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[Strategic Media Solutions]

Strategic media planning, research, analysis and placement solutions is Target Media's only focus. Target Media strategists stay on top of media developments to find nuances or trends that create new media opportunities. Our client partners can expect a team that continually finds new and better ways to connect you to your target audience**.**

Regardless of the geographical or budgetary scope of a project, Target Media employs a deep analytical approach that incorporates qualitative data, extensive industry experience and scientific rationale. This methodology provides Target Media's client-partners with unmatched reporting capabilities and media plans that focus on tactical solutions to achieve sustainable growth and maximize ROI.

In addition to our direct client relationships, Target Media is the media buying arm for a number of full-service advertising agencies throughout the Mid-Atlantic region and along the East Coast. By partnering with these firms, clients benefit from both their creative services expertise and our creative approach to building effective media strategies. This also expands Target Media's buying power among various media groups and has expanded our media-buying footprint across the United States.

Target Media's customization coupled with our forward-thinking approach to media buying and our unmatched reporting suite, gives our client-partners a distinct advantage to maximize budgets and increase ROI.

www.targetmediausa.com • 4750 Lindle Road, Harrisburg, PA 17111 • 717.724.8188

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[Integrated Media Mix]

Target Media understands the interplay of traditional, terrestrial media and the ever-evolving, online and digital media realm thus creating advertising plans that include the most effective media mix based on your goals and objectives

Traditional Media

- Network Television
  - Spot
  - Exclusive sponsorships
- Cable Television
- Radio
  - Spot
  - Endorsements
  - Traffic Networks
- Newspaper
  - ROP
  - Classifieds
  - Specialty Publications
  - Inserts
  - Spadea
- Magazine
  - National
  - Regional

Digital Media

- Online Advertising
  - National or Geotargeted
  - Banners
  - Skyscrapers
  - Titles
  - Dynamic Ads (Spongecell)
  - Road Blocks
  - Synched Ads
- Monitoring/Analytics
- Pay-Per-Click/AdWords
- Social Marketing
  - Facebook
  - LinkedIn
  - Twitter
  - Blogs
  - Forums
- Internet Retargeting

Out-of-Home Media

- Outdoor
  - Static
  - Digital
  - Wallscapes
  - Tri-Vision
  - Mobile
- Direct Mail
- Shared Mail
- Direct-to-Door
- Cinema
- Transit
  - Buses
  - Trains
  - Taxis
  - Shelters
  - Stations

Other Types of Media

- Event Sponsorships
  - Festivals/Fairs
  - Concerts
  - Annual Celebrations
  - Community Support
- Sports Sponsorships
  - Intramural
  - Minor League
  - Major/National League
- Guerilla Marketing
- School Sponsorships
- Text Messaging
- Event Marketing
  - Tabling
  - Bounce Back Couponing
  - Sampling

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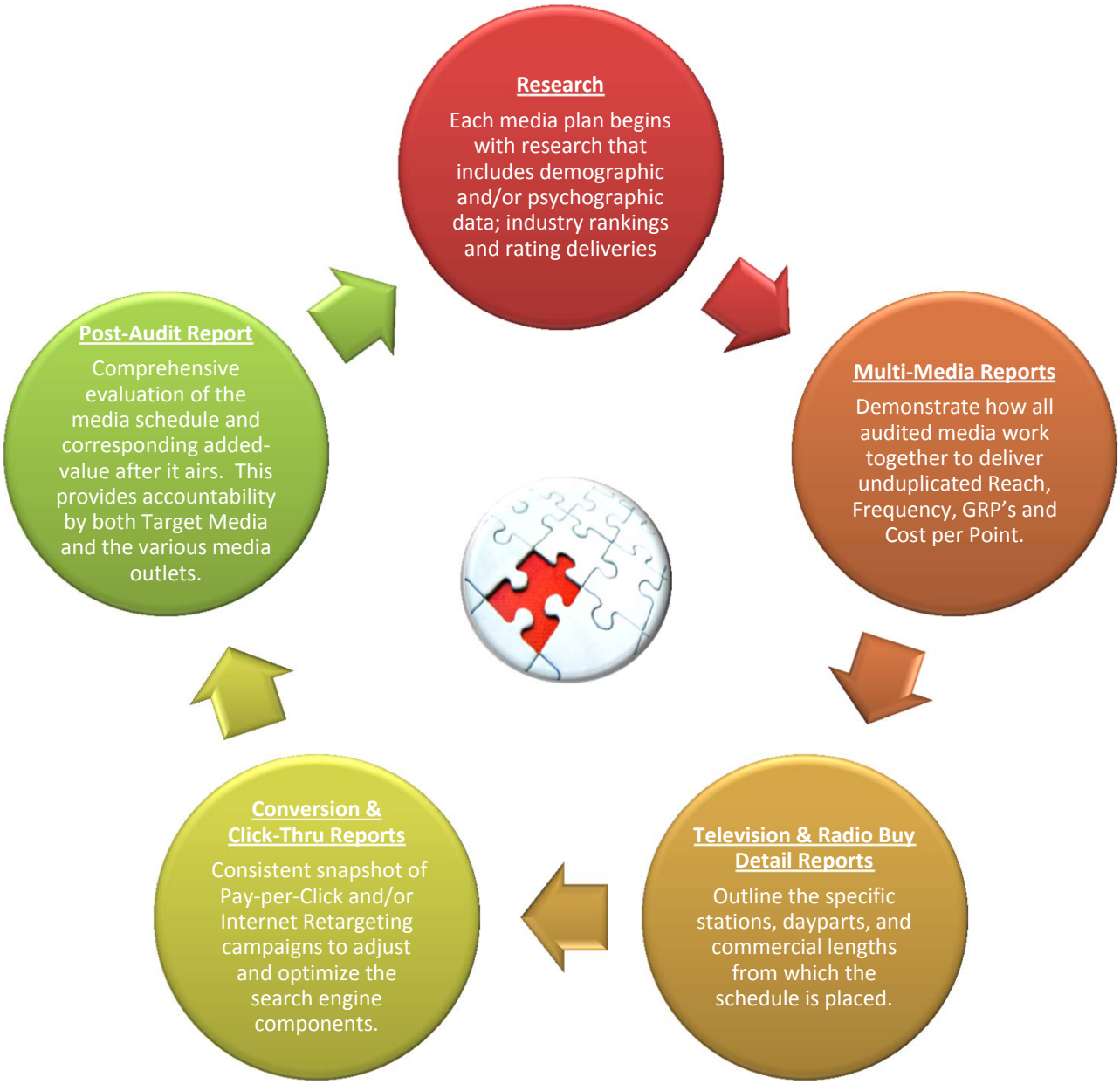
[Eliminate Guesswork & Wasted Spending]

Target Media employs a media planning process that involves each level of the team from strategic planning and negotiations to placement and post-audit analysis. Each step of this process is reviewed and approved by the Director of Strategic Services, the Account Executive and an Executive Partner.

Only Target Media can provide Integrated Media Reporting through our exclusive media buying software – **Media Director Series©** – which offers detailed reporting by DMA, Metro, County and/or Customized Geography depending on your needs to eliminate guesswork and wasted spending.



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