



THE MEDIACENTER REVENUE NEWS

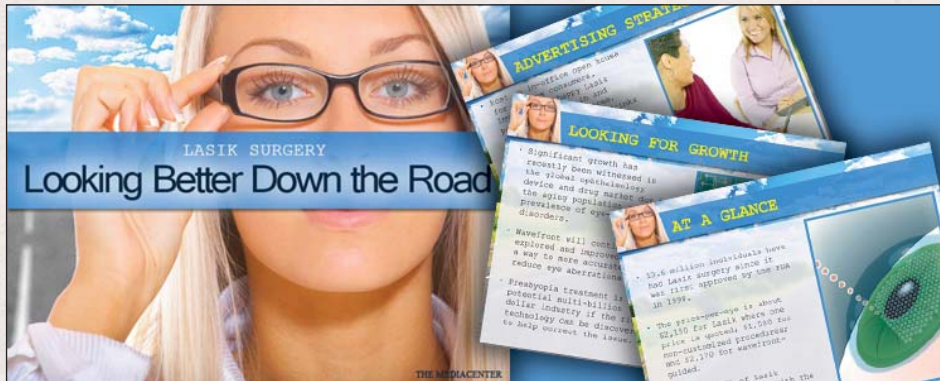
Revving sales since 1989

Shining a light on new revenue sources

Worth Every Penny

KEVN SCORES \$24,000 ANNUAL LASIK DEAL!

Chris Gross, KEVN-TV, Rapid City, SD



"I scheduled a meeting with a new prospect, a Lasik surgery center, and used THE MEDIACENTER's information to close for a \$24,000 annual. The client commented on how professional the

presentation was and how, compared to the other account execs, I was the most prepared and informative. We were able to get 100% of the TV budget. Thank you."

KXLY THANKS THE MEDIACENTER FOR \$75,000!

Katie Elliott, KXLY, Spokane, WA

"THE MEDIACENTER has grown my business exponentially. I have created TWO multi-dealer campaigns based on your research. One generated \$50,000 in NEW DIRECT money over a 4-month campaign. The second created \$25,000. THANKS so much, MEDIACENTER!"

CIRQUE DU SOLEIL BRINGS \$15,000 TO WKBW!

Samantha Mitri, WKBW, Buffalo, NY

"Through key points in THE MEDIACENTER's 'Concert, Music, and Theater' presentation and the 'Family Fun Week' promotion idea that I amended to fit for Cirque du Soleil, I was able to secure a \$15,000 buy."

\$10,000—"AND MORE TO COME," SAYS WTAJ

Machiel Marino, WTAJ, Altoona, PA

"Blair Plastic Surgery is one example of tons of clients I have used THE MEDIACENTER to close with. THE MEDIACENTER has up-to-date and interesting stats about the field and great selling information for this competitive category. Happily, \$10,000 was added and with more to come."

WGEM SIGNS EXCLUSIVE \$10,000 ANTI-SMOKING DEAL

Susan Till, WGEM, Quincy, IL

"I use THE MEDIACENTER all the time. I just submitted a presentation for a 'smokebusters' campaign for \$10,000 and found out yesterday that I got it. They are only working with one station—so it was all or nothing."



INDY TV STATION STEALS OUTDOOR AD BUDGET!

Kristine Putt, Indiana's NewsCenter, Ft. Wayne, IN

"I was able to increase a client's spending using THE MEDIACENTER's 'Long-Term Care and Rehabilitation Centers' presentation. The client was already spending \$2,000 a month with our station. Using the presentation, I was able to add \$900 (I took their outdoor money)!"

FITNESS CENTER SIGNS ON FOR 7 MONTHS WITH WAAY

Patsy Russell, WAAY 31-TV, Huntsville, AL

"I customized the storyboard and presentation from THE MEDIACENTER for a local fitness center. They loved the concept and committed to a 6-to-7-month campaign. They were a new local direct account that we may never have won over had it not been for the THE MEDIACENTER."

FORD DRIVES \$18,000 INTO BUFFALO STATION

Donald Whalen, WKBW, Buffalo, NY

"THE MEDIACENTER presentation assisted in closing this account, which traditionally did not spend on TV, but rather spent on print and outdoor. A 3rd-quarter buy of \$18,000 was placed."