



Technology
Business
Alliance of
Nevada



TECHNOLOGY BUSINESS ALLIANCE OF NEVADA Speaker Luncheon Series 2010

WEDNESDAY, MARCH 17, 2010 ▪ 11:30 AM – 1:20 PM ▪ CILI RESTAURANT ▪ 5160 LAS VEGAS BLVD. S.

JOIN US FOR A PRESENTATION

by

Tyler Mack

Las Vegas Review-Journal

“Newspapers and Technology”

How the Review-Journal is utilizing technology to leverage web traffic and audience tracking to increase ad revenue and react to reader interests.

Special Thanks to Our 2010 President’s Circle Sponsors



REGISTRATION

SPEAKER LUNCHEON ▪ WEDNESDAY, MARCH 17, 2010

Please complete one form per person. Space is limited! To reserve your spot, FAX BACK to 702.798.8653. Walk-ins are welcome however, there is no guarantee space will be available. REGISTER TODAY to secure your seat. No shows will be billed.

\$35 Preregister/Paid Reservation (*Deadline 5:00 p.m. Mar. 15*)

\$45 Payment at Door and/or (*After Mar. 15*)

Name: _____

Phone: (____) _____

Firm: _____

Fax: (____) _____

Billing Address: _____

Cell: (____) _____

City State Zip

Email: _____

FORM OF PAYMENT

CHECK ENCLOSED: CK# _____ Make check payable to: TBAN or Technology Business Alliance of Nevada

CREDIT CARD: Visa Master Card AMEX Discover

Insert Card #: _____

Exp. Date: ___/___

Signature Authorization: _____

Amount: \$ _____

MAIL PAYMENTS TO: Technology Business Alliance of Nevada (TBAN)

P.O. BOX 97818 ▪ Las Vegas, NV 89193-7818

FAX REGISTRATION TO: (702) 798.8653 **FOR INFORMATION CALL:** (702) 798.5156

EMAIL TO: katrina@amnevada.com

NEWSPAPERS AND TECHNOLOGY

Have you been wondering how newspapers are fairing in this age of technology? Tyler Mack will address how the Las Vegas Review-Journal uses technology to stay relevant and successful in an industry that has been hit hard these past few years. Hear how the Review-Journal utilizes technology to leverage web traffic and audience tracking to increase ad revenue and react to reader interests.

ABOUT TYLER MACK

Tyler comes from a newspaper family, a 4th generation member of the family owned Register-Guard in Eugene, Oregon. He graduated from the University of Oregon with a major in Journalism (advertising focus) and went to work for another family owned newspaper in Spokane, Washington, The Spokesman-Review, as the Director of Online Sales & Marketing. After four years in Spokane, he and his wife, Sally, moved to Las Vegas where they've been for a little over 8 months. As the Online Sales Manager at The Review-Journal, Tyler is in charge of all online advertising programs and is heavily involved in the design and improvement of the RJ and its affiliate websites. Tyler provides ongoing training for the RJ advertising department and also works with other Stephens Media newspapers across the country to assist in the advancement of newspapers into the digital age.