

INTERNET MPM Online

Market Place Media offers creative Internet advertising and publicity services that generate a grassroots "buzz" in the most sought after markets.

The Internet Advantage

- Online chats between editors and celebrities, new talent, authors and political figures offer a unique opportunity to generate publicity for clients and excitement for consumers.
- Banner advertising on niche market sites offers clients the ability to reach specific demographics with virtually no waste.
- Online sponsorships establish marketer-to-consumer relationships at the grassroots level while building brand awareness.
- Drive sales around the world with targeted online advertising.

Services

- Research
- Integrated promotional planning
- Strategic recommendations
- Custom banner ad design and production
- Online chat events and sponsorships
- Media placement
- Publicity
- Recruitment advertising
- One order/One bill
- Online Media Analysis Tool at www.marketmedia.com



Market Place Media®

The Media and Promotions Solution for Reaching Specialized Markets

www.marketmedia.com

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College Market

- 24 million young adults 18-24, 15 million students
- 200 college newspapers online
- 60 consumer sites targeting 18-24
- Online sponsorships and opt-in e-mail

AllCampus.com

- Offers online chats between newspaper editors and celebrities, new talent, authors, musicians and political figures.
- Targets college students 18-24
- Content includes entertainment, reviews, useful college data, college news and prize giveaways
- Publicity opportunities, movie screening areas, event tie-ins

Military Market

- 8 million member community
- 50+ military news, entertainment and base newspapers online
- Advertising on base Websites
- Sponsorships and opt-in e-mail

ArmedForces.com

- Offers online chats between editors and celebrities, new talent, authors, musicians and political figures
- 19 categories of entertainment, national military news, and more
- Publicity opportunities, movie screening areas, event tie-ins

Multicultural Market

- 80 million multicultural consumers
- 50+ African American news and entertainment sites, African American newspapers online
- 90+ Hispanic news and entertainment sites targeting Hispanics in the United States and throughout Latin America in Spanish, English and Portuguese
- 30+ Asian news and entertainment sites as well as online newspapers targeting Asians in both the United States and Asia
- European and Asian/Indian sites
- Sponsorships and opt-in e-mail