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Welcome to the 2024 ADMA Conference! On behalf of the Audience Development Media Alliance Board of Directors, we want to thank you in advance for attending and engaging in our annual conference. We thank you for your support and the support of our sponsors.

This year you will find an outstanding program that covers all the important topics facing our industry today and into the future. Topics include audience engagement, digital marketing, mail subscriptions, updates from AAM and legal, digital engagement, AI, market optimization, legal updates, leadership and much, much more. One bright idea can make your whole year. Which is why we always say this conference easily pays for itself and then some. If you’ve been charged with bringing back ideas for revenue, growth or cost-effectiveness, you’re in the right place. And our sponsors can help.

This Program Guide will help you to get to know those sponsors and their solutions. There will be plenty of time during conference to visit the sponsors in the exhibit hall and we highly encourage you to do so. The sponsors are very knowledgeable about our business, and many are already working with members at the conference. The outstanding support of our business partners is more critical today than ever and allows ADMA to host meaningful events like this.

And, our sponsors are here with us to listen and learn about our challenges. Take the time to drop by a table, schedule a meeting, and connect with vendors you haven’t met before. We’re pleased to be supported both by long-term partners and new ones, as we continue along our digital transformation.

During the conference, we encourage you to take a break from your other activities and truly immerse yourself. You won’t regret it. Ask questions, chat with each other, have fun with networking, exchange data and ideas, meet up with colleagues and connect with business partners. We’re confident that the more you engage, the more you’ll get in return.

Enjoy this program guide and remember, if you have any suggestions or need help, reach out to me or anyone on the ADMA board, and we’ll be happy to help.

Thank you and enjoy the event!

Dan Fabela
President
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Publishers work hard to develop quality, ethical journalism that provides accurate information to audiences and creates a high-quality environment for advertisers’ messages. Premium publishers need solutions to help them stand out from the millions of websites that sell advertising and get recognized for their good work.

The Alliance for Audited Media is committed to creating solutions that separate trusted news media from everything else, including AI-generated content and websites, and puts premium publisher data in front of decision makers.

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AAM’s verification solutions empower your sales team to speak confidently about the true reach of your brand and the credibility of your programs. Our automated digital assurance program makes it easy for publishers to share verified digital data alongside print circulation to provide advertisers with a deeper understanding of your audience and a 360° view of your brand’s advertising offerings.

Get your premium data in front of top decision makers

AAM data is the foundation for media planning and analysis across the media ecosystem. Media buying agencies rely on our industry-leading Media Intelligence Center to find media partners and trusted data. This database includes AAM Brand View — custom, visual profiles for publishers to share their complete brand story with AAM-verified data.

Get certified for journalism standards and ethics

The Journalism Trust Initiative (JTI) is a certification program launched by Reporters Without Borders to help quality media outlets demonstrate their commitment to creating transparent, ethical journalism. The three-step certification program measures media outlets’ production of trustworthy content.

Learn more about how AAM helps publishers reach advertisers.
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