

FOR IMMEDIATE RELEASE

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USA WEEKEND Magazine Announces Two Hires in Advertising Sales

New York, N.Y. – USA WEEKEND Magazine announces today that Ralph Papaccioli and Billi Watland have joined the national sales team as Senior Account Executives. Mr. Papaccioli is in New York, and Ms. Watland is in San Francisco.

Mr. Papaccioli is responsible for key accounts in New York and Ohio. He spent the last seven years as sales director at the Health Monitor Network. Mr. Papaccioli also held numerous sales positions at *Parade* magazine, including DTC category manager. He has a B.S. in communications from St. John's University in New York.

Ms. Watland is responsible for accounts in San Francisco and the Northwest. For the last five years, she worked in sales at Mountain Sports Media, a division of Time Inc. Ms. Watland also worked at American City Business Journals in San Francisco and was an on-air radio personality in Hawaii. She has a B.A. in English from Framingham State College in Massachusetts.

“Ralph’s and Billi’s exceptional industry knowledge, along with their proven track records in media and sales, will greatly benefit our clients,” said Chuck Gabrielson, Publisher. “We are thrilled to have them on board and look forward to the contributions they will bring to USA WEEKEND’s continued growth.”

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USA WEEKEND Magazine is a national weekly magazine distributed through more than 600 newspapers. Awarded for its journalism and design, USA WEEKEND focuses on social issues, entertainment, health, food and travel. The magazine provides Newspaper in Education classroom guides to partner newspapers. Its website, usaweekend.com, provides enhanced content and interactive features. USA WEEKEND is a Gannett Co. Inc. publication.

For more information:

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