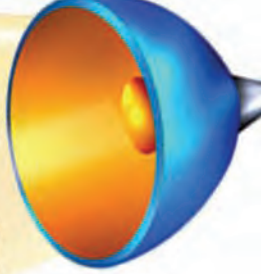


HARMELIN MEDIA

The Media's Media Agency



When looking for references on goods and services, people often ask those in the field for recommendations. What pediatrician does your doctor use for his children? What orthodontist does your dentist use? Who's the cobbler's cobbler? Harmelin Media is proud that when the media are asked who buys their media, their answer is often Harmelin.

Harmelin Media is the media agency for *The Philadelphia Inquirer* and *Daily News*, CBS3 and CW Philly, Greater Media Philadelphia and other media suppliers as part of its roster of clients.

Why do so many media companies use Harmelin Media? For the same reason that Harmelin clients stay with the agency for years, if not decades. There's an enormous difference between having the skills to place a media buy and having the knowledge and tools to build a media plan that is strategic, effective and efficient. The latter requires enormous resources and Harmelin puts them to work for their clients every day.

Buying Power. Harmelin has the buying clout of \$350 million annually. While the agency services clients across the country, Harmelin is also the single biggest buyer of media in Pennsylvania. This buying power translates to great rates, creative promotions and developed relationships with the media representatives that contribute to flexibility and first opportunities.

Customer Service. That's been the mantra at Harmelin Media since the beginning. That's how Harmelin Media started. That's how Harmelin Media

grew. Customer service can be seen on the client level, staff level and media level. Clients count on Harmelin for high levels of service and experienced staff. Staff counts on Harmelin for professional development and staying cutting-edge in a changing media world. And the media know that Harmelin is "tough but fair" and want that same negotiation put to work for them.

Staff Depth. Depth of staff is also critical. Harmelin has nearly 100 media professionals focused on the intricacies of media, and has little to no turnover at key levels. Clients know that its Harmelin team will grow in knowledge and in size but will rarely change, creating a tremendous living legacy for each account.

Media Specialists. Even with aggregated buying, local relationships are key. Harmelin employs a market specialist system, giving clients a deeper, richer insight into their unique geography.

Media Depth. When Harmelin first began in the 1980's, media buyers checked off the traditional boxes—television, radio, newspapers, magazines and outdoor billboards. Media has changed and diversified significantly since then and Harmelin has grown with it. Harmelin's online division is a \$50 million operation with 15 professionals ded-

icated to web, SEM, social media and emerging technologies. Harmelin's sports media division develops strategic partnerships and sponsorships for professional and collegiate sports opportunities. And Harmelin's lifestyle department ensures that a client's message is delivered to its audience in the course of a consumer's everyday life.

Research Depth. Harmelin's research department has one of the most comprehensive collections of resources in the industry. These research tools allow its planners and buyers to create the most sophisticated media plans and savvy media buys. Harmelin's research department has even provided guidance to Arbitron in its roll-out of the PPM (Portable People Meter) and to Nielsen as a member of its Local Policy and Guidelines Committee. The research department uses the most advanced media software and statistical techniques for analyzing clients' potential customers' demographic profiles, media usage, lifestyle habits, and psychographics.

Agency Independence: Harmelin can and does work with a wide array of creative agencies and agencies of record. It is a proud partner of most of the region's top creative agencies and has national partnerships with agencies including JWT, Gray and Ogilvy. This flexibility allows its clients to choose the creative agency that best services its needs while having the guarantee of the best media services available.

Respect and Appreciation. In the end, it all comes down to that. Harmelin knows that its business is dependent on its partners—its clients, its staff, agency partners and the media. It respects and appreciates each of them and in doing so, deliver for its clients every day.

No matter how the media industry changes and grows, one thing is guaranteed. At Harmelin Media, the people ensure that your message is received by your customer.

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