



Direct Effect Media Services, Inc.

Media Planning, Buying, Representation

DIRECT  **EFFECT**
MEDIA SERVICES, INC.

[Introduction]

While the rest of the ad world seems to have recently discovered ROI and “accountability”, we’ve lived it for 20 years.

With roots in direct marketing we’re all about measurable-results, testing, analysis, and reaching our clients’ objectives.

Our commitment to quality service and quick response, and our dedication to helping our clients’ succeed, are evidenced by the long-term relationships we’ve maintained with clients --

[Advantage: direct effect]

- Experience: 20+ years with a tech-focus
- Quality Service
- Quick response
- Results-oriented
- Thoughtful analyses
- Detailed research & recommendations
- Immersion in client's business

[Client List]

Adobe Systems

Autodesk

AB Sciex

Life Technologies

Accelrys

Nvidia

Ektron

Genius.com

FigLeaf Software

Dynamic Zones

Citrix Online

The Planet

[Services]

- Media Planning & Buying –

- Online campaigns
- eMail Marketing
- Direct Mail
- Print
- Telemarketing

- Media Research

- Creative Trafficking

- In-house data center

- Campaign Management

- Campaign Optimization

- Results Analysis & Reporting

[Media Planning & Placement]

- Develop a comprehensive media plan with objectives and strategies, cost analysis, recommended media and rationale.
- Negotiate best rates and integrate added value components.
- Provide media deadlines, ad specifications and production requirements.
- Media insertion orders.
- Production coordination and trafficking, hosting, tracking.
- Monitor campaign performance and optimize to achieve greater return.
- Ad campaign analysis and reporting to client
- Continuously pursue new opportunities to further enhance exposure and performance.

[In Conclusion]

- Commitment to client success
- Proven Track Record
- Continuous Improvement
- Tech media market expertise
- Investment in technology and people to ensure superior service and responsiveness

[Contact:]

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