



Reach the Most Progressive Decision Makers in Local Media

R&D Membership Benefits

R&D membership in the Local Media Association brings your company a variety of benefits that can be customized to best fit your objectives. We are excited to announce our new membership benefits package for 2019 and welcome the opportunity to discuss in person.

LMA's conferences and events. *A premium industry experience.*

- Discounts on all sponsorship packages
- Invitation to private VIP networking events with LMA Board of Directors and Foundation Board
- Early access to sponsorship packages and meetings programs

Branding

- Sponsorship of one LMA member webinar a year.
Three minutes to address attendees
- R&D Spotlight in LMT digital edition (annually)
- Ad in LMT digital edition (annually)

Content Distribution

- Monthly R&D news email promoting your white papers, research, case studies and press releases & Local Media Today monthly e-newsletter
- Case study distribution quarterly via website and emails
- Guest column publication on LMA website articles/columns

Leads

- Case study downloads report
- Sponsored-webinar registration list
- R&D news email clicks
- Conferences & events

Industry Networking and Influence

- Participation in bi-monthly R&D steering committee calls
- Right to vote on all LMA matters

Other Benefits

- Listing in the LMA R&D online directory
- Access to more than 12 free webinars a year
- Four sales training certification courses (pick from two options)



“LMA is at the forefront of innovation for partner development. They look at their R&D partners as thought leaders. This provides us with a unique opportunity to expand beyond the traditional exhibitor-only role. We are able to help educate, while we also learn from members and other R&D partners.”

Deb Dreyfuss-Tuchman, EVP of Sales,
Adpay, Inc.