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**The Ad Club announces two powerhouse co-chairs of the 2017 Media Auction:  
Media Legends Cindy Stockwell and John Cooney**

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**BOSTON, MA** – The Ad Club Media Auction, one of the most successful and important fund raising events for The Ad Club has announced that Cindy Stockwell, President of Trilia Media and John Cooney, formerly National Sales Director of Golf Magazine and Executive Director New England Sports Illustrated will be leading the efforts to expand the offerings of the media auction.

"The Ad Club Media Auction is such a win/ win for agencies and their clients," said Cindy Stockwell, President of Trilia Media. "When you bid on media in The Ad Club auction, your clients get solidly discounted media pricing and you get to experiment with new media at a fraction of the cost."

"The Ad Club is the most active and powerful Ad Club in the country", said John Cooney. "I am proud and excited to help them fund raise so our Boston marketing community continues to thrive and be vibrant."

In its 12th year, The Ad Club Media Auction goes live on September 18<sup>th</sup>. The site will display over \$5,000,000 in media donations including digital, television, radio, print, out-of-home and media services.

President of The Ad Club, Kathy Kiely noted, "This media auction is extremely valuable for nonprofits and local marketers because the winning bids are often one third of the value." However she also noted that media companies who donate media, have a real benefit as well.

"As it gets more and more difficult to get time on a media buyers calendar, the media auction is a great way for media sales teams to highlight their brand to the entire Boston Media Community."

"It's the ultimate sales call." John Cooney added.

The Ad Club Media Auction goes live on September 18<sup>th</sup> at 9am and will close on October 12<sup>th</sup> at 5pm.

To donate Media to the auction reach out to John Cooney at [Cooney@adclub.org](mailto:Cooney@adclub.org) or 781-856-0321.

To see more about The Ad Club Media Auction, go to [www.adclubmedia.com](http://www.adclubmedia.com)

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**ABOUT THE AD CLUB**

The Ad Club is the trade association for the New England marketing and communications industry. Focused on networking, education, professional development, advocacy, and diversity, The Ad Club presents over 30 events and programs every year. Legacy events like the Hatch Awards, Media Auction, and Rosoff Awards run side-by-side with the latest in new media and the digital landscape. The Ad Club's membership represents the best in class advertising agencies, media companies, and brands in the New England region. For more information on The Ad Club visit [www.adclub.org](http://www.adclub.org)