



MEDIA SERVICES & TECHNOLOGY

TURN TO VERTIS COMMUNICATIONS FOR A TARGETED APPROACH TO REACH YOUR CUSTOMERS

Vertis Communications helps you connect with your most promising customers around each of your locations by using a targeted approach to your media. Using sophisticated proprietary technology and our breadth of media expertise, we carefully analyze each of your markets and tailor your media mix to that specific marketing environment. This site-centric media direction helps you spend your media dollars more strategically, reaching your best customers, and as a result, yielding a higher return on your investment.

Flexibility and scalability differentiates Vertis from other media buying agencies and technology companies. We have the technology and expertise to manage your entire media planning and buying process. However, if your company has the in-house resources to execute some or all of your own media services, we can augment your resources with select services. We can also license our proprietary software to you,

provide an on-site coordinator, or simply offer expert consultation. Whatever level of service you need, Vertis can customize a media solution to help you more effectively reach your customers. We can work for you, with you, or show you how.

Media Analysis—Locate your best customers

Due to increasing competition, rising media costs, and a growing choice of advertising channels, your return on investment depends on how accurately you identify your best customers—both current and potential—and locate where they live and shop. Using our sophisticated analytical technology and expertise, Vertis performs extensive analysis of your data, third party data*, and our proprietary data to help you identify your best prospects.

PARTNERING WITH CLIENTS TO
SOLVE THE MOST COMPLEX,
TIME-SENSITIVE MARKETING
CHALLENGES THROUGH
CONSULTING, CREATIVE,
RESEARCH, DIRECT,
MEDIA, TECHNOLOGY, AND
PRODUCTION SERVICES.

**VERTIS COMMUNICATIONS
IS YOUR MARKETING PARTNER
FOR THE TOUGHEST JOBS.**

*Third party data includes Claritas, MRI, and Scarborough.



Vertis Communications' proprietary media software helps you stay ahead of the trends and easily and efficiently execute your media strategy.

VERTIS COMMUNICATIONS

PROCESSES \$1.5 BILLION IN MEDIA ANNUALLY
THROUGH OUR TECHNOLOGY SOLUTIONS

A NATIONWIDE DISCOUNT RETAILER NEEDS TO TARGET ITS INSERTED ADVERTISING CAMPAIGN AROUND ITS 8,000 STORES LOCATED IN VASTLY DIFFERENT RURAL, SUBURBAN, AND URBAN LOCATIONS.

A LEADING GROCER SEEKS TO ENHANCE ITS COMPETITIVE POSITION AND INCREASE ITS RETURN ON INVESTMENT WITH A COMPLETE ANALYSIS AND REFINEMENT OF ITS MEDIA PLAN.

TURN TO VERTIS COMMUNICATIONS FOR SPECIALIZED PROGRAMS THAT PUT CONTROL BACK IN THE CLIENTS' HANDS, HELPING THEM BETTER UNDERSTAND, TRACK, ALLOCATE, AND BUDGET MEDIA SPENDING PER BRAND AND MARKET WHILE SIGNIFICANTLY LOWERING OVERALL MEDIA COST.

Media Planning—Determine the most effective vehicle to deliver your message

Once we have located your primary targets, Vertis Communications will help you define the best media mix to reach those customers. From a grand opening door hanger campaign in a specific neighborhood to inserted newspaper advertising, we can recommend the most effective and complementary mix of advertising vehicles to extend your reach and connect with your specific customer segments—without duplication or waste.

Media Buying—Invest your media dollars where they drive results

Vertis Communications capitalizes on our knowledge and strong newspaper relationships to secure the best value for your media dollars. As liaison between you and your media outlets, our skilled media buyers use our proprietary technology to reserve higher volumes of media faster and with fewer errors. Our accounting specialists will manage the tedious media billing process with your vendors and provide you with one consolidated invoice, along with your tear sheets.

Cutting-Edge Media Technology—Execute your media plan more efficiently and effectively

Vertis Communications has developed sophisticated media software that is superior to anything else on the market. Our solutions help you stay ahead of the trends and execute your media strategy—simply and efficiently.

- Vertis Advertising Event Management System (AEMS) helps you develop media plans and put them into action. A comprehensive media planning and placement solution, AEMS provides the tools to deliver the right media mix to the right customers.

- Vertis Desktop Mapping Extension (DME) works in tandem with AEMS to create a visual representation of strategies, giving you the information you need to make the best media decisions.
- Vertis Internet Franchise Media System (IFMS) is a shared repository of media strategy data to empower franchisees, dealers, and local agents to execute their own localized media plans.



Whether you need full-service support or a single solution, want to do it yourself or want us to do it for you—Vertis Communications can design a solution to fit your specific needs and resources. Let us perform a comprehensive needs assessment so we can determine the media solution that helps you drive the highest ROI.

Our comprehensive media services include:

- Media planning and analysis
- Contract negotiations
- Media buying
- ROI studies
- Bill reconciliation and management
- Training and consulting
- On-site personnel

A variety of advertising media:

- Newspaper ROP
- Inserted products
- Magazine
- Outdoor
- Direct mail
- Alternative media such as door hangers, TV books, Stick-N-Save™, newspaper delivery services, and newspaper poly bags

TURN TO US™



Call **800.577.8371** to learn more.
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