

THE AGENCY EDGE

Your monthly **marketing inspiration in minutes!** Spotlighting timely topics in marketing, advertising, design, video production, analytics, and strategy.

Dear AMNY Partner,

September is a time of renewal, bringing a new month, season, and school year. As the leaves change and temperatures drop, it's also a time to start thinking about the new year and upcoming budgets.

To help spark your 2025 ideas, we're excited to invite you to our webinar, **Focus 2025: Key Marketing Trends You Can't Ignore**. This is a fantastic opportunity to stay ahead in the rapidly evolving marketing landscape.

Date: September 19th

Time: 11 AM EST

Register: [HERE](#)

Our expert panel from [Advance Media New York](#), [PA Media Group](#), and [MassLive Media](#) have hand-picked hot marketing trends to keep on your radar in 2025 including:

- **AI in marketing:** Harness this technology to extend knowledge and bandwidth
- **Video marketing:** A look at innovative video formats, beyond your traditional :30s
- **Influencer marketing:** Engaging with influencers to enhance brand reach and voice
- **Data privacy:** Keep up with the latest third-party data news and gain an understanding of how it will impact targeting capabilities moving forward

Webinar Experts Include:



Josh Macht
President, MassLive Media Group
[LINKEDIN](#)



Jonathan Pombo
Director of Digital Advertising Operations, PA Media Group
[LINKEDIN](#)



Salim Makhlouf
Founding Director, PennStudios
[LINKEDIN](#)



Amina Mecca
Director of Advertising, Advance Media NY
[LINKEDIN](#)



Can't attend live? No problem. A recording will be available for all registrants. We can't wait to share these insights with you and help you position your business for success in 2025. Let's embrace this season of change together and prepare for a prosperous new year.

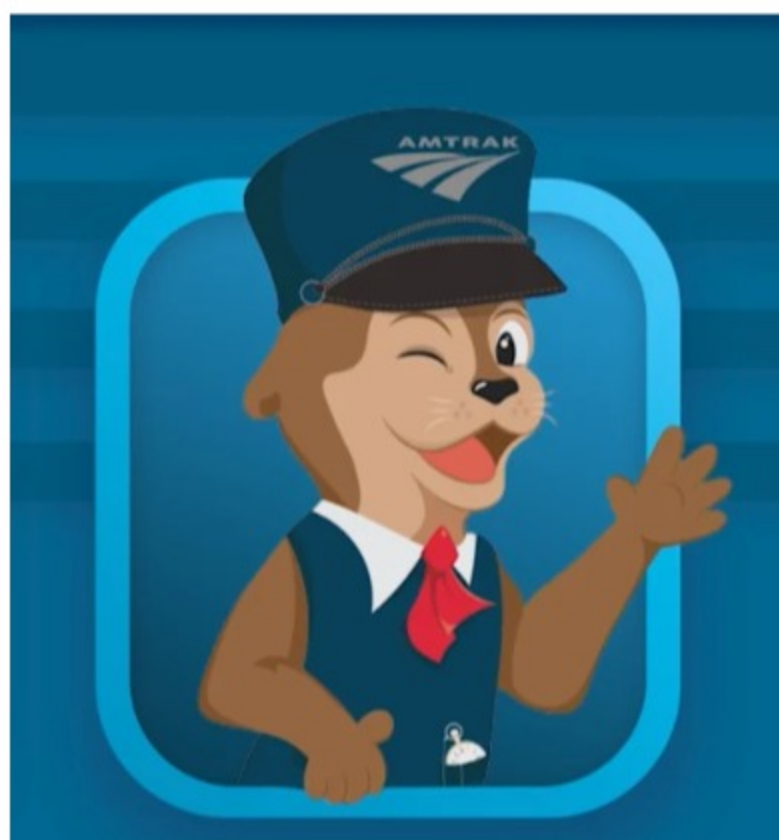


Michele Sardinia
Vice President of Advertising
Advance Media New York



Creative Corner:

The freshest cut from our award-winning creative team.



Ollie: The Friendly Face of Amtrak's Missouri River Runner

Amtrak's new mascot, Ollie, is more than just a cute face. This lovable river otter, designed by Advance Media New York creative team, captures the essence of Missouri's rich culture and rail heritage. Learn how our team brought Ollie to life in our latest Creative Showcase.

[Get to Know Ollie the Otter >](#)



Agency All-Stars:

Showcasing AMNY's Best & Brightest Talent



AMNY Joins the Fight Against A.L.S.

This month, our dedicated employees (and President), participated in the Central New York ALS CEO Soak. This annual event has become a powerful platform for local businesses and individuals to come together and support the fight against ALS. See how our team got soaked for a good cause.

[Learn more >](#)



Monthly Marketing Brief:

What our savvy marketers are reading this month.

[Promoting Authenticity with User-Generated Content \(advancemediany.com\)](#)

Want to build trust with your audience and boost your marketing reach? Discover the power of user-generated content.

[Crowdsourcing Inside Your Company \(Harvard Business Journal\)](#)

Harness the power of your employees' collective knowledge by crowdsourcing within your company.

[The Psychology of Short-Form Content: Why We Love Bite-Sized Videos \(HubSpot\)](#)

Yes, short form videos are addictive. Discover the psychology behind short-form videos and how to leverage them for effective marketing.

Thank you for taking the time to read this issue of AMNY Advertising Edge.

Let's talk 2025, together.

[CONTACT US](#)

Having trouble viewing this email? [View in your browser.](#)



ADVANCE MEDIA NEW YORK
220 South Warren St. Syracuse, NY 13202

[Advance Media New York](#)
[Advance Local](#)
[Unsubscribe](#)