



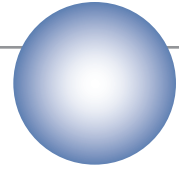
**john manlove**

MARKETING & COMMUNICATIONS

creating *spheres of influence*®

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# media influence



“So many choices and a limited budget.” Every client says the same thing whether they have \$1 million or \$10,000 to spend. Not every product needs to be promoted on prime time news and not every product needs to be promoted in nationally distributed magazine. There are so many choices today- print, broadcast, SEM, SEO, Facebook, Twitter, Blogs and the list goes on.

Our job is to put your media budget to work with the best possible media mix to reach your target audience. That is where strategy, experience, budget planning and knowledge of how they interact is critical to the success of your campaign.

At JMMC we begin with our proven process – Clarify - Brand - Reach. By the time we get to the Reach portion of the process we have developed a customized approach designed to fit your needs and goals. Our services include media research, media planning, media negotiation, media placement, and media reconciliation and analysis.

## MEDIA RESEARCH

Research is the first integral step in designing an effective media campaign strategy, determining clients' needs, goals, and media components. We use the latest state-of-the-art software tools to analyze schedules and media choices to ensure you are getting the best results for your investment.

## MEDIA PLANNING

Using sound marketing strategies and all research available we develop weekly, monthly, quarterly and annual custom flights. These plans are based on budget parameters, GRP goals, reach and frequency, and target markets.

## MEDIA NEGOTIATION

JMMC is able to leverage longevity and strong relationships with vendors to negotiate specialized and efficient rates for our clients. Numerous added-value components are negotiated including PSA schedules, rate discounts, free placement, and other bonus medias.

## MEDIA PLACEMENT

Television, radio, newspaper, interactive, magazine and outdoor medias are purchased based on clients' needs and goals. All insertion orders and contracts are submitted in writing to ensure accuracy.

## MEDIA RECONCILIATION AND ANALYSIS

A complete and detailed reconciliation report is provided monthly of schedules placed on each medium, per individual market. JMMC will negotiate and monitor make-goods, when necessary, to ensure campaign completion and point level integrity. We also provide a post-buy analysis on all schedules to ensure accuracy of media purchased and success of campaign goals.

Allow us to demonstrate to you the selling power of a well-planned, well-executed, on-budget, meticulously managed media plan.

*Clients who have benefited from JMMC's proven process: The Woodlands Development Co., USI Insulation, Wheelabrator, League City Economic Development Council, The Woodlands Convention and Visitors Bureau, Cameron, Hospital Corporation of America, Canongate Golf Clubs, City of Pearland, Wind Energy of Texas, and more.*

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