

AMASA invitation - Text book advertising auction!

Issued by AMASA

22 Nov 2004

Entrench your message in the minds of tomorrow's media moguls, further aiding AMASA's education drive, by securing your page in the upcoming third edition of the AMASA textbook. Bid for space and secure prime positions at an auction being held this Wednesday, 24 November 2004.

As you know AMASA's *raison d'être* is EDUCATION and one of the fundamental tools that aids us in running the media courses at the various advertising schools, which feed our industry, is the AMASA textbook. As the industry constantly evolves to meet new challenges, AMASA keeps the textbook updated and early next year the third edition of the textbook will be launched. Once again the book has been written and compiled by media icon, Gordon Muller and the new edition adheres to SAQA requirements.

This project, however, will only become a reality with the support of the industry. There are a number of **advertising pages available for auction** and we request your participation. As a leading player in the media industry we invite you to bid for space and secure prime positions, within this highly influential environment, for either your own company or on behalf of your clients.

Our Auctioneer for the evening will be the highly acclaimed Brian McMillan! Telephonic bidding will be available for any Cape Town and Durban based companies who would like to participate, but if possible please send a local representative along to be part of the fun and festivities. All proceeds raised will be used to cover the costs of producing the book.

Prime positions to be auctioned include:

- Inside front cover
- Inside back cover
- Back cover
- As well as additional pages within the textbook.

In addition, AMASA will be using the occasion to celebrate year-end with the Johannesburg media students from the AAA School of Advertising and Boston Media House. This is a great opportunity to interact with some of the top performing media students, who are actively seeking internship opportunities.

AMASA is responsible for the course development, lecturers and examinations of the media management modules for the AAA School of Advertising in Johannesburg and Cape Town, The Boston Media School in Johannesburg, and the Red and Yellow school in Cape Town.

Make sure your organisation is top of mind amongst the media talent of the future and who knows, you might even meet some bright and enthusiastic young talent that may become an asset to your company.

Come along and support the future of our industry!

Date: 24 November 2004

Time: 16h30

Venue: Hackle Brooke Conference Centre, Corner Jan Smuts Avenue and Conrad, Blairgowrie. Opposite Spartan Computers.

Auctioneer: Brian McMillan

RSVP: Belinda Kruiskamp on 011 884 9282

- " **E-commerce landscape in SA - Insights and trends for marketers?** 1 Dec 2021
- " **Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner?** 9 Nov 2021
- " **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 18 May 2021
- " **Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm** 28 Aug 2020
- " **Amasa Ignite Webinar Forum - Purpose-driven conscious marketing** 28 Jul 2020

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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