

The International Classified Media Association (ICMA) provides highly valuable information and knowledge sharing forums to help businesses grow profitably.

*"Yes...I would very much like
to join ICMA. It was a great meeting and I am
very excited about the future.
My only regret is not accepting an invitation
to ICMA sooner. "*

Rob Hage, CEO Farm Country Trader, USA

Dear Publisher,

Welcome to the [International Classified Media Association \(ICMA\)](http://www.icmaonline.org). ICMA is the global leading community of trusted influencers in the Classified Media Industry. We are dedicated to enhance our members' business capabilities by sharing best practices and new innovations openly. Our network reaches experienced specialists and new potential customers worldwide for your benefit.



At my first ICMA conference in 2006, I quickly learned the limitations of being just a print media company. At ICMA I met new media thought leaders, fellow classified industry experts and vendors that showed me how to transform our print company to a marketplace with print, online, mobile and social media products to properly serve our target audience. Because of ICMA our company now generates over 6% of our revenues from digital products while continuing to grow and expand in print. Our website now ranks as one of the top websites serving the Hispanic community in the U.S. We could not have achieved this success without our company's active participation as a member of ICMA.

[ICMA conferences](#) serve and add substantial value to any organization with a goal to grow in the classified market segment. Sessions are educational and interactive. Solid case studies addressing real problems and solutions are presented by fellow publishers. Futurists and experts provide insights to new threats and opportunities, new technology and product offerings. Our sharing best practice sessions provide a unique opportunity to sit down with peers in our industry, share our numbers and best practices and benchmark ourselves against the best in the industry. By attending one of our conferences you will be inspired and introduced to a broader path of entrepreneurship. You will discover critical tools needed to gain a competitive advantage and build sustainable success. But most important of all, you will make friends and mentors all over the world that understand the challenges faced in this ever changing media world.

We invite you to try us out for the Istanbul, Turkey ["Social, Local, Mobile \(SoLoMo\): Classified Media Strategies" Conference](#) taking place 7-10 November 2012. For a nominal fee of €995 you are invited to make the competitive difference to your business. If you are not convinced after your first full member meeting, we pay it back to you. We want you to start benefiting today!

Martha de la Torre
ICMA Chair and CEO and Co-Founder of El Clasificado, USA



ICMA Conferences

Three full day dedicated to educational sessions on key topics, sharing best practices and fun social networking in destinations around the world.

Sessions to include but not limited to:

- ☐ Mobile
- ☐ Social Media
- ☐ Technology
- ☐ Online
- ☐ Marketing
- ☐ Sales
- ☐ Sharing Best Practice
- ☐ Workshops

Prior Speakers include:

- ☐ General Manager and Vice President, eBay Classifieds Group
- ☐ Director, Local Markets, Google
- ☐ VP Local and Communities, Yahoo! Online
- ☐ CEO, Oodle
- ☐ Senior Director of Consumer Products; Cars.com
- ☐ Head of Online Sales, Google
- ☐ ICMA Members present and share data providing solid experience and knowledge sharing from peers in similar situations

Dates: 7 – 10 November 2012 in Istanbul, Turkey
17-20 April 2013 in Cologne, Germany

Opportunity: Learn, Share and Network

- ☐ Learning from the experts in the industry
- ☐ Learning about the latest technologies
- ☐ Sharing of best practices
- ☐ Networking with International companies

One of the many highlights that set us apart from other conferences, is the fact that some of our members go way back which creates a very special atmosphere, everyone is very open, glad to see some familiar faces and always interested in meeting new people.



ICMA Webinars

Webinars catered to the latest industry needs.

Topics include but not limited to:

- ☐ Mobile
- ☐ Social Media
- ☐ SEO
- ☐ SEM

Dates:

5 September 2012

3 October 2012

[How Classified Sites Can Rank for Big Keywords](#)

[Taking Classifieds to the Next Level](#)



Opportunity: Knowledge, Solutions

- ☐ Knowledge gaining sessions
- ☐ Solutions catered to your niche

The annual spring [ICMA Classified Media Innovation Award](#) recognizes the leaders in innovation in the classified media industry.

- ☐ Overall top Classified Media Innovation
- ☐ Show Me the Money
- ☐ Technology
- ☐ Quick Implementation
- ☐ Print

- ❑ Gain recognition as an innovation leader
- ❑ Inspire your company and others
- ❑ Create potential revenue growth

www.icmaonline.org

ICMA Vendors

Connect one on one with vendors providing invaluable solutions to the niche classifieds market.

Solutions include but not limited to:

- ☐ SEO
- ☐ SEM
- ☐ Video
- ☐ Mobile
- ☐ Social Media
- ☐ Database
- ☐ Google Analytics
- ☐ Google Adwords

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ICMA Future Leaders Network

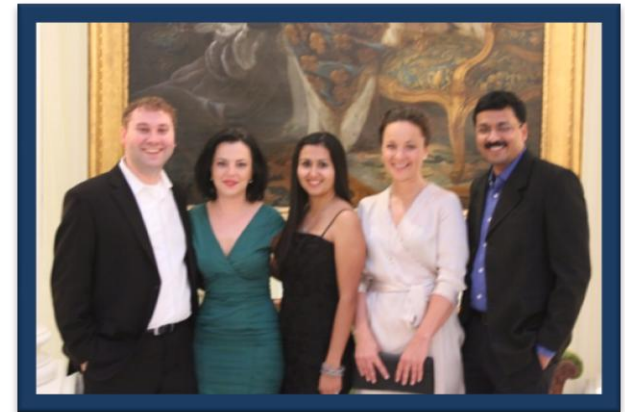
Product: Recognizes the young future influential leaders of classified industry and ICMA

Benefits include but not limited to:

- ☐ Leadership skills
- ☐ Global projects
- ☐ International networking
- ☐ Knowledge sharing
- ☐ Idea generation
- ☐ Discounted conference rates

Opportunity: Recognition, sharing of ideas and knowledge, international network development

- ☐ Gain recognition as a future leader
- ☐ Solid idea generation and knowledge sharing
- ☐ Develop and grow their international network
- ☐ Teamwork on global industry related projects





ICMA International Network

Let ICMA connect YOU with really interesting professionals in 2012!

Current ICMA Membership

☐ 70 member companies - to name a few

- | | |
|---|---|
| <input type="checkbox"/> eBay | <input type="checkbox"/> Friday Ad |
| <input type="checkbox"/> Sanoma | <input type="checkbox"/> UsedEverywhere.com |
| <input type="checkbox"/> El Clasificado | <input type="checkbox"/> Grupo Intercom |
| <input type="checkbox"/> Recycler | <input type="checkbox"/> Markt.de |
| <input type="checkbox"/> JunkMail | <input type="checkbox"/> Singapore Press |
| <input type="checkbox"/> MIH Internet | <input type="checkbox"/> Styria |
| <input type="checkbox"/> GETIT | <input type="checkbox"/> Waseet |
| <input type="checkbox"/> Sahibinden | <input type="checkbox"/> SPIR |

☐ 32 countries worldwide - to list a few

- | | |
|------------------------------------|---|
| <input type="checkbox"/> USA | <input type="checkbox"/> Austria |
| <input type="checkbox"/> Germany | <input type="checkbox"/> United Arab Emirates |
| <input type="checkbox"/> France | <input type="checkbox"/> Spain |
| <input type="checkbox"/> Singapore | <input type="checkbox"/> Finland |
| <input type="checkbox"/> Africa | <input type="checkbox"/> India |
| <input type="checkbox"/> Turkey | <input type="checkbox"/> France |



ICMA provides a neutral forum to facilitate an effective exchange of information between publishers.



ICMA 2012 Offer

Limited time offer must confirm by Friday 26 October 2012.

For a nominal fee of €995 you are invited to make the competitive difference to your business.

The €995 includes:

- ☐ 12 month company wide membership
- ☐ One complimentary conference registration (excluding hotel & travel costs)
- ☐ Complimentary webinars
- ☐ Opportunity to nominate a Future Leader

To confirm your membership just simply fill out the [2012 ICMA membership application form](#) and send it to the ICMA Head Office (contact details listed below).

Once confirmed we will send you the promotional code to ensure a complimentary registration to Istanbul this Fall!

If you are not convinced after attending the ICMA "Social, Local, Mobile (SoLoMo): Classified Media Strategies" Conference 7-10 November 2012, we pay it back to you!

We want you to start benefiting today!

Contact Karina van Lenthe for more information.

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