

TCMA Lone Star Review

Carrier of the Year Competition

The 2011 TCMA Carrier of the Year Competition is in full swing. A contest to win a free conference registration and hotel stay at the 2011 TCMA Conference in Austin was kicked off in order to generate more interest and participation in the competition. Nominating one or several of your carriers only takes a few minutes. Click [here](#) for more details and additional information including entry forms for the COTY competition.

November 2010



Welcome New Members

Kristin Bishop
Abilene Reporter-News

Membership Renewal Notices

Watch your mailbox in the next few days for your membership renewal notice for 2011. Your membership to TCMA enables the Association to provide you with your quarterly newsletter, the web site and provides support for the TCMA COTY Award. You can also renew your membership or encourage a colleague to join online. Click on the link below renewal forms and the Pay Pal link from the TCMA web site.

[More Details](#)

2011 TCMA Conference



Omni Southpark Hotel
Austin, Texas

The ninety-seventh annual TCMA Conference will be held at the Omni Southpark Hotel in Austin, Texas, on March 31 – April 1, 2010. In the August 2010 [TCMA Lone Star Review](#), the TCMA Board of Directors announced several program changes in order to give our attendees an enhanced conference experience. (Click on the link above to review the changes.) The Omni Southpark has been an excellent facility for TCMA over the last several years. The easily assessable location has proven to be an ideal location for our attendees and vendors.

Please mark your calendars now and reserve these dates for the conference next spring. Watch the web site for additional information or follow TCMA on [Facebook](#) for more [2011 Conference](#) information.

Buyer's Guide Update

TCMA values the support of our Associate Members (Vendors). Each year we publish a buyer's guide in conjunction with the annual conference.

Beginning in 2011 our Buyer's Guide will offer several "package deals" to provide our vendors with various advertising venues.

The pricing for our ads has been reduced and are similar to what other Circulation Sectionals are charging for ads. We are able to offer a price reduction as we have secured a permanent printer for the buyer's guide. The **Ultimate Print Source** in California prints our guide as well as several other sectional's buyer's guides.



As a bonus to advertising in the 2011 Buyer's Guide, at no additional cost to you, we are adding the buyers guide to our web site so your ad will never be more than a click away from our members. If you have viewed the *Lone Star Review* on the web site, **Blue Toad**, this is how your ad will appear digitally. There is a link on the web page that will take you directly to the Blue Toad site. Once at this site, the Buyer's Guide will appear in a book format allowing the user to turn the page, print the ad, email the ad, and link to your company's web site.

Look for a special web page coming soon on the TCMA web site with exciting details of the new buyer's guide pricing. In mid-November with the Membership renewals there will also be information on how you can increase your visibility using the many advertising venues TCMA has for you.

Vendors, on behalf of the TCMA Board of Directors, thank you for advertising with TCMA. Your continued support enables TCMA to keep our conferences affordable.

TCMA Lone Star Review Sponsors



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Advertising Space Available

If you would like your business card ad in this space with a link to your company web site for 2011, call or email:

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