

PRINCE GEORGE
CITIZEN
Your community newspaper since 1916

The Prince George Citizen invites you to ...
The ABC's of Interactive Marketing with Mike Blinder

Wednesday January 17
8:00am – 10:00am
Coast Inn of The North, Nechako Tabor Ballroom
A continental breakfast will be included

Advertiser Workshop: "The ABC's of Interactive Marketing"

A powerful, dynamic, information filled program, showing the advertiser that there's still tremendous opportunity for all on the World Wide Web. Opportunities are limitless for business growth, development of new customer bases, and increased marketing capabilities. And most importantly, Blinder brings all of these "high tech" concepts down to earth, so everyone can understand them.

"The ABC's of Interactive Marketing" topics will include:

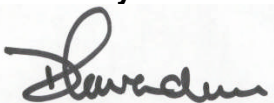
- A basic overview on the workings of the Internet.
- Marketing applications of a Web site.
- E-commerce: the trends & the future.
- Getting your Web site & content found.
- World Wide Web marketing trends
- How to work with local media to make the Web work for you!

Mike Blinder will display information on the features and benefits of the new interactive programs being offered by the Citizen. Attendees will be offered a chance, via an evaluation form, to request further information about advertising opportunities but there will be no solicitation of advertising at the workshop.

Mike Blinder started fresh out of college as a disc jockey who eventually became a sales manager for a group of radio stations. Afterwards, he went on to manage television and radio groups until Guy Gannett Communications asked him to help launch their online division for their Newspaper and TV holdings. From there Mike's career blossomed moving on to consult companies of all sizes, all over the world on multimedia sales strategies.

To confirm your attendance please call 562-2441 by Monday, January 8

Sincerely



Del Laverdure, Publisher