



"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 donators get new or enhanced client relationships."

**Cindy Stockwell, EVP, Media Director, Hill Holliday**

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Dear Friends,

The Ad Club of Boston is over 100 years old and is regarded as one of the most vibrant professional clubs in the country. Not only are we one of the best associations for professional networking, (9,000 members and growing) but we are also considered industry leaders with our diversity efforts. Last year alone, The Ad Club gave close to \$100,000 in scholarships to deserving Boston area students.

To maintain this level of vibrancy and charitable work, The Ad Club holds an Annual Media Auction, our largest fundraiser of the year. Proceeds of the auction go directly to the support of The Ad Club's programming including philanthropic efforts such as The Rosoff Awards for Diversity, The Women's Leadership Forum, The Ad Club Foundation Scholarships, and our Internship and Mentoring programs. In addition, we hold many industry-focused events including The Hatch Awards, The Edge Conference, Legends Night, and our CMO Breakfast Series.

#### SO HOW DOES THE MEDIA AUCTION WORK?

The media community donates media of all kind to The Ad Club. Media donations have included full page Newspaper, Network TV, Radio, Magazines, Out-of-Home as well as related services such as Search Engine Consulting. Loyal supporters of The Ad Club including clients, media buyers and media planners all set money aside every year to purchase media through The Ad Club Auction. All donations are posted on a specially created site. There is a minimum bid set and a value posted with the media. As soon as the site goes live, the clients and planners start to bid on the media. When the auction closes the media goes to the highest bidder.

#### WHY SHOULD YOU CONTRIBUTE? HERE ARE SOME OF THE BENEFITS:

- You will receive an invitation to Media Innovation Day and the auction kick off gala to mingle with the media mavens and their clients
- You will have the opportunity to own branded booth space at the 2011 kick off gala
- You will gain access to new clients
- You will have exposure on our website including:
  - Your logo linked to your site and Image of Medium (cover image, web page image, etc)
  - Recognition in all collateral for the kick off gala happening on September 22, 2011
- You will increase your exposure throughout the New England Advertising Community
- You will be supporting an important philanthropic effort in your professional community

#### HOW CAN YOU GET INVOLVED?

Our online auction will run September 22nd through October 14th 2011, and will be closely watched by New England based ad agencies, media buying agencies and their clients. Simply go to [adclubmedia.com](http://adclubmedia.com) to contribute media today.

We thank you in advance for your support and consideration.

Sincerely,

Kathy Kiely, President, The Ad Club  
[kkiely@adclub.org](mailto:kkiely@adclub.org) / 617.262.1100

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