



2011 Turnaround Management Association MEDIA KIT



- Advertising
- Sponsorships
- Exhibits
- Customized Packages



2011 TMA Media Kit

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About the Turnaround Management Association

Partner with the Turnaround Management Association (TMA) and connect with more than 9,000 members in 47 regional chapters throughout the world who are committed to corporate renewal and turnaround management.

Through advertising, sponsorships and exhibiting, TMA delivers multiple high-impact options for your organization to reach this dedicated audience. No matter what your budget is, TMA can help you meet your marketing goals and make a lasting impression on our membership.

About TMA's 9,000+ Members

- 45% Turnaround practitioners who consult with or participate in helping troubled companies in the recovery process, including interim corporate managers, financial and operating advisors, and accountants
- 15% Lenders and bankers/workout officers
- 14% Attorneys
- 10% Investors, including equity investors, investment bankers and venture capitalists
- 16% Other related professionals, including receivers, appraisers, trustees, auctioneers/liquidators, factors, academics and government/judges

Contact

For all advertising, sponsorship or exhibit sales inquiries or questions, please contact Joseph Karel, TMA Director of Fund Development, 312-578-2028 or jkarel@turnaround.org.

New! Sponsorship Packages

TMA is introducing customizable annual sponsorship packages for the first time in 2011. Designed to help maximize the return on your sponsorship and advertising dollars, the packages provide multiple levels of exposure and can be customized to reach both international and regional audiences.

By bundling sponsorship, advertising and exhibits together, TMA makes it easier to manage your marketing efforts while saving your organization significant money. Gain a competitive advantage with access to TMA's dedicated membership of turnaround and corporate restructuring professionals year round.

Sponsorship Package Levels

Elite Partner - \$80,000

Premier Partner - \$55,000

Advantage Partner - \$35,000

All partners receive:

- Logos in TMA's three international conference brochures: Distressed Investing Conference, Spring Conference and Annual Convention
- Banner signage at all three international conferences
- Recognition on CD-ROMs and conference program books
- Recognition on the TMA Web site (turnaround.org) with linked logos
- Recognition in TMA's *The Journal of Corporate Renewal* throughout the year (nine issues)

TMA Elite Partner

Additional Marketing Benefits

- Top priority consideration for speaking engagements at TMA's three international conferences
- Conference committee member participation
- 12 conference registrations (four per international conference)
- Conference attendee list preview – four weeks prior
- Guaranteed hotel room reservations (three rooms per conference)
- Top priority designated seating at TMA's three international conferences
- First right of refusal on selected sponsorship items at TMA's three international conferences
- Nine full-page, four-color ads in TMA's *The Journal of Corporate Renewal*
- Exhibit booth at TMA Annual Convention
- Banner ad in premium position on turnaround.org

International Conferences and Webinars*

\$35,000 allocation toward customized sponsorships

Regional Conferences

\$7,500 allocation toward customized sponsorships

To customize one of these three sponsorship packages to directly fit your marketing needs, contact Joseph Karel, TMA Director of Fund Development, at 312-578-2028 or jkarel@turnaround.org.

TMA Premier Partner

Additional Marketing Benefits

- Priority consideration for speaking engagements at TMA's three international conferences
- Nine conference registrations (three per international conference)
- Conference attendee list preview – three weeks prior
- Guaranteed hotel room reservations (two rooms per conference)
- Second right of refusal on selected items at TMA's three international conferences
- Nine half-page, four-color ads in TMA's *The Journal of Corporate Renewal*
- Exhibit booth at TMA Annual Convention
- Banner ad in rotating slot on turnaround.org

International Conferences and Webinars*

\$25,000 allocation toward customized sponsorships

Regional Conferences

\$5,000 allocation toward customized sponsorships

TMA Advantage Partner

Additional Marketing Benefits

- Three conference registrations (one per international conference)
- Conference attendee list preview – two weeks prior
- Guaranteed hotel room reservations (one room per conference)
- Nine 1/3-page, four-color ads in TMA's *The Journal of Corporate Renewal*
- Exhibit booth at TMA Annual Convention
- Banner ad in rotating slot on turnaround.org

International Conferences and Webinars*

\$15,000 allocation toward customized sponsorships

Regional Conferences

\$2,500 allocation toward customized sponsorships

* Choose from TMA Distressed Investing Conference, TMA Spring Conference, TMA Annual Convention and any TMA Webinar.

2011 TMA Regional Conferences

April 7-9	Southwest
April 13-15	Asia Pacific
June 2-3	Southeast
June 8-9	Europe
June 8-10	Mid-Atlantic
July (TBD)	Western
August 31-September 1	Northeast
September 8-10	Cross-Border (Northwest U.S./Canada)
September 13-15	MidAmerica

Dates are subject to change. Visit turnaround.org for confirmed dates and additional details about TMA Regional Conferences.

The Journal of Corporate Renewal

TMA's *The Journal of Corporate Renewal* is the leading publication devoted exclusively to professionals in the corporate renewal industry.

The Journal is sent to approximately 8,000 North American TMA members, including practitioners, turnaround managers, crisis managers, workout specialists, consultants, accountants and bankruptcy lawyers.

Other constituencies include investment bankers, lenders, bank workout officers, liquidators, equity investors, auctioneers and appraisers.



The Journal offers readers informative practice strategies and trends in the corporate renewal industry, current legal updates, economic perspectives and much more. Each issue contains a number of feature-length articles written by experts in the turnaround industry and several monthly departments focusing on specialized areas of interest.

The Journal is published nine times annually, with extra distribution at TMA's three international conferences and at various other industry-related conferences throughout the year.

Advertising Rates

Standard Rates	1x	3x	6x	9x
Two-page spread	\$4,000	\$3,900	\$3,800	\$3,600
Full-page	\$2,200	\$2,100	\$2,000	\$1,950
1/2-page	\$1,100	\$1,050	\$1,000	\$950
1/3-page	\$850	\$800	\$775	\$750
1/6-page	\$625	\$600	\$575	\$550

Premium Position Rates	1x	3x	6x	9x
Back Cover	\$3,200	\$3,100	\$3,000	\$2,950
Inside Front Cover	\$3,000	\$2,900	\$2,800	\$2,750
Inside Back Cover	\$2,900	\$2,800	\$2,700	\$2,650

Color Rates

Two-page spread, full-page and 1/2-page: Add \$650 to above rates for four-color process.
1/3-page and 1/6-page: Add \$325 for four-color process.

Notes

Cover position ads run four-color process or black and white.
Non-members must add a 15% surcharge to the above rates.

2011 Editorial Calendar and Ad Deadlines

Issue	Issue Theme	Ad Space Reservation	Artwork Deadline
January/February	Distressed Investing <i>Bonus Distribution: 2011 TMA Distressed Investing Conference</i>	December 6	December 27
March	Troubled Industries	January 19	February 2
April	The Lending Environment <i>Bonus Distribution: 2011 TMA Spring Conference</i>	February 21	March 7
May	Commercial Real Estate	March 21	April 4
June	Case Wind Down	April 21	May 5
July/August	Receiverships	June 10	June 24
September	International	July 22	August 5
October	TMA Annual Convention <i>Bonus Distribution: 2011 TMA Annual Convention</i>	August 23	September 6
November/December	Hot Topics	October 13	October 27

Ad Dimensions

	Width x Height
Two-page spread	16.0" x 10.125"
Full-page bleed*	8.5" x 10.875"
Full-page	7.5" x 10.125"
1/2-page	7.5" x 4.5"
1/3-page	5.0" x 4.875"
1/6-page (horizontal)	5.0" x 2.375"
1/6-page (vertical)	2.5" x 4.875"

*Full-page bleed: 8.75" x 11.125". (1/8" from trim, all four sides). Live area is 7.5" x 10.125".

Publication trim size: 8.5" x 10.875"

General Information

Agency Commission

Ads are non-commissionable.

Special Position

Orders requesting specific positions at the standard rate will be accepted but not guaranteed. Guaranteed positions are offered at an additional 10% charge.

Ad Production

Services are available at prevailing rates plus 10%.

Acceptable Ad Formats

High-resolution PDF, EPS and TIFF files are acceptable. Electronic files are preferred. See ad spec sheet for details or call 312-578-2028.

Cancellations

Cancellations must be submitted in writing and will not be accepted after the space reservation closing date.

Payment

First-time advertisers and non-members must pay in advance or contact Joseph Karel to obtain credit privileges. Existing advertisers can pay in advance or be invoiced on a per issue basis. TMA accepts personal/company check, American Express, Visa or MasterCard. Rate information is subject to change without notice. *TMA reserves the right to halt the placement of any advertisement if the advertiser's account has an outstanding balance that is past due more than 30 days.*

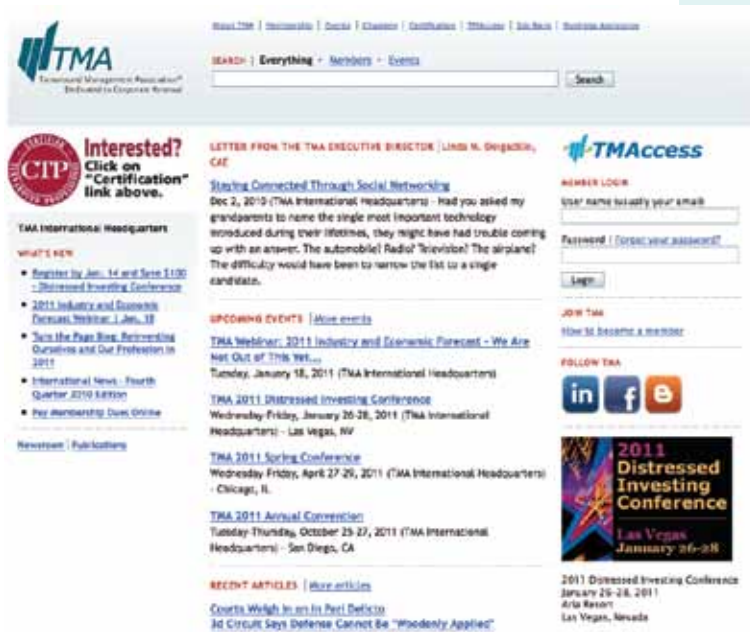
Mail ad materials/payments to:

Turnaround Management Association
Attn: Joseph Karel
150 South Wacker Drive, Suite 900
Chicago, IL 60606
Phone: 312-578-2028
Fax: 312-578-8336
E-mail: jkarel@turnaround.org

To reserve an ad, contact Joseph Karel at 312-578-2028 or jkarel@turnaround.org.

Web Site Sponsorships

Web Site Sponsorships



Become a sponsor of **turnaround.org** and market your company's services to thousands of visitors to the premier Web site dedicated to the turnaround and corporate restructuring industry.

Turnaround.org is viewed more than 115,000 times per month by TMA members, other professionals and those interested in learning more about turnaround management and corporate restructuring. The site is the go-to resource for looking up colleagues and referral sources, registering for conferences, participating in online education programs, renewing membership, learning about chapter events and much more. Prospective members also visit the site frequently for information about TMA events, applying for membership and to learn more about the industry and TMA.

In addition, the site is a great resource for companies who may be in need of turnaround or restructuring services and are exploring the potential assistance a company such as yours may provide.

Cost

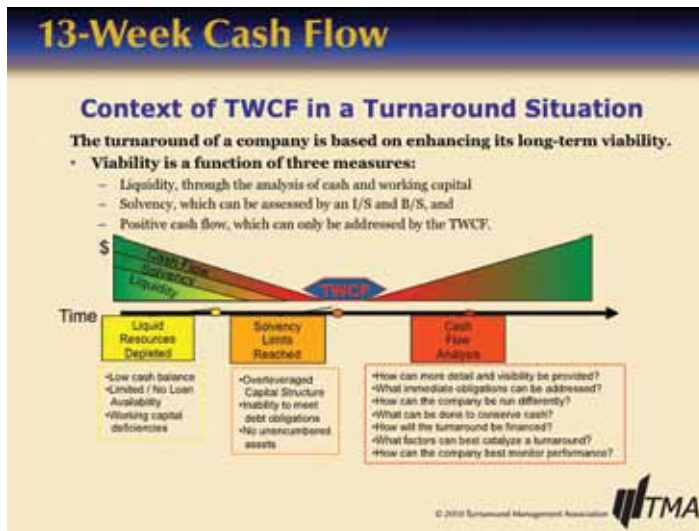
\$3,000 per three months
\$5,000 per six months
\$7,000 per year

Maximum Site Exposure

Sponsors receive skyscraper banner ads on the site's most visited pages and are rotated with up to two other ads that share views equally. Choose three of the following pages to help maximize your ad's exposure to the most visitors on turnaround.org:

- Member Directory
- Chapter Directory
- TMA Fact Sheet
- Events Calendar
- TMA Distressed Investing Conference
- TMA Spring Conference
- TMA Annual Convention
- Membership Application
- Member Profile Update
- Membership Renewal

To purchase a Web site sponsorship, contact Joseph Karel at 312-578-2028 or jkarel@turnaround.org.



TMA’s popular webinar series features nine programs in 2011, covering a broad selection of the hottest topics in turnaround management and corporate restructuring. Sponsoring a webinar provides a unique opportunity to market your products or services in conjunction with the headlining component of TMAccess, TMA’s comprehensive education program.

TMAccess

Webinar sponsorships offer exclusive exposure before, during and after the webinar, delivering a lasting impact on the key players in turnaround and corporate restructuring. Not only will you maintain high visibility among the webinar participants, you’ll also reach more than 10,000 TMA members and prospects during marketing for the program.

2011 Webinar Calendar

Month	Topic*
January	Industry/Economic Forecast
February	Financing Trends
March	Chapter 9 Municipals
April	CRO School (101 bankruptcy knowledge for aspiring turnaround professionals)
May	Current Legal Ethics Topic

Additional topics will be announced later this year. Visit turnaround.org for the latest schedule.

* Topics are tentative and subject to change.

Cost

\$2,000 per webinar

Discounts

\$1,900 per webinar when sponsoring three or more webinars. Call 312-578-2028 for additional details.

Sponsorship Benefits

- Logo placement on all promotional e-mails for the webinar
- 50–75 word paragraph description in all promotional e-mails for the webinar
- Web site link on all promotional e-mails for the webinar
- Complimentary webinar registration
- Logo recognition and verbal mention on live webinar presentation
- Logo recognition on archived webinar
- Acknowledgement on TMA Web site

To purchase a webinar sponsorship, contact Joseph Karel at 312-578-2028 or jkarel@turnaround.org.



Event sponsorships provide companies with a marketing opportunity to gain visibility and exposure in a conference environment among TMA's diverse group of constituents. Sponsorships are offered at each of TMA's three international conferences held during the year:

- **Distressed Investing Conference** (January)
- **Spring Conference** (April)
- **Annual Convention** (October/November)

Sponsors are recognized through a number of TMA communications vehicles and also receive special recognition onsite at the event. Benefits associated with sponsorships vary from item to item.

Companies have the opportunity to sponsor items such as:

- Keynote speakers
- Receptions
- Golf tournaments
- Coffee breaks
- Registration bags
- Lanyards
- Hotel room keys
- Education materials
- Cyber Cafe
- Much more!

Call Joseph Karel at 312-578-2028 for a list of available opportunities. All sponsorships will be sold on a first-come/first-served basis. Many high-profile items sell out immediately, so be sure to act quickly.

Exhibits

During the 2011 TMA Annual Convention, October 25-27 in San Diego, companies who provide products or services to turnaround management and corporate restructuring professionals have the opportunity to showcase their products and services to key decision-makers in the industry by purchasing exhibit space in TMA's exhibit hall.

Be sure to check turnaround.org for on-sale dates and pricing.

For details about becoming a sponsor at one of TMA's upcoming conferences or exhibiting at the TMA Annual Convention, contact Joseph Karel at 312-578-2028 or jkarel@turnaround.org.

Upcoming TMA International Conferences

2011 TMA Spring Conference

April 27-29

JW Marriott Chicago

Chicago, Illinois

2011 TMA Annual Convention

October 25-27

Hilton San Diego Bayfront

San Diego, California

2012 TMA Distressed Investing Conference

Dates and location TBD

2012 TMA Spring Conference

April 3-5

Grand Hyatt Atlanta

Atlanta, Georgia

2012 TMA Annual Convention

November 1-3

Westin Copley Place

Boston, Massachusetts

Visit turnaround.org for a complete listing of advertising, sponsorship and exhibit opportunities.



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Web site turnaround.org