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THE MEDIACENTER

Objective To help local television stations generate more revenue

Experience

Television Guru

- Provides latest facts and stats on the television industry
- Provides data on what's happening with the competitive media
- Makes all this information available at the click of a mouse

Business Wiz

- Accesses the latest trends on 102 local business categories
- Generates ready-to-go Power Point Presentations on 214 topics
- Supplies PDF files for graphic-ready documents

Promotion Genius

- Possesses close to 1800 tried-and-true sales promotion ideas
- Can sort by demographic, category, season or theme

Budget Planner

- Knows how to get manufacturer dollars to supplement local ad budgets using television co-op plans

Sales Training Driven

- Stays on top of training and leadership development issues by accessing article written by the experts
- Reviews and assists in implementing the basics of selling

Creative Thinker

- Uses online video library containing 2000+ commercials along with storyboard to brainstorm with clients

Workhorse

- Available 24/7; available in-office, at-home or at-client's office

References: 350+ local television stations who count on us