

**AHP PRE-SEMINAR WORKSHOP SIGN-UP FORM**

# **Internet Sales Workshop**

**with Dan Ambrose, Managing Director of ambro.com**

**Thursday, June 25, 2009 / 8:00 a.m. to 12:00 p.m.**

**AHP Member Fee: \$99 / Non-Member Fee: \$200**

**Attend this workshop for immediate return on your investment, as you will be able to quickly make a sale to an advertiser.**

Here is how to tap the fastest growing source of advertising revenue today: Sales people and Publishers will learn the basics of Internet Advertising in this workshop that covers how to sell, package, price, guarantee, serve, measure and track internet advertising. The session will cover the basics, and will touch on a range of innovative sponsorship opportunities that are used by other specialized magazine publishers who are most successful with Internet advertising. How do advertisers know they get what they pay for? How do you respond to demands for 'per-click' or commission-only based advertising payments from advertisers? Want to better understand Google ads? Internet ad networks? See examples of each successful approach that works for other specialized publishers. Get your questions answered.

**Send this form by June 13, 2009 to [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com) or fax to 386-760-7728.**

**Fee may be paid separately with seminar registration form.**

*(Please type or print. Use additional forms for registrants over three)*

<b>AHP Member Name: (Publication, Business, Individual)</b>	
<b>Attendee:</b>	
<b>Additional Staff (same company):</b>	
<b>Additional Staff (same company):</b>	
<b>Phone:</b>	<b>E-mail address:</b>