



2009 Supplier Directory – Frequently Asked Questions

Is this an online or a print directory?

The directory will be published as a PDF on Chicago AMA's website. It will be laid out like a printed piece. Users of the directory can open the PDF to view on-screen, or choose to print the lists from any categories.

Is the directory open to non-members?

In order to list your company in the directory, you must be a Chicago AMA member in good standing. Once the directory is online, it will be available to anyone who desires to find a good company that is a part of the world's leading marketing association.

I am not a member. Is there any way I can list my company?

Yes. Visit Chicagoama.org and follow the navigation to membership > join. Once you are a member, you may list your company. If you hurry you may be able to take advantage of the current new member incentive as well.

Do I have to pay to be in the directory?

No. Basic listings are free, and include name and contact information for a listing under one category. For a nominal fee, your company can be listed under additional categories (for example, you may want to be listed under both B2B Marketing and Web Development). You may also add a company description, upload your logo, or buy an ad.

Will I get an inbound link to my website?

Yes. In addition to listing your company in the PDF document, we will also place an inbound link to your website from Chicagoama.org. This can help enhance your search rankings as Chicagoama.org has a high pagerank and is also a ".org" extension—both count heavily towards search engine ranking algorithms.

If I miss the 2009 publishing deadline, when will the next opportunity come?

Chicago AMA is building a new online directory scheduled to launch in 2010. If you are not listed in the 2009 supplier directory there will not be an opportunity to add your company to Chicago AMA's list until this new feature is launched.

What if I need to correct an error or purchase additional options?

After you submit your information, you will receive an email confirmation, along with instructions on how to make changes or purchase additional options. To minimize administrative costs, please try to call only to correct an error or purchase more options, and not to tweak the information you previously submitted.

What should I put in the description for my company?

This field gives you the opportunity to describe what you do well, and why you stand out. You can list capabilities, awards, client types and other differentiators. In addition, if you desire, you can also provide a special offer only for Chicago AMA members. Keep in mind, however, that this offer cannot be changed once the directory is published. You may want to place an expiration date on the offer.

What if I have other questions?

Call 312-280-0449 or send an email to info@chicagoama.org.

