

2012 TURNAROUND MANAGEMENT ASSOCIATION Media Kit

ADVERTISING ∴ SPONSORSHIPS ∴ EXHIBITS ∴ CUSTOMIZED PARTNERSHIP PACKAGES

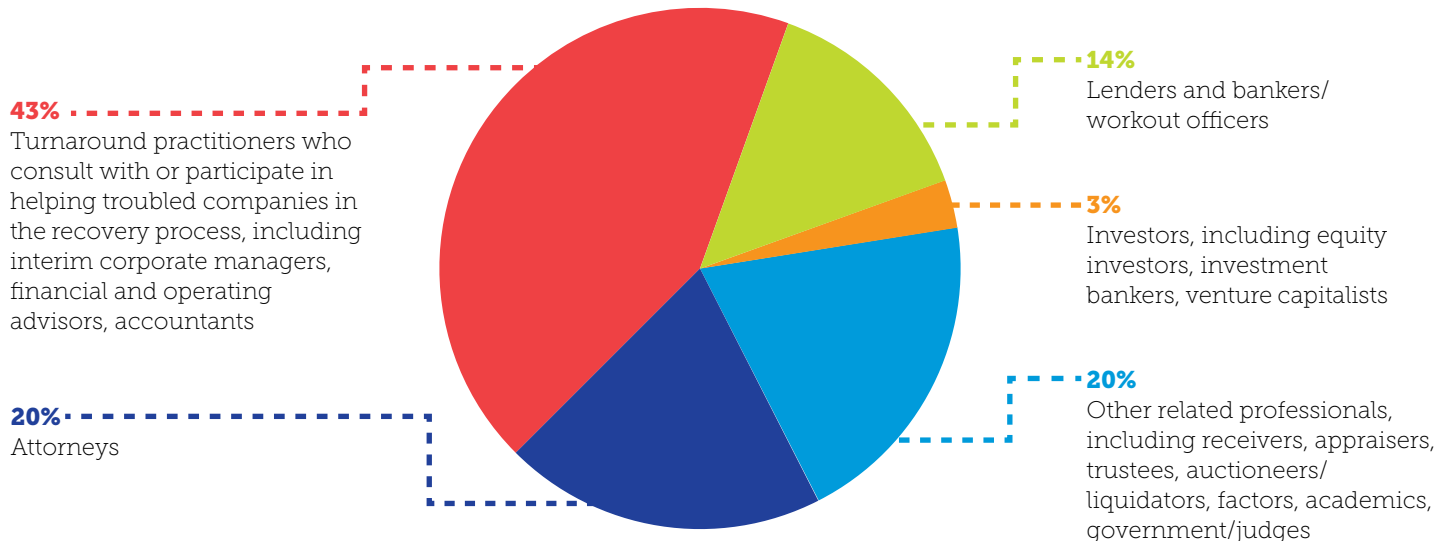


2012 TMA Media Kit

Partner with the Turnaround Management Association (TMA) and connect with more than 9,000 members in 48 chapters throughout the world who are dedicated to corporate renewal and turnaround management.

Through advertising, sponsorships and exhibiting, TMA delivers multiple opportunities for your organization to increase awareness of your products or services to the industry's key players and decision makers. No matter what your budget is, TMA can help you meet your marketing goals and increase your chances for success in 2012.

ABOUT TMA'S 9,000+ MEMBERS



2012 Opportunities

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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.

Journal of Corporate Renewal

The *Journal of Corporate Renewal (JCR)* went through a renewal of its own in 2011, debuting with a brand new cover design and fresh interior. The new look was introduced to provide members with news about important issues and developments in the turnaround management, corporate renewal, and distressed investing industry in an attractive, easy-to-read package. From how articles and other features are presented to the very paper on which the magazine is printed, the *Journal* has undergone extensive "renewal."

Sent to approximately 8,000 North American TMA members, the *JCR* is the leading publication devoted exclusively to professionals in the corporate renewal industry. The publication offers readers informative practice strategies and trends in the corporate renewal industry, current legal updates, economic perspectives, and e-commerce developments. 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 *JCR* is published nine times annually, with extra distribution at TMA's three national conferences and at various other industry-related conferences throughout the year.



2012 EDITORIAL CALENDAR AND AD DEADLINES

Issue	Issue Theme	Ad Space Reservation	Artwork Deadline
January/ February	Distressed Investing	December 6	December 27
▲ Bonus Distribution: 2012 TMA Distressed Investing Conference , January 18-20, Las Vegas, Nevada			
March	Ethics	January 19	February 2
April	Lending	February 21	March 7
▲ Bonus Distribution: 2012 TMA Spring Conference , April 3-5, Atlanta, Georgia			
May	Franchises	March 21	April 4
June	Technology	April 23	May 7
July/August	Energy	June 11	June 25
September	Commercial Real Estate	July 23	August 6
October	TMA Annual Convention Issue	August 23	September 6
▲ Bonus Distribution: 2012 TMA Annual Convention , November 1-3, Boston, Massachusetts			
November/December	Hot Topics	October 15	October 29

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 spread	\$2,200	\$2,100	\$2,000	\$1,950
1/2 page	\$1,100	\$1,050	\$1,000	\$950
1/3 page vertical	\$1,000	\$950	\$925	\$900
1/3 page horizontal	\$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



NEW!
Additional Advertising Opportunities

- Belly band wrap
- Inserts

Contact Joseph Karel, TMA Director of Fund Development, 312-578-2028 or jkarel@turnaround.org, for pricing, spec information and inquiries about these following new advertising options offered in 2012.

COLOR RATES

- Two page spread, full page, 1/2 page spread and 1/2 page: Add \$500 to above rates for four-color process.
- 1/3 page horizontal, 1/3 page vertical and 1/6 page: Add \$250 for four-color process.

NOTES

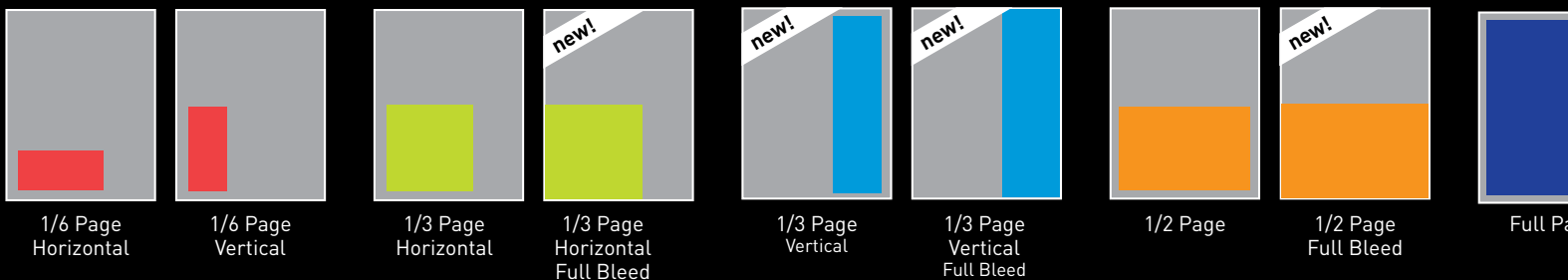
- Cover position ads run four-color process or black and white
- Non-members must add a 15% surcharge to the above rates
- Ads are non-commissionable
- Orders requesting specific positions at the standard rate will be accepted but not guaranteed
- Guaranteed positions are offered at an additional 10% charge

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.



Ad Dimensions

Ad Size	Max. Width	x	Max. Height
Two page spread	16.5"	x	10.375"
Two page spread full bleed*	17"	x	10.875"
Full page	8.0"	x	10.375"
Full page bleed*	8.5"	x	10.875"
1/2 page spread	16.5"	x	4.9375"
1/2 page spread full bleed*	17"	x	5.3125"
1/2 page	7.125"	x	5.0625"
1/2 page full bleed*	8.5"	x	5.3125"
1/3 page vertical	2.7917"	x	10.375"
1/3 page vertical full bleed*	3.0417"	x	10.875"
1/3 page	4.71"	x	5.0625"
1/3 page full bleed*	5.46"	x	5.3125"
1/6 page (horizontal)	4.7083"	x	2.5275"
1/6 page (vertical)	2.2917"	x	5.0625"
Publication trim size:	8.5"	x	10.875"
* Full bleed: Add 1/8" trim to all sides. Ex: Full Page = 8.75" x 11.125" Live area is 7.5" x 10.125"			

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

GENERAL INFORMATION

Files: High-resolution PDF, EPS and TIFF files are acceptable.

Electronic files only. Files can be accepted on CD or via e-mail. Please include the advertiser's name in the title of the file.

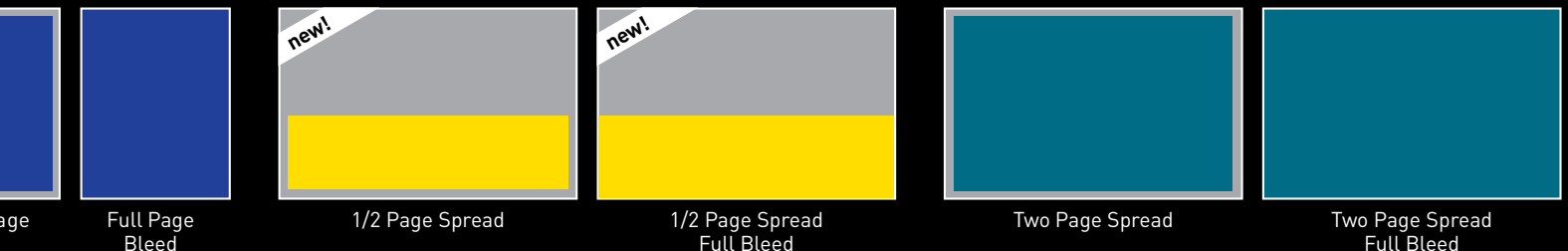
Acceptable software: Adobe Photoshop (TIFF or EPS), Adobe Illustrator (EPS) and Adobe Acrobat/Distiller (PDF).

We CANNOT accept files created in Corel Draw, MS Word, MS Publisher, or MS Powerpoint

Fonts: Convert all fonts to outline or include all necessary fonts, BOTH printer and screen (we cannot accept ads created with multiple master fonts or TrueType fonts; these fonts are not press quality and will not print correctly). DO NOT USE Font Menu Styling. Use the correct Adobe Type font.

Color: The *Journal of Corporate Renewal* is printed in four-color process. Ads should be submitted as CMYK or grayscale. If using Pantone colors, be sure to specify your colors for "Process Separations" and remove "Spot Color" labeling. Delete any unused colors from original document. Files submitted as RGB will be converted, and may print with unpredictable results.

Source File and Linked Images: Provide the original source file and all linked high resolution graphics as grayscale, line art or CMYK. High-resolution PDF, EPS and TIFF files are acceptable. Photo scans are TIFF or EPS @ 300 dpi at size. No RGB or JPEG images. Select correct color space (CMYK or grayscale) when creating PDFs. Line art scans are TIFF @ 1200 dpi. at size. Do not nest EPS files into other EPS files.



Partnership Packages

Designed to help maximize the return on your sponsorship and advertising dollars, customized partnership packages provide multiple levels of exposure and can be tailored to reach both national 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.

PARTNERSHIP PACKAGE LEVELS	
Elite Partner	\$80,000
Premier Partner	\$55,000
Advantage Partner	\$35,000

To purchase a customized partnership package to directly fit your marketing needs, contact Joseph Karel, TMA Director of Fund Development, at 312-578-2028 or jkarel@turnaround.org.

2012 TMA Regional Conferences

April 25-27	Southwest
May 31 - June 1	Southeast
June 7-9	Europe
June 13-15	Mid-Atlantic
July TBD	Western
August 31 - September 1	Northeast
September 5-7	Asia Pacific
September 6-8	Cross-Border (Northwest U.S./Canada)
September 12-14	Mid-America

Visit turnaround.org or call 312-578-2028 for additional details about TMA regional conferences. See page nine for the 2012 national conference schedule.

BENEFITS	ELITE PARTNER	PREMIER PARTNER	ADVANTAGE PARTNER
National conferences and webinars*	\$35,000 allocation toward customized sponsorships	\$25,000 allocation toward customized sponsorships	\$15,000 allocation toward customized sponsorships
Regional conferences**	\$7,500 allocation toward customized sponsorships	\$5,000 allocation toward customized sponsorships	\$2,500 allocation toward customized sponsorships
Right of refusal on selected sponsorship items at TMA's three national conferences	First	Second	
Priority consideration for speaking engagements at TMA's three national conferences	Top priority	Priority	
Conference committee member participation	✓		
Top priority designated seating at TMA's three national conferences	✓		
Conference registrations	12 (four per national conference)	9 (three per national conference)	3 (one per national conference)
Guaranteed hotel room reservations	Three rooms per conference	Two rooms per conference	One room per conference
Conference attendee list preview	Four weeks prior	Three weeks prior	Two weeks prior
Logos in TMA's three national conference brochures: Distressed Investing Conference, Spring Conference and Annual Convention	✓	✓	✓
Banner signage at all three national conferences	✓	✓	✓
Recognition on CD-ROMs and conference program books	✓	✓	✓
Exhibit booth at TMA Annual Convention	✓	✓	✓
Ads in TMA's <i>Journal of Corporate Renewal</i>	9 full page	9 half page	9 1/3 page
Recognition in TMA's <i>Journal of Corporate Renewal</i> throughout the year (nine issues)	✓	✓	✓
Banner ad on TMA Web site (turnaround.org)	Premium position	Rotating slot	Rotating slot
Recognition on turnaround.org with linked logos	✓	✓	✓

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

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.

Viewed more than 115,000 times per month, turnaround.org is visited by members throughout the year. The site is the go-to resource for looking up colleagues and referral sources, registering for conferences, participating in online education programs, renewing their 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.

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 Investment Conference
- TMA Spring Conference
- TMA Annual Convention
- Membership Application
- Member Profile Update
- Membership Renewal

RATES	
Three months	\$3,000
Six months	\$5,000
Year	\$7,000



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

Webinar Sponsorships

TMA's popular webinar series continues in 2012, 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.

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's participants, you'll also reach more than 10,000 TMA members and prospects during marketing for the program.

COST

\$1,750 per webinar

DISCOUNTS

\$1,500 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.

Sponsorships and Exhibits

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 national conferences held during the year:

Distressed Investing Conference

Spring Conference

Annual Convention

Sponsors are recognized through a number of TMA communications materials 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
- Smartphone app
- Education materials
- Wireless Internet
- Much more!



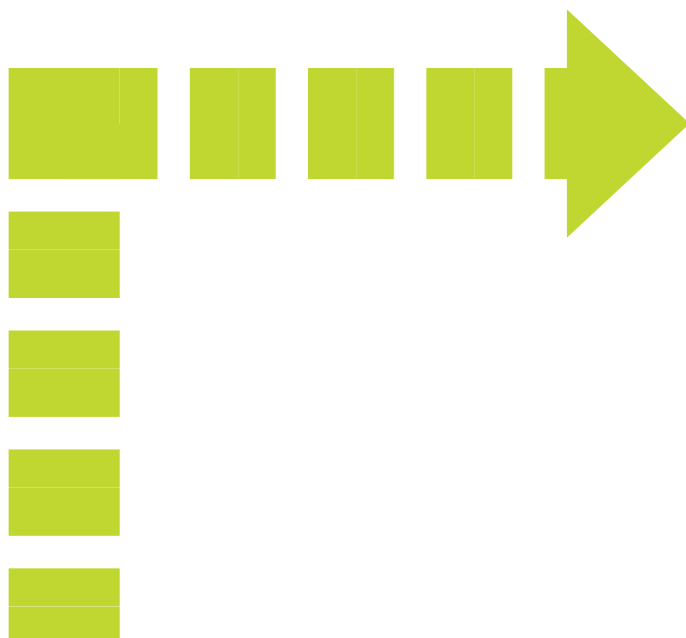
All sponsorships will be sold on a first-come/first-served basis. Many high-profile items sell out immediately, so be sure to act quickly.

2012 TMA NATIONAL CONFERENCES

Conference	Date	Hotel	Location
2012 TMA Distressed Investing Conference	January 18-20	The Cosmopolitan of Las Vegas	Las Vegas Nevada
2012 TMA Spring Conference	April 3-5	Grand Hyatt Atlanta	Atlanta Georgia
2012 TMA Annual Convention	November 1-3	Westin Copley Place	Boston Massachusetts

Exhibits

During the 2012 TMA Annual Convention, November 1-3 in Boston, companies who provide products or services to turnaround management and corporate restructuring professionals have the opportunity to showcase their products and services to the industry's key players and decision makers by purchasing exhibit space in TMA's exhibit hall.



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.



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