

# investing in **YOU**

**mPower**

empowering through media

## The mPower Media Auction

The **BMA Chicago Media Auction empowers your media** to do more for your clients and advertising budgets by allowing you to make specific media buys at substantially reduced rates.

Your participation in the Media Auction as a donor or buyer **supports our industry and our community** by providing the funding for the mPower scholarship program. The mPower scholarship program is designed to encourage, support, educate and promote emerging leaders in business-to-business (B2B) marketing. Through this program, **BMA Chicago provides \$2,500 scholarships** to Chicago-area college students with areas of concentration in marketing, communication, media and/or journalism. The number of scholarships awarded is directly linked to the money raised through **the mPower Media Auction**.

media  
donations

**If you are a publisher of online, print or other media, contact BMA Chicago to contribute media space to the auction.** You may donate print ad space, online banners or ads, integrated media programs, digital billboards, transit advertising, airport advertising, network/cable television ads, radio advertising, social media ads, search engine keyword programs, etc. Coverage may be regional or national.

**BMA Chicago will publish your donation and auction your contribution to the highest bidder.** Any purchase made by a bidder is in addition to any existing contractual commitment with your firm. You also retain permission to accept or reject any bid based on the parameters of your publication or online requirements. To maximize your donation and the buyer's media schedule, we prefer that the bidder have 12 months from purchase to use the placement, but based on purchase date, you may stipulate that the media be used in the current calendar year. Donations are accepted all year. *However, funds available at the end of the scholarship application period determine the number of mPower scholarships awarded in the fall.*

**Your media plan will go further when you add an mPower media opportunity** to your buy at a substantially reduced rate. Not only will you and your clients benefit, but by participating in the mPower Media Auction, you will be empowering Chicago-area college students to invest in their education and career.

**Available media opportunities are posted at [bmachicago.org](http://bmachicago.org).** Simply find a media opportunity of interest and make a bid. Your opening bid can be as low as **40%-50% off the published value**. Plus — if you don't see a media buy that you want and have another buy in mind, simply let us know and we will negotiate a purchase from the media company on your behalf! Another great benefit, only from BMA Chicago and the mPower Media Auction! Media properties move quickly — so check the mPower Media Auction at **[www.bmachicago.org](http://www.bmachicago.org)** often. Bid fast, bid high — these premium properties sell fast!

For more information about the mPower Media Auction, scholarship program, or BMA Chicago, contact: **BMA Chicago, Marla Schrage, Executive Director**  
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corporate  
marketers, media  
buyers, advertising  
agencies

the mPower  
scholarship  
program

**The BMA Chicago mPower scholarship program provides \$2,500 scholarships** to Chicago-area college students with areas of concentration in marketing, communication, media, and/or journalism. This scholarship contributes financial support to students during difficult economic times, provides an opportunity for students to expand their knowledge of the B2B marketing field, and encourages engagement with a wide range of BMA Chicago education programs and opportunities. The scholarship program is funded entirely by the mPower Media Auction. To find out more and to apply for an mPower scholarship, visit **[www.bmachicago.org](http://www.bmachicago.org)**.

**BMA** BUSINESS MARKETING  
ASSOCIATION  
Chicago