

Broadcast

Market Place Media is the unmatched expert in locating strong, key broadcast stations that reach every age in every target demographic. Furthermore MPM offers 100% value added, has an unmatched reputation for service and is the only company providing advertisers integrated media packages completely executed in-house.

The Broadcast Advantage

- With the widest selection of in-demand markets, MPM targeted radio and TV secures your ad spot is reaching your exact demographic.
- MPM broadcast services give you more for your money with value-added media and merchandising.
- Radio has the flexibility to reach your target at home, in the car and at work.
- There are more than 102 million TV homes in the United States.
- The average home watches 8 hours of television per day.

Research

- Arbitron
- MRI
- Scarborough
- Competitive Media Spending through Nielsen Monitor Plus
- NTI
- Nielsen AdViews

Services

- Integrated media planning
- Strategic recommendations
- Spot post production and trafficking
- Media placement
- Translation services
- Publicity
- Events and promotions
- On-air promotions, merchandising and sponsorship opportunities
- Recruitment advertising
- One order/One bill
- Post broadcast analysis



Market Place Media®

www.marketmedia.com

The Media and Promotions Solution for Reaching Specialized Markets

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northeast region 70 West 36th Street, Suite 1201 • New York, NY 10018
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Teen and College Markets

- 24 million young adults 18-24, 15 million college students
- 26.39 million 6th –12th graders
- Local and National commercial radio
- Formats include Rock, Modern Rock, Hip-Hop, Alternative Rock, Country Music
- On-campus radio, underwriting opportunities
- Value added can include remotes, station van hits, on-air giveaways, on-air contests, promotions, tie-ins with on-campus events and more.
- National, Cable and Spot TV

African American Market

- 34.6 million African American consumers
- Local and National commercial radio
- Formats include Urban Adult Contemporary, Urban Contemporary, CHR, R&B, Hip-Hop, Smooth Jazz, R&B Oldies and Gospel
- Value added can include bonus spots, liners, traffic and news sponsorships, on-air feature sponsorships, promotions, van hits, remotes, tie-ins with key station cultural events, promotions and more.
- National, Cable and Spot TV

Hispanic Market

- 35.3 million Hispanic consumers
- Local and National commercial radio
- Formats include Spanish, Latin/Salsa, Tejano, Romantica, Spanish Regional, CHR, Spanish Contemporary, Spanish News/Talk
- Value added can include bonus spots, liners, traffic and news sponsorships, on-air mentions, van hits, remotes, tie-ins to key station cultural events, promotions and more.
- National, Cable and Spot TV

Military Market

- 8 million member community
- Local and National commercial radio and base radio
- Commercial formats include Rock, Country Music, Sports Radio, Classic Rock, Album Oriented Rock
- NPR on American Forces Network, AAFES and NEXCOM in-store radio played in commissaries, exchanges and shops on base
- National and overseas base broadcast stations

Seniors Market

- 58.8 million seniors 55 years old and older
- Local and National commercial radio
- Formats include Adult Standards, Talk, Easy Listening, Sports, Big Band, News, Classical, Soft AC
- Value added can include bonus spots, traffic and news sponsorships, on-air mentions and more.
- National, Cable and Spot TV