

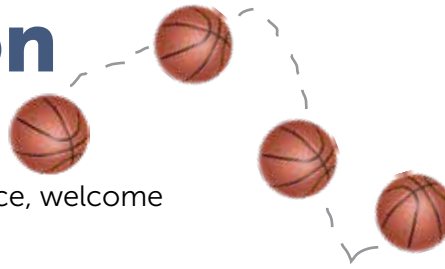
ADMA
AUDIENCE DEVELOPMENT
MEDIA ALLIANCE

**NEXT
BEST
ACTION**

2026

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Welcome to ADMA 2026: The Next Best Action



On behalf of the Board of Directors of the Audience Development Media Alliance, welcome to our 2026 Conference at Southpoint Resort in Las Vegas.

For more than 100 years, ADMA has brought together the professionals who drive audience growth, engagement, and loyalty across the news media industry. From circulation and digital strategy to marketing, customer service, and revenue development, our members continue to shape the future of media with creativity, resilience, and innovation.

Just as importantly, we are proud to partner with the trusted business solution providers and sponsors whose expertise and support strengthen our industry every day.

This year's conference theme, **The Next Best Action**, reflects the opportunities and challenges facing all of us in a rapidly evolving media landscape. Throughout the conference, you will hear from outstanding speakers, industry leaders, and innovators who will share actionable ideas and practical strategies you can bring back to your organizations immediately.

I am especially excited to welcome an inspiring keynote presentation from the Las Vegas Aces, whose story of leadership, teamwork, performance, and championship culture offers lessons far beyond the basketball court.

Make the most of your time here. Some of the most valuable moments of every ADMA conference happen in the conversations between sessions, over meals, and throughout the networking events.

We also extend our sincere gratitude to our sponsors. Their continued commitment helps make this conference — and the ongoing work of ADMA — possible. Be sure to visit them in the Exhibit Hall and review their information within this guide. By the way, as we transition to a digital program guide for next year's conference, you'll start to see versions of this information during the year. It's a useful, relevant resource for the solution providers you need.

Thank you for being part of ADMA 2026. Relax, recharge, and enjoy this beautiful venue, while spending time with colleagues who understand both the challenges and the excitement of our evolving industry.

Thrilled you are here and looking forward to an outstanding conference together.



Warm regards,

Cherisse Johnson

Cherisse Johnson

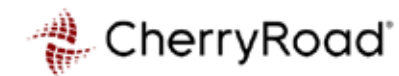
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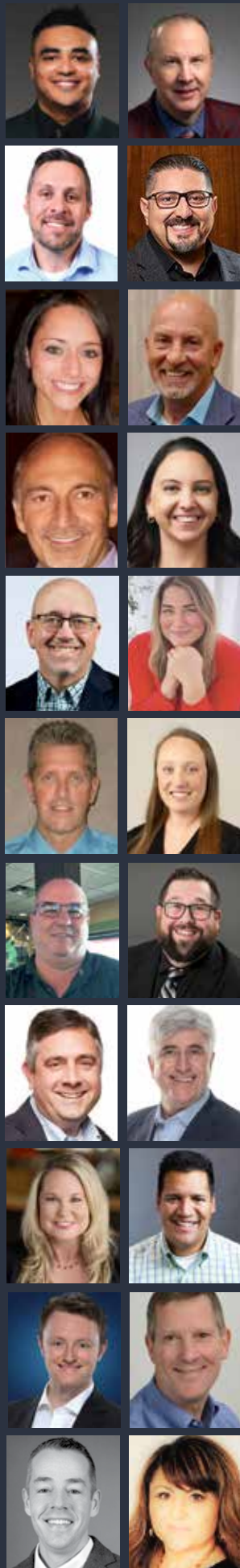


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MEDIA





Next Best Action

What you'll hear from our speakers

N.B.A. (Next Best Action) is a data-driven approach that determines the *most effective action to take with each reader, at each moment*, to increase engagement, subscriptions, and retention.



All-Star characteristics

- Personalized: Based on the individual's behavior, preferences, history and context
- Data-driven: Uses analytics, rules or AI models
- Real-time: Adjusts as new information appears
- Goal-oriented: Optimizes for outcomes like conversion, retention or revenue



The Assist: next best actions

- Send a targeted email or text
- Offer specific content
- Recommend a product or service
- Prompt a call or follow-up



Fast-Break optimization

- Habit formation (more frequent reading)
- Engagement depth (time spent, topic affinity)
- Registration and subscriptions
- Retention and churn reduction
- Trust and long-term loyalty

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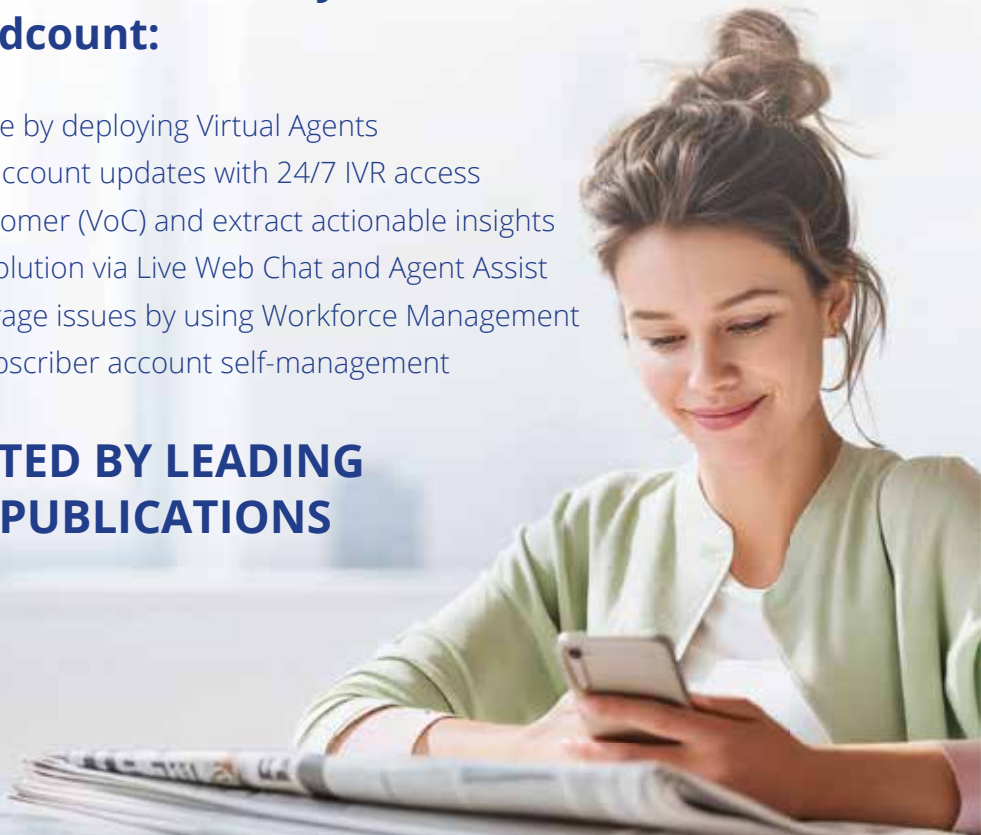
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The last place left untouched

Far beyond the reach of roads and reception, one island rises in quiet defiance of everything the modern world calls progress. The wind shapes its cliffs with ancient patience. The waves curve its edges not in hours, but in centuries. Here, time doesn't pass — it settles. There are no towers or traffic, no updates or alerts. What lives here breathes slowly, deliberately. It is not behind — it is beyond. A space left unchained not by accident, but perhaps by wisdom. As the world grows louder, faster, and more connected, this place stays still — not forgotten, but resistant. It offers no signal, no path forward, no reason to arrive. And yet, it remains — unmoved, watching.

Inside the machine rewriting the rules

How code, data, and algorithms
redrawing the contours of real

It doesn't breathe, but it learns. It doesn't sleep, but it never stops. Somewhere behind the glass and metal of modern infrastructure, a system hums quietly — processing more than just data. It's reorganizing perception, redrawing boundaries between the possible and the impossible, the real and the rendered. This is not the machine we built to serve us. It's the machine we trained to think like us, then asked to think for us. It now answers questions we no longer know how to ask.

We feed it everything — our habits, our histories, our hopes — and it reflects them back with increasing precision and decreasing humanity. In schools, in courts, in hospitals and homes, its invisible logic makes decisions before we've had time to wonder who's deciding. It doesn't speak in laws or ethics, but

In probabilities, pattern predictions. And also it's shifting the very truth, trust, and time. This machine is not a deceiver but a global be



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DAN SCHAUB MEMORIAL LEADERSHIP AWARD

Beginning this year, ADMA will recognize an emerging industry leader with the newly established Dan Schaub Memorial Leadership Award.

This award recognizes individuals who are clearly on Dan’s path — leaders who have already demonstrated meaningful achievement, influence, and promise, even if they have not yet reached the full breadth of Dan’s remarkable career. It complements the separate annual Honorary Member commendation earned for career achievement.

The Dan Schaub Memorial Leadership Award honors an emerging executive who exemplifies the highest standards of leadership in newsmedia publishing, reflecting the character, discipline, mentorship and quiet excellence that defined Dan Schaub’s career. The award celebrates a leader who delivers

results while remaining deeply committed to people, purpose, and the health of local journalism.

Dan was respected for bringing clarity and alignment to organizations through strong vision, mission, and values. He combined strategic insight with operational excellence, building high-performing teams through leadership development, disciplined execution, and a relentless focus on results. His expertise spanned sales and marketing strategy, revenue generation, distribution logistics, and customer experience, particularly in strengthening retention and consumer loyalty.

The recipient of this award reflects that same rare balance: A leader who drives growth, develops people and mentors others, leaving a lasting impact through both performance and culture.

{ The 2026 recipient will be announced at the ADMA Annual Conference on June 11 and will receive an ADMA membership along with waived registration fees for the 2027 conference. }



Who are the ADMA leaders? Over the years, they have been widely respected change agents, who have braved challenges and found collaborative ways to grow their individual news media companies and this industry. Officers and directors are committed to solving challenges and redefining success by creating a network of support and collaboration. ADMA welcomes your participation on the Board.



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*Data and Decisioning:
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35-55 year old readers.*



DAN FABELA
Director of Home
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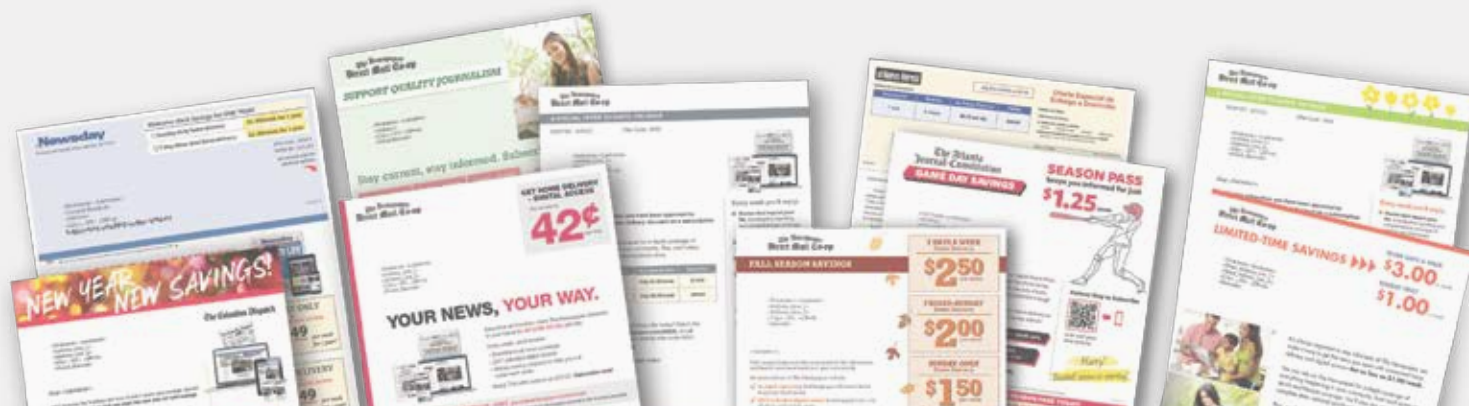
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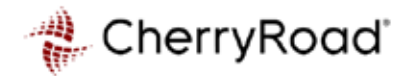
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May 21, 2019, The Press-Telegram.
Photo by Brittany Murray, Press-Telegram/SCNG.



May 18, 2021, The Orange County Register.
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May 28, 2022, Los Angeles Daily News.
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BLOX 6

CCG..... 23

CHERRY ROAD..... 12

DIRECT RESOURCES GROUP..... 24

ENGHOUSE..... 7

INTERLINK..... 8

JACK HOOD 25

MATHER 5

MYDISTRICT.NET 26

NEWZWARE 27

NOVUM TEAK..... 28

PAYWAY 9

PDI 29

PELCRO 10

ROUTESMART 11

TECNAVIA..... 30

THE ULTIMATE PRINT SOURCE 22

WOODWING..... 13

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