



2023 MEDIA KIT

YOUR ONE STOP SHOP FOR
ALL THINGS ADVERTISING

About Us

Access to Media is an advertising and media buying agency offering clients creative marketing solutions to see real results for their company. We thrive on adventure and gaining experience anywhere possible. Our “team-collaboration” is a key component that helps us flourish while providing the best possible results for clients. We understand that advertising and media strategies are constantly evolving and that it is vital to adapt to these changes and meet the needs of our clients. We promise to cover all bases!



Liz Jusko

VP of Sales & Marketing

“From the beginning, my emphasis on client diversity and customer service gave the company an edge over traditional advertising agencies.”



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Access to Media:
Your One Stop Shop for All Things Advertising.

Full Circle Solutions

- We reach only those who are the **most relevant** to your bottom line.
- We provide **the most cost effective, comprehensive, advertising campaigns** on the market today!
- We identify your target audience and provide you with a custom media package that will consistently bring in leads.
- We are experts at designing *powerful* ad campaigns that drive **valuable leads** to your phone, website or brand.



Our team strives to fully understand your business and it's advertising needs. This allows us to develop the best ways to advertise consistently and successfully for you.

Building relationships: *it's our way to work.*

We Help You Get In Front of Your Next Customer

Our services allow us to:

- ✓ Find your appropriate target markets
- ✓ Determine which strategies/services will bring your brand the best results

We promise to:

Leverage the most accurate consumer data from across the web to get you in front of your next best customer, with the right message, at precisely the right time, all while eliminating waste and getting the most out of your marketing dollar!



Access to Media will define your custom audience by using our data to pinpoint your next best customer by:

- Age
- Gender
- Household Income
- Marital Status
- Lifestyle
- Purchase Behaviors



PRINT



DIGITAL



SOCIAL



OUT-OF-HOME

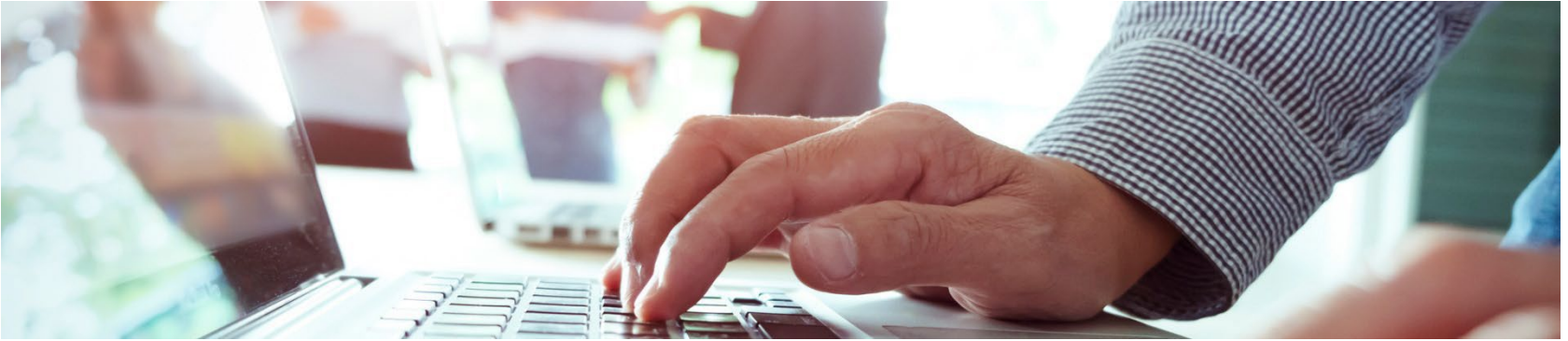


BROADCAST

YOUR CHANNEL. YOUR WAY.

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Media Buys & Research



Media research and **remnant buying** are one of Access to Media's specialties. You have the full benefit of an entire department of researchers and negotiators who scour the country (and beyond!) for the most cost-effective advertising available producing uncommon ROI.

There has never been a more critical period to ensure your marketing and advertising dollars are maximized; a realization that has driven so much of our success at Access to Media. We've spent the past decade establishing and nurturing the relationships, developing the systems, and executing the strategies that make remnant advertising a key component in many campaign successes.

Media Buys Offered Include:

- Radio
- Newspaper
- Television
- Sponsorships
- Magazine
- Digital
- Outdoor

*Our team will do the **research** and get you the best **discounted rates** available.*

Direct Response

Access To Media provides our clients with **Direct Response Advertising** that specifically addresses their needs, be it short term or long, without monthly minimums or up-front fees. As a full service advertising agency, Access To Media's focus on the success of the client and each campaign is what lends to our higher than average client retention rate.

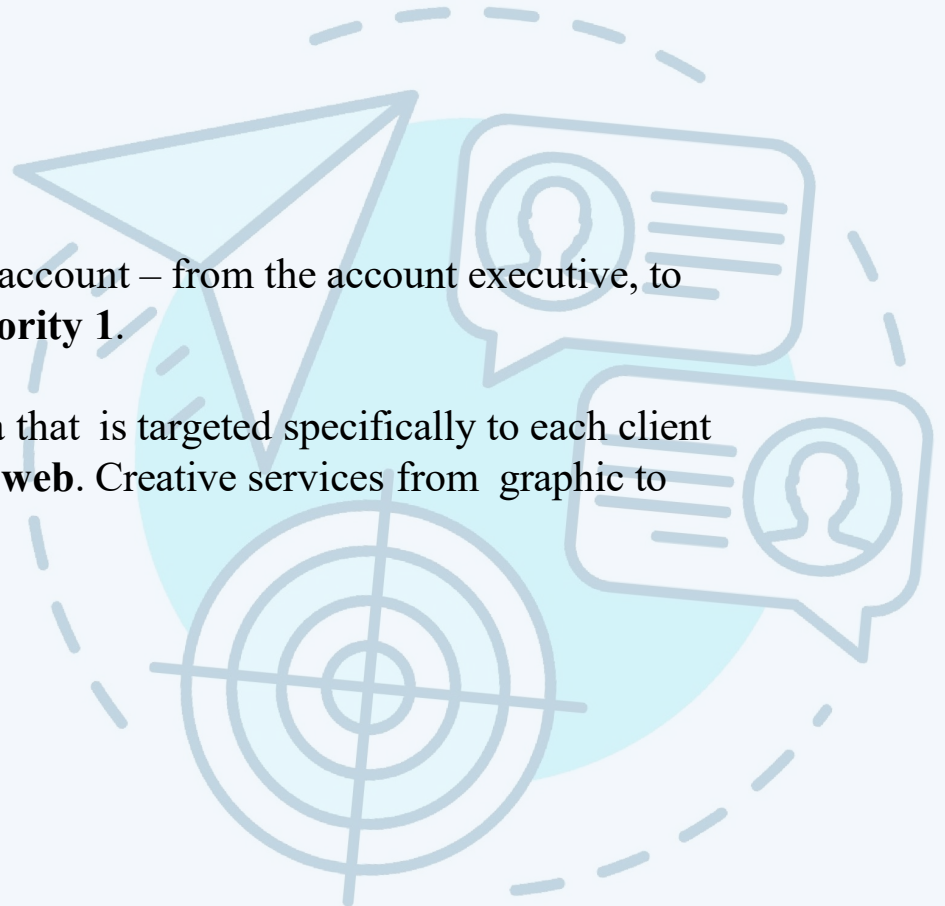
What the client receives:

A dedicated team of individuals assigned to each account – from the account executive, to their account managers, **customer services is priority 1.**

Deep discounted Direct Response Rates on media that is targeted specifically to each client and each campaign – be it in **print, radio or the web.** Creative services from graphic to scripts are provided at reasonable fees.

Free Consultations!

Access to all of our Agency Services



Print Advertising

Newspaper and Magazine Advertising

enables you to connect with millions of potential customers quickly, simply and economically.

Our Niche Publications reach people who are looking for your specific service or product.

Magazines

Magazines give your advertisement its longest possible "shelf-life." Unlike other forms of print media, Magazines can be saved and read years after your advertisement is placed.

Statistically, Magazine Readers are among the most educated of the population and are more likely to purchase new products. Most Magazines are promoted to niche audiences long before you place.

Newspaper Networks

We have built relationships with newspapers and magazines - thousands of them - across the country. These publications reach more than 75 million readers. That's the kind of audience that advertisers dream about. Our newspaper network's relationships make advertising very affordable. We **design, place and track** your ads with hundreds of newspapers, magazines and niche publications across the country.

Radio & Television

Radio

Advertisers love radio because of its immediate impact. Radio Access To Media will create a powerful, engaging message and target the right demographic you need for the results only we can deliver. Our relationship with radio stations across the country enables our clients to reach millions of listeners in multiple markets with just one call.

Television

TV reaches the widest audience of any medium - and at the time they are most receptive to advertisers' messages. TV advertising also gives your business credibility by letting consumers know that you're a solid, successful company. Our creative team can concept, script, shoot, and edit a professional, impressive, successful TV spot and we'll work for you to figure out the best possible placement.

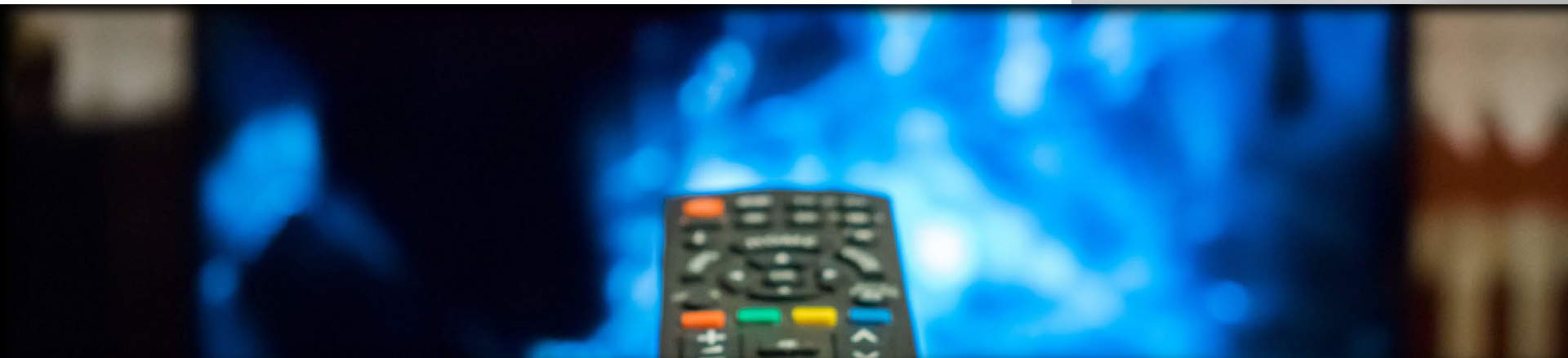
**Reach 95%
of targeted customers**

When they are least distracted with
Radio Advertising.



**Target 99%
of households**

with Television
Advertising.



Connected TV

Engage viewers on the big screen, when they're in a relaxed state of mind and more receptive to brand advertisements.



Access to Media:
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Connected TV

Targeted Opportunities

Create a highly customizable Browsing Audience, allowing you to target TV screens based on what users have read online. The machine learning algorithm develops audiences that consist of users who have shown the most interest in the areas you specify.

Programmatic Guaranteed

We offer the most flexible buying for CTV in any DSP. Programmatic Guaranteed is ideal for advertisers looking to shift traditional TV budgets to CTV because you can reserve inventory upfront from publishers. CTV also provides the same benefits of targeting, frequency, measurement and attribution of programmatic advertising. With Programmatic Guaranteed for CTV, you can also target and report on specific programming individuals are viewing.

Reporting and Insights

Unlike linear TV, you can track the impact of your CTV campaigns in the same manner as with your other programmatic buys. CTV metrics include impressions delivered, CPCV, VCR, view-through conversions and unique device breakdown.

Extensive and transparent reporting provides everything you need to analyze data and insights, adjust current campaigns on the fly, or shape future strategies.

Disney Inventory

Expand your connected TV (CTV) and video reach with premium Disney inventory including Hulu, ESPN, FX and more.



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Disney Inventory

Serve on highly viewable channels to reach a captive and engaged audience.

Disney's ad inventory (DAI) reaches loyal and engaged viewers, and outperforms several industry benchmarks:

- +13% video completion rate (VCR) versus industry benchmark
 - 72% of impressions are viewed on living devices e.g. CTV or set-top box video-on demand (STB VOD)
 - +19% increase in brand awareness
 - +13% increase in favourability
 - +21% increase in purchase intent
-

Disney's ad inventory is the home for live sports streaming across all leagues—NHL, College Football, NBA and more. DAI livestream delivers:

- 603 million monthly minutes
- 22.7 million monthly video starts
- 5.5 million monthly unique visitors

Podcast Advertising

*** The vast majority of audio traffic, if not all, are non-skippable.**

Pre-Roll Ad

Occurs at the beginning of a piece of media content, such as before a podcast.

Mid-Roll Ad

Occurs in the middle of media content. These may take the form of commercial breaks inserted by the content provider.

Post-Roll Ad

Ads that play after a piece of media content finishes.



Outdoor Advertising

Demand Attention - Get your ad on a 600 square-foot billboard to guarantee potential customers come in contact with your brand every time they pass.

Access To Media offers the right choices for a client's demographics utilizing Outdoor advertizing mediums as a top tactic. This is a cost effective method for reaching a specific audience with increased impressions, in virtually *any location*.

Forms of Outdoor Advertising

- Digital Billboards
- Poster Boards
- Wallscapes
- Bus Shelters & Bus Wraps
- King Display
- Tail Display
- Inside Panels
- Benches
- Arial Banners
- Parking Lot Advertising
- Airline Tarmac Advertising (*Major Markets*)



Digital Services

With Digital Advertising surpassing many other marketing strategies today, many companies are in demand to place their ads on desktops, mobile phones and tablets across the U.S.



Why is Digital Advertising Important?

- Pushes Sales and ROI in front of the right customers at the right time.
- Encourages customer engagement and in turn may provide essentially free advertising
- Offers a wide variety of insights on your ads performance.
- Easy to optimize and monitor

Some Digital services we can provide include:

- SEO
- Web Design
- Landing Pages
- PPC Campaigns
- Social Media
- Digital Banners
- Pre-Roll Video Advertising
- App Development

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About Our Certifications

HTML/CSS

TESTDOME
CERTIFICATE

TestDome HTML/CSS Certificate

A test focusing on Front-end development including creating a user-interface using HTML and CSS coding.

YouTube Advertising - Content Strategy
YouTube Course and Exam on Creative Design, Optimization, and Content Strategy of video advertisements.

YouTube
CERTIFIED



MECLABS Landing Page Optimization
MECLABS Institute teaches a course on how to create a landing page with Improved Efficiency, Maximized Click-throughs and Conversion Rates, and Reduced Friction and Anxiety.

Google AdWords Search Certification

A Professional Accreditation through Google focused on Creating, Managing, Measuring, and Optimizing Search Ad Campaigns.

Google AdWords
Qualified

 Google AdWords

CONTENT
MARKETING
CERTIFIED



HubSpot Content Marketing Certificate

TestDome Academy provides a course on how to Create and Promote content that converts into Leads and Customers.

Our Certifications allow us to provide our clients with the best possible creative and advertising service.

Social Media Advertising

Ad Format Breakdown



FACEBOOK ADVERTISING

Video Ads
Image (Static) Ads
Collection Ads
Carousel Ads
Slideshow Ads
Instant Experience (*Formally Canvas*)



GOOGLE ADVERTISING

Search Text Ads
Display Banner Ads
Responsive Ads
Video Ads
Product or Showcase Shopping Ads
Call-Only Ads



TWITTER ADVERTISING

Promoted Tweet
Promoted Video
In-Stream Video Ads & Sponsorships
Website Card
App Card
Direct Message Card



YOUTUBE ADVERTISING

In-Stream Ads
Video Discovery Ads
Bumper Video Ads



LINKEDIN ADVERTISING

Sponsored Content
Sponsored InMail
Text Ads



AMAZON ADVERTISING

Product Search Ads
Sponsored Search Ads
Product Display Ads



INSTAGRAM ADVERTISING

Image Ads
Video Ads
Carousel Ads
Stories



SNAPCHAT ADVERTISING

Snap Ads
Collection Ads
Story Ads
AR Lenses
Filters



PINTEREST ADVERTISING

Promoted Pins
Promoted Video Pins
Promoted Carousels
Promoted App Pins



REDDIT ADVERTISING

Promoted Post Link Ads
Promoted Text Link Ads

Fun Fact

There are 3.73 billion active social media users

Google Ads - Search

The Google Ads program (*formally Adwords*) is based on a "Pay Per Click" model (PPC), so you only pay when someone clicks on your ad. Your ads will automatically stop showing when your budget runs out. No matter the budget, we will work closely to achieve the best quality score on your ads and optimize for the best possible performance. Pay as you go for **guaranteed traffic!**

Our Maintenance includes

- Developing campaigns
- Researching developing new keywords and ads
- Daily optimization and performance monitoring
- Weekly strategy overviews & reports

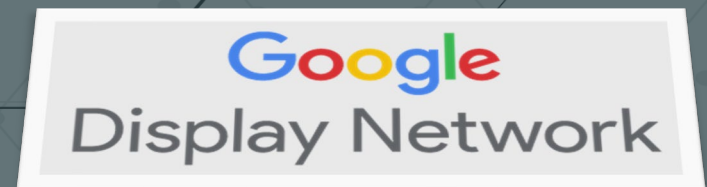


Google Display

Google Display Advertising offers *trackable, interactive, rich media ads* that can be delivered at scale to highly targeted audiences specific to your brand. Access To Media uses some of the most effective targeting solutions to deliver our client's value propositions to their ideal customers across every online device.

Targeting Tools:

- Geography
- Contextual
- Placement
- Device
- Interest-Based

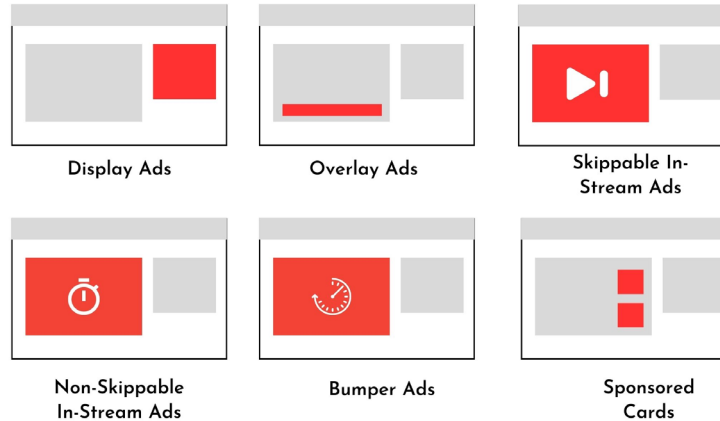


The Goal: To bring your message to exactly the right customers wherever they are online.

YouTube Advertising



Types of YouTube Ads



Video Advertising is an exciting and interactive way to engage people across the Google Display Network and encourage them to click through to your site or YouTube channel to drive conversions, subscriptions, and more.

With our Video Advertising capabilities, we can advertise your business in multiple ad formats including in-stream and in-display video advertising.

Video ads are shown only to the people you want and you only pay when they watch. In other words, you won't waste money advertising to people who aren't interested in your business.

We develop targeted video campaign audiences based on:

- Demographics
- Topics
- Placements
- Interests
- Remarketing Lists
- Keywords

18+ year olds in the United States spend more time watching YouTube than TV each month

Instagram Advertising

We develop and manage any

Instagram ad campaign:

- We test different ad creative and ad copy for best results
- We Measure the performance of your ads

Target a community of more than 400M on Instagram!

- We share your brand with a highly engaged audience in a creative, high-quality environment.
- We drive mass awareness to a broad audience with placement in the top ad position of Instagram's feed
- We measure how your ads are performing and optimize them for even higher returns.

We develop targeted Instagram audiences based on:

- | | |
|--------------------|---------------------|
| • Home Ownership | • Income |
| • Buying | • Interest Criteria |
| • Habits | • Geography |
| • Profile keywords | • Demographics |



Facebook Advertising

Target the best potential customers

among 1 billion Facebook users!

- We find your target customers among the 890 million people on Facebook everyday
- We drive people to your brand with one click from the most engaging places on Facebook
- We measure how your ads are performing and optimize them for even higher returns

We develop and manage any Facebook ad campaign:

- We test different ad creative and ad copy for best results
- We Measure the performance of your ads

We develop targeted Facebook audiences based on:

- | | |
|--------------------|---------------------|
| • Home Ownership | • Income |
| • Buying | • Interest Criteria |
| • Habits | • Geography |
| • Profile keywords | • Demographics |



Twitter Advertising

Access To Media will help you achieve your marketing goals such by growing a community of followers, driving more visitors to your website, or capturing more leads to follow up with later.

Get the most out of your marketing dollars by only paying for the actions that you want.

**We deliver Tweets to
targeted audiences by:**

- Keywords
- Gender

- Device
- Interests

- Geography
- Language



With 974 million monthly active users, Twitter helps people stayed connected to their interests

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Snapchat Advertising

Snapchat is growing at a fast rate, especially with millennial users.

Snapchat Advertising allows you to visually get in front of users using video and static ads either between Snapchat Stories or within the user's camera.

Targeting Options

- Demographics
- Age
- Location
- Device Type
- HHI
- Gender



An average of 178 million people open Snapchat over 25 times a day

Pinterest Advertising



Get discovered by the 150 Million users looking for things to plan, buy and create!



Raise awareness for your brand with Pinterest Video and Static Ads. When you advertise on Pinterest, you get access to top placements, desired audience targets, more creative ad units and the greatest reach.

People who see Promoted Pins have a 40% greater awareness of new products and 50% higher purchase intent.

Amazon Advertising



Using Amazon Advertising, Access to Media will target users through interest based targeting as they are shopping for products like yours. Connect with users who are ready to make a purchase!

Ads can be shown in search results, on another product's details page, or below the “Add to Cart” button.



Reach millions of customers who find, discover, and buy at Amazon

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LinkedIn Advertising

Reach Your Ideal Clients on the Largest Professional Social Platform with 500 Million active users.

Access to Media will drive awareness and leads from LinkedIn by creating a highly targeting audience custom to your campaign.

Users can be targeted based on the following:

- Job Title
- Function
- Industry and Size
- Age
- Location



Over 500 Million active Professionals are on LinkedIn.



Reddit Advertising



Target the best potential customers among Millions of Unique Reddit Visitors!

- We find your target customers among the 274 million people on Reddit everyday*
- We drive people to your brand with one click from the most engaging places on Reddit with the most engaged community on the web.
- We measure how your ads are performing and optimize them for even higher returns

We develop and manage any Reddit ad campaign:

- We test different ad creative and ad copy for best results
- We measure the performance of your ads

Users can be targeted based on the following:

- User Interests
- Locations
- Subreddit
- Platform (Desktop and Mobile Web)
- Day and Time

Reddit Ads allow you to reach the most engaged community on the web with 542M monthly users.



Landing Page Design

HTML/CSS

TESTDOME
CERTIFICATE



A "**Landing Page**" can be defined by its other names, including “lead capture page” and “conversion page.” In basic terms, the goal of a landing page is to increase **conversions** – leads or sales.

Access To Media is certified for Landing Page Design. We offer complete top-to-bottom Landing Pages with full custom graphics and certified conversion-oriented layout.



Landing Pages can Increase Conversions by 80%

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Social Media Advertising & Management

Our tools give us access to measure every post and calculate what creates engagement and reach. We will also learn from your competitors to see what has worked for them as well to ensure your campaign or Social Media Platforms performs to the best of its capability.

PINTEREST



GOOGLE +



TWITTER



LINKEDIN



YOUTUBE



INSTAGRAM



SNAPCHAT



FACEBOOK



Social Media helps achieve the following GOALS:

- Improves SEO results.
- Helps establish a credible source.
- Increases web traffic.
- Boosts brand awareness.
- Fosters connections with possible leads.
- Increase Customer Service
- Build Trust and Loyalty
- Build Your Community
- Viral Content Distribution
- Encourage Customer engagement

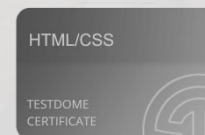
Our Certifications



Google AdWords



YouTube
CERTIFIED




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THE FUTURE OF ADVERTISING

To learn more about
advertising opportunities
and to inquire about
rates at **Access to Media**,
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