

Coming This November in AdweekMedia

# A Salute to the AAAA and the Man Who Positioned It for Growth in the 21st Century:



## O. Burtch Drake

This November, AdweekMedia invites you to celebrate the AAAA and what it has accomplished—and will accomplish—employing the programs and policies O. Burtch Drake and his dynamic team have put in place.

A special section in the November 19 issues of *Adweek*, *Brandweek* and *Mediaweek* will not only feature an exclusive interview with Burtch but also tell how the AAAA became a powerhouse of an association. A carefully researched narrative will be complemented by scores of never-before-seen photos from Burtch's personal collection.

When you join the leaders of the AAF, The Advertising Council and the ANA, who have already committed their support to the section, you'll also be doing a good thing: A portion of the section's proceeds will go to support the AAAA's scholarship foundation.

**Advantageous AAAA Section Rate:** \$10,900 net (that's less than half the normal rate for a full-page 4/c ad in *Adweek*, *Brandweek* and *Mediaweek*)

**Free Online Presence:** The AAAA/Burtch section will reside online at AdweekMedia for a full 6 months after publication.

**Additional Online Opportunities:** Including creating a roadblock message preceding a video version of Burtch's interview. Contact Samantha Jacobs at 646-654-5773 or [sjacobs@adweek.com](mailto:sjacobs@adweek.com) for details.

**Issue Date: November 19**

**Ad Close: November 6**

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