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Dear Friends,

I am reaching out to share a unique opportunity for you to put your media in front of over 30,000 advertising, brand and media representatives in the Boston market. This is an opportunity to gain exposure and potential new business with clients you've never worked with before.

I am talking about The Ad Club's annual media auction, our largest fundraiser of the year, to which I am hoping you will donate media time or space. Proceeds of the auction go directly to support The Ad Club's programming including philanthropic efforts such as The Rosoff Awards for corporate diversity, The Women's Leadership Forum, The Ad Club Foundation scholarship program, and internship and mentoring programs. In addition, we hold many industry-focused events including The Hatch Awards, The Edge Conference, and our CMO Breakfast Series.

HOW DOES THE MEDIA AUCTION WORK?

Each year, Boston media representatives donate various media to the auction. Donations include network, local and national TV, newspaper, magazine, radio, out-of-home, digital and mobile properties as well as related services such as search engine consulting, printing, and video editing.

All media donations are posted in an online eBay style bidding website. A value is determined for each item, and a minimum bid is set. Loyal supporters of The Ad Club including media buyers, brands and clients set money aside each year to purchase media through The Ad Club Auction. As soon as the site goes live, clients and planners start to bid on available media. When the auction closes, each media piece goes to the highest bidder and proceeds go to The Ad Club.

WHAT ARE THE BENEFITS OF CONTRIBUTING?

- You will receive visibility amongst 30,000 Ad Club newsletter subscribers and potentially gain new business and access to new clients and brands
- You will have exposure on our media auction website, in The Ad Club newsletter, in our media auction marketing blasts, and on social media
- You will receive an invitation to Media Innovation Day on September 15, 2014, which provides the opportunity to meet and mingle with over 600+ C and VP-level representatives from the Boston media community
- You will have the opportunity to own branded booth space at Media Innovation Day
- You will receive recognition in all marketing and print collateral for Media Innovation Day
- You will increase your exposure throughout the New England Advertising Community
- You will be supporting important philanthropic efforts which benefit the entire advertising, branding, marketing, media and communications industry in Boston.

HOW CAN YOU GET INVOLVED?

Our online auction will run September 8th through September 29th 2014, and will be closely watched by New England based ad agencies, media buying agencies and their clients. Simply go to adclubmedia.com to contribute media time or space. We thank you in advance for your support and consideration.

Sincerely,

Kathy Kiely, President, The Ad Club

kkiely@adclub.org / 617.262.1100

"The media auction is a wonderful way for our agency and our clients to support an organization we both greatly believe in. The client gets a great value and the media donors get new or enhanced client relationships." **CINDY STOCKWELL | EVP, CMO | HILL HOLLIDAY**

