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Borrell Associates, Local Media Association partner on Spring 2020 digital conference in Miami

As Borrell moves former Local Online Advertising Conference to a new city, LMA joins effort; will expand conference program, offer early discount

(August 27, 2019) – Borrell Associates and Local Media Association today announced a new partnership to enhance and grow Borrell’s annual digital conference, formerly known as Local Online Advertising Conference, as it shifts from New York City to Miami in March 2020.



Components of this new partnership include:

- LMA will develop a special content program at the Miami conference, focused on consumer revenue strategies for media companies.
- LMA members and friends will be eligible for an exclusive discount code on conference registration, valid through Sept. 30, 2019. The full price is \$1,695, but applying the LMA discount code to the current early-registration rate will bring the price down to \$995. LMA members and email subscribers will receive the registration discount code and instructions via email. Others may request the code from LMA at: <https://www.localmedia.org/borrell2020>
- Borrell and LMA teams will work together to develop and optimize sponsorship programs for research and development companies and service providers aligned with the media industry.



“We are once again pleased to work with Local Media Association to program a show that you won’t want to miss,” said Jim Brown, president of Borrell Associates. “We are at an interesting inflection point in the evolution of local advertising. What made a local media company successful in the past may not necessarily hold true in the coming decade.

“We’ll continue to program our conference with those who have a track record of success but also those who have their eyes set on the new world order of local advertising and marketing,” Brown said. “Attendees can expect to learn and network with some of the most talented industry veterans as well as up and coming thought leaders. And hey, it’s in Miami in early March – you gotta love that!”

“We at LMA are thrilled to team up with Borrell Associates to enrich the content and experience of this premier industry conference. Many of us have attended and presented at this event over the years, so it just feels right to be more closely aligned with our friends at Borrell as the conference moves to its new home,” said Nancy Lane, president, Local Media Association. “And we encourage our members and friends to register early and take advantage of a great conference rate.”

The registration page for the 2020 conference in Miami is here:

<https://www.eventbrite.com/e/borrell-conference-2020-tickets-64819243101>

About Borrell Associates

Borrell Associates (<https://www.borrellassociates.com/>) produces media industry-related advertising reports, offers revenue benchmarking for local digital operations, delivers presentations to companies and trade associations, and provides consulting services. Borrell works with more than 700 media properties, internet "pure-play" companies, investment analysts, and industry vendors. The company’s work focuses on helping companies understand and capitalize on the evolving media landscape, and to grow revenues exponentially rather than incrementally. Borrell Associates employees and analysts have worked in pure-play internet companies, run retail businesses, managed new media divisions for large companies, and sold local advertising. They have hands-on experience that provides an understanding of the business that other consultants rarely offer.

About Local Media Association

Local Media Association (<https://www.localmedia.org/>) is a thriving and innovative organization that serves more than 3,000 newspapers, TV stations, digital news sites, radio stations, directories and research & development partners. LMA is the only industry trade organization that brings all local media together for the purpose of sharing, networking, collaborating and learning. The association’s focus is on future business models and maximizing opportunities on the digital side of the business. This is accomplished via cutting-edge programs

including its business model accelerator, Accelerate Local, as well as conferences, webinars, research, training, innovation missions, chief digital clubs and more.

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