



# Direct Effect Media Services, Inc.

Lists, Media Planning, Buying, Representation

**DIRECT**  **EFFECT**  
**MEDIA SERVICES, INC.**

# [ Introduction ]

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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 ]

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

# [ Client List ]

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- **Adobe Systems**
- **Autodesk**
- **AB Sciex**
- **Life Technologies**
- **Genologics**
- **Boreal Genomics**
- **Nvidia**
- **Consumer Cellular**
- **Ektron**
- **Fig Leaf Software**
- **Dynamic Zones**
- **Citrix Online**
- **The Planet**
- **WebMD**
- **TiVo**
- **Rapid Learning Institute**

# [ Services ]

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- Media Planning & Buying –

- Online campaigns
- eMail List Brokerage
- Direct Mail
- Print
- Telemarketing

- Media Research

- Creative Trafficking

- In-house data center

- Custom List Builds

- 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 ]

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

[ Contact: ]

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