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UABA LAUNCHES NEW AD CAMPAIGN

The UABA Board of Governors has announced the planned launch of a new ad campaign aimed at promoting its members and their services to the Ukrainian American community. With a newly revamped website and directory of members searchable by the public, the UABA will take advantage of Internet advancements to draw attention to its members, at first, using traditional advertising in the established print media such as *Svoboda* and the *Ukrainian Weekly*. With time, the ad campaign will expand into other newly created print media of the fourth wave Ukrainian immigration and eventually will include strategic placement of ads on Ukrainian Diaspora websites. The Board of Governors believe that this organizational advertizing effort will be an additional benefit to all UABA members giving them access to potential clients without increasing the individual expenses related to such advertizing program.

Here are samples of the ads:



The unique aspect of the UABA public membership directory is that it is “self service”. As each member pays his/her dues and or renews his/her membership, the information is automatic automatically posted to the UABA public directory. However, each member can at any time decide how much, if any, of his or her information is to be made public. Such changes can be made by the members themselves at any time online. A member can choose to limit information to be viewable to other members only or not to make it available to anyone at all.

The advertizing program will commence as of January, 2011 and only members whose dues are current as of the end of 2010 will be included in the directory. Those members who let their membership lapse will automatically be dropped from the public directory database.

The officers of the UABA urge all members to bring their membership current in order to take advantage of the advertising campaign. Payments can be made on a website or by mail. Please visit www.UABA.org for details.