

A blurred photograph of several business professionals in a hallway, moving quickly. The image is out of focus, creating a sense of motion and activity. The colors are primarily blues, greys, and blacks, with some warmer tones from the lighting.

FC Media Brokers

THE LEADERS IN MEDIA PLANNING AND BUYING

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A high-angle, nighttime photograph of a dense cityscape, likely New York City. The sky is a deep blue, and the city is illuminated with numerous lights from buildings and streets. The Empire State Building is prominently featured on the right side, its top section brightly lit. Other skyscrapers and buildings are scattered throughout the frame, their windows glowing with light. The overall scene conveys a sense of urban energy and modernity.

our mission

To deliver the **highest standards of excellence** in media planning and buying - partnering with our clients **to achieve their business goals** and maximize the return on their advertising investment.

OUR BUSINESS IS TO IMPROVE YOUR BUSINESS

about our company

Strategic Media Planning and Buying Professionals

- ▶ Fully understand your customers and your business
- ▶ Analyze historical performance and recommend campaigns
- ▶ Utilize relevant media research tools
- ▶ Professional tracking, trends and post-analysis

Over 60 years of operating experience

- ▶ Focus solely on media
- ▶ Executive management participates with all clients
- ▶ Professional yet personal service

Neutral and unbiased

- ▶ Experts across all media – print, TV, radio, on-line, outdoor
- ▶ Represent you to all media properties
- ▶ Hold no inventory – unbiased approach

our approach

Focus on your customers and growing your sales profitably.

Develop metrics for success and track across media at the outset.

Keep strategic purposes the foundation of the campaign.

Analyze any correlations between your media and goals.

Deliver efficiencies and meaningful connections to consumers to maximize effectiveness.

Measure campaign and media vehicle performance.

Recognize your media budget is a major investment.

OUR BUSINESS IS TO IMPROVE YOUR BUSINESS



Print

- Magazines
- Consumer
- Trade
- Newspapers
- Regional Publications



Radio

- National
- Local
- Satellite



TV

- National Network
- National Cable
- Local/Spot
- Satellite
- Long or Short Form

experts in all media
 print, tv, on-line, outdoor, radio



On-line

- Sponsored Searches
- SEO
- Site or Network Campaigns
- Cost-per-Thousand*
- Cost-per-Click*
- Cost-per Action*



Outdoor

- Billboards
- Transit
- Malls, Stadiums

And more...

why us?

Access to extensive research to understand

- Audience
- Competition
- Media property performance and value

No upfront fees or costly retainer

- We evaluate your market and develop campaigns at no charge
- Commissions earned if and when you buy

Sole focus on media

- Experts across media and across industries
- Experts on principals of branding and direct marketing
- Core competency is effectively and efficiently deliver your message
- Deliver when and where it will be best received

Leverage and knowledge to save you money

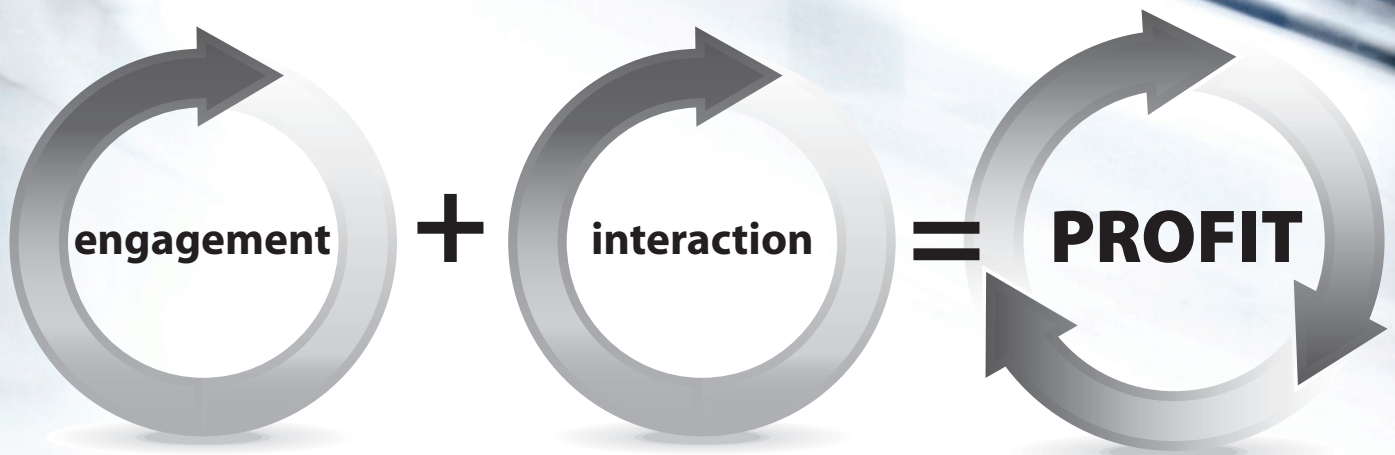
- Our buying power and knowledge is better than using an agency or buying on your own
- Database of every deal done – leverage it to ensure you get the best rates

Agile professionals delivering personal service

- No bureaucracies like big monolithic agencies
- Prompt execution and no long chains of command
- Executives interface directly with you and properties

OUR BUSINESS IS TO IMPROVE YOUR BUSINESS

the process path to success



- ▶ RIGHT AUDIENCE
- ▶ RIGHT TIME
- ▶ CALL TO ACTION
- ▶ OFFER
- ▶ DESIGN

- ▶ STORE TRAFFIC
- ▶ SITE TRAFFIC
- ▶ CALL VOLUME

- CONVERSION RATE
- CROSS SELL/UPSELL
- MEASURE ROI
- BRAND AWARENESS
- CUSTOMER LTV

OUR BUSINESS IS TO IMPROVE YOUR BUSINESS

extensive experience



Life is our life's work



Unilever



AVG



Bell & Ross

AMERICAN
CREW



BR-111™

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