

CALL FOR ENTRIES

min's
Sales Executive
of the Year Awards

Entry Deadline: March 9, 2007

Saluting Sales Excellence
at Consumer and
B2B Magazines & Websites

From the publishers of

min **min's b2b**[™]

www.minonline.com

MIN'S SALES EXECUTIVE OF THE YEAR AWARDS

Recognizing outstanding magazine sales performance in 2006, min's Sales Executive of the Year Awards salutes those in the trenches, selling the print, online and multi-platform programs and creating a winning proposition for both the advertiser and magazine. Whether selling in a challenging or booming market, the winners will be the ones running circles around their peers, the ones who can sell well and better than the rest. Min will salute those who are the "cream of the crop" and their best practices will serve as guides for the thousands of magazine sales professionals in search of stronger strategies.

» Winners will be awarded in the following categories:

- Salesperson
- Sales Team Leader
- Sales Team
- Hall of Fame

» Salesperson of the Year

(Qualifying titles include but are not limited to Account Executive, Sales Executive, Business Development Manager, Publisher & Associate Publisher. Judging period is calendar year 2006.)

Sub-Categories:

- Single Title Circulation 500 K and above — Consumer
- Single Title Circ. between 100–500 K — Consumer
- Single Title Circ above 25K — B2B
- Single Title Circulation under 25K — B2B
- Multiple Titles or Websites — Consumer
- Multiple Titles or Websites — B2B
- Magazine or Website Launch (launched in calendar year 2006)
- Web Site/s — Consumer
- Web Site/s — B2B

Salesperson Judging Criteria

- | | |
|---|---|
| <ul style="list-style-type: none">■ # Years in position■ # Years in company■ Sets and exceeds goals■ Customer relationship-builder■ Has a successful and consistent sales record■ Understands client business■ Maintains cool in difficult sales situations■ Strong presenter in a group or one-on-one | <ul style="list-style-type: none">■ Maintains agency/client contact — before, during and after the planning/buying season■ Responsive to clients' needs■ Meets and exceeds clients' deadlines■ Regularly brings new ideas to clients■ Provides strong alternative recommendations to clients■ Understands the competitive landscape■ Manages the "cost" hurdle as a partner■ Knows how to close■ Understands and applies marketing prowess in sales |
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» Sales Team Leader of the Year

(Qualifying titles include but are not limited to Publishers, Group Publisher, General Manager, Director, President & CEO. "Leader" must be someone that has sales staff oversight. Judging period is calendar year 2006.)

Sub-Categories:

- Single Title Circulation 500 K and above — Consumer
- Single Title Circ. between 100-500 K — Consumer
- Single Title Circ above 25K — B2B
- Single Title Circulation under 25K — B2B
- Multiple Titles or Websites — Consumer
- Multiple Titles or Websites — B2B
- Magazine or Website Launch (launched in calendar year 2006)
- Web Site/s — Consumer
- Web Site/s — B2B

Sales Leader Judging Criteria

- | | |
|--|--|
| <ul style="list-style-type: none"> ■ # Years in position ■ # Years in company ■ Builds team spirit ■ Knows how to develop and reach strong prospects ■ Works as a partner with clients ■ Has helped others to become top sellers ■ Shows sales leadership | <ul style="list-style-type: none"> ■ A proven sales educator ■ Accessible to all levels of sales team ■ Regularly gets out into the marketplace to understand environment to sales people ■ Runs powerful and insightful sales meetings ■ Rewards sales excellence ■ Model for their company ■ Strong industry spokesperson for his/her company |
|--|--|

» Sales Team of the Year

(Team connotes at least 2 salespeople and one team leader):

- Single Title/Consumer
- Single Title/B2B
- Multiple Titles/Consumer
- Multiple Titles/B2B
- Magazine Launch (in calendar year 2006; can be magazine and/or Web site launch)



Sales Team Judging Criteria

- | | |
|--|--|
| <ul style="list-style-type: none"> ■ Above-par sales performance as a team for the year ■ Each salesperson contributed to outstanding sales results for the year ■ Each salesperson on the team has assisted colleagues at least once in the past year with a difficult sales challenge | <ul style="list-style-type: none"> ■ Team leader is highly motivational and a great teacher ■ Team works collaboratively on client-centric programs ■ Team has introduced innovative and results-oriented ideas and programs for clients ■ There is a shared culture and mutual respect among team members |
|--|--|

» Hall of Fame

(Open to currently working and retired executives)

A lifetime achievement award bestowed upon a magazine executive who has grown through the sales ranks to the Publisher title or above; one whose name speaks to his or her excellent reputation, who has earned the respect of his or her peers and the advertising community. Open to all Consumer and B2B magazine executives world-wide. Posthumous Executive nominations are accepted.

Check for updates at:

www.minonline.com

ENTRY DEADLINE: MARCH 9, 2007

ELIGIBILITY:

The awards program is open to any consumer and business-to-business magazine professional whose primary responsibility is to sell ad space or sponsorship programs for a consumer title or group of titles. It is open to all sales/business development job titles — from Account Executive to Publisher. Hall of Fame nominees should demonstrate a career “lifetime” of sales success, not just in the 2006 selling period.

Additional Eligibility Requirements:

- The Awards are open to any magazine professional who is involved at least part-time in sales or sales management at his or her publishing company.
- Outside contract sales executives are eligible.
- The Awards are open to sales executives at magazine media companies worldwide.
- One can self-nominate.
- Publishing companies worldwide are eligible, as the criteria for sales excellence is universal.
- All entries will be treated with the strictest confidence. But winners should be prepared to be interviewed by min editors for the special "Best Seller" awards issue.

HOW TO ENTER:

Most of the entry form is open-ended. We want to hear how you, your team or the person you are entering best match the category criteria. When providing the information below, and under your category criteria, please describe why the nominee/team should receive an award.

Include:

- Areas of Responsibility
- Specific Sales or Sales Leadership Successes in 2006
- Sales or Leadership Hurdles/Challenges Overcome in 2006
- Description of your Best Client/Agency Relationships
- For Hall of Fame describe nominees contributions to building the brand(s) over his/her career.

SENDING YOUR ENTRY:

- Five Copies of the Entry Form
- Ten Copies of Your Written Entry
- Five Copies of any Supporting Material

Lana Zektser
min's Sales Executive of the Year Awards
Access Intelligence
4 Choke Cherry Road, 2nd Floor
Rockville, MD 20850

Entry Fees:

The price of each entry is \$260. If you submit the same entry into multiple categories, the additional fee is \$130 per entry. There is a late payment surcharge of \$135 per entry. Payment in full must accompany the entry. Entry fees are not refundable.

Deadlines:

Entries must be postmarked by Friday, March 9, 2007. Entries postmarked between March 10 and March 16, 2007, please add a \$135 late fee per entry.

Recognition:

min's Sales Executives of the Year will receive:

- An awards crystal
- Recognition at an awards breakfast honoring the winners and honorable mentions June 2007 in New York City.
- Special button ad and stickers to use for marketing purposes
- Coverage in min, min's b2b, min's Advertising Report and min Magazine
- Promotion via press releases and other marketing initiatives
- Announcement in minonline and in min's monthly e-letter
- Promotion via minonline.com

Questions: Contact awards coordinator Lana Zektser at lzeztser@accessintel.com

Sponsorship Info: Contact Debbie Vodenos at dvodenos@accessintel.com

About min:

The min family of products covers the people and the business of consumer and b2b magazine media and includes min, min's b2b, minonline.com, min's Advertising Report, min magazine, min's Best of the Web Awards, min's Integrated Marketing Awards, min's Hottest Launches and the min day Summit. For more information go to minonline.com. The Sales Executive of the Year Awards are co-founded by min and Jay Burzon, president, Coachsultancy.

Entry Form

(If your organization is entering more than one category, please submit a separate entry form.)

Full Name of Nominee/Sales Team (along with job titles) _____

Company name _____

Magazine Title/s _____

Web Site (if pertains to category) _____

Circulation _____

Direct Manager _____

Street Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Contact Information for Nominator

List the person filling out this form

Full Name _____

Title _____

Company name _____

Street Address _____

City/State/Zip _____

Phone _____

Email _____

ENTRY FEE:

1. **\$260** if postmarked by March 9, 2007

2. **\$260 + \$135** late fee if postmarked between March 10–16, 2007

If paying by credit card, please fill out form below.

    Check

Card Number _____ Amount _____

Signature _____ Exp. Date _____

Payment enclosed (payable to *min*)

Federal ID# 52-178-4832

PLEASE INCLUDE WITH ENTRY:



- ✓ Entry Form
- ✓ Entry Fee

- ✓ Written Submission
- ✓ Bio/Job History (for individual entry)

- ✓ Supporting Materials

MAIL TO:

Lana Zekster
min's Sales Executive of the Year Awards
Access Intelligence, LLC
4 Choke Cherry Road, 2nd Floor
Rockville, MD 20850

Receipts: Toyin Salau at tsalau@accessintel.com

Questions: Lana Zekster at lzekster@accessintel.com

Sponsorship Opportunities: Debbie Vodenos at dvodenos@accessintel.com

CATEGORIES:

(Check those you are entering.)

Sales Person:

- Single Title Circulation 500 K and above — Consumer
- Single Title Circ. between 100–500 K — Consumer
- Single Title Circ above 25K — B2B
- Single Title Circulation under 25K — B2B
- Multiple Titles or Websites — Consumer
- Multiple Titles or Websites — B2B
- Magazine or Website Launch (launched in calendar year 2006)
- Web Site/s — Consumer
- Web Site/s — B2B

Sales Team Leader:

- Single Title Circulation 500 K and above — Consumer
- Single Title Circ. between 100–500K — Consumer
- Single Title Circ above 25K — B2B
- Single Title Circulation under 25K — B2B
- Multiple Titles or Websites — Consumer
- Multiple Titles or Websites — B2B
- Magazine or Website Launch (launched in calendar year 2006)
- Web Site/s — Consumer
- Web Site/s — B2B

Sales Team of the Year:

- Single Title/Consumer
- Single Title/B2B
- Multiple Titles/Consumer
- Multiple Titles/B2B
- Magazine Launch (in calendar year 2006; can be magazine and/or Web site launch)

Hall of Fame