director of National Advertising, Sun-Times News Group

Wendi Power, Director of Sales, WGN Radio

Make your reservation now by visiting chicagofinancialadvertisers.org, or by contacting **Angela Baskin** at 312-461-6654 or angela.baskin@harrisbank.com.

Maggiano's Chicago
111 W. Grand Avenue
Chicago, IL

11:30 a.m: Networking/Cash Bar

12 Noon: Lunch

12:45 p.m.-1:45 p.m: Presentation

- CFA Member: \$40
- Non-Member: \$50
- Students: \$30
- Pay by credit card or check payable to:
Chicago Financial Advertisers
Mail check to Angela Baskin
Harris Bank
111 West Monroe Street, 21st Floor
Chicago, IL 60603

A Can't Miss Program! Please RSVP by Tuesday, February 27, 2007

See the best in Chicago financial advertising the 2007 Eagle Awards on June 14th.
For more information, visit www.chicagofinancialadvertisers.org

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