

Smart Mapping

Smart Targeting

Smart Marketing



## Marketing Initiative To Target Exact Neighborhoods.

We use ESRI market potential index data and consumer spend to identify your potential customers. We integrate this information onto a map surrounding your trade area. MITTEN™ is a print and distribution network that combines newspaper, shoppers and shared mail delivery companies to target and distribute your advertising message.

Turn Key Support Service

Local Agency—Nationwide Clients

Exclusively FSI

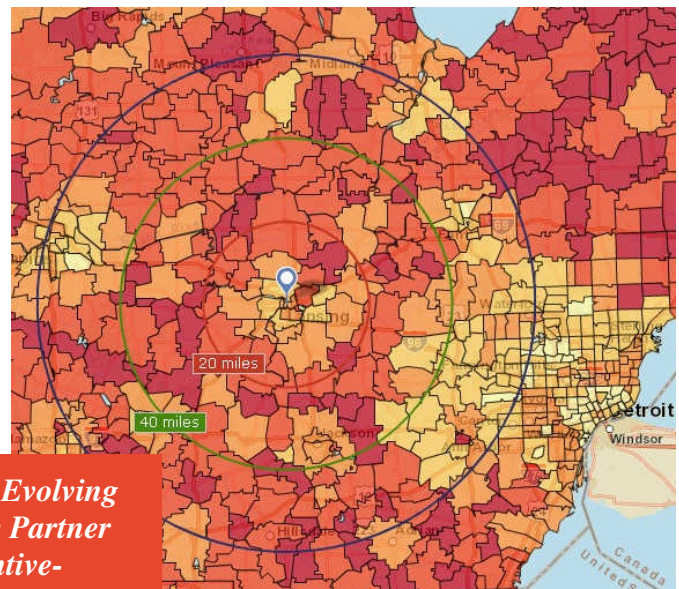
Newspaper/Shoppers/Shared Mail

Built-in Quality Control

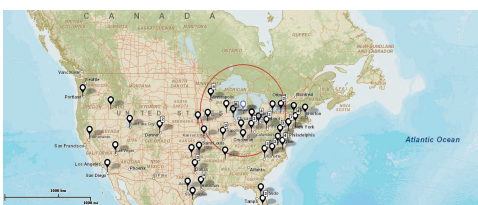
Account Reconciliation

Placement Verification

Design, Print & Deliver



*Growing-Evolving  
Valuable Partner  
Inventive-  
Innovative Solutions*



**MITTEN** is a One Stop, Turn-Key Service

The service is completely “turn-key” and is available to any individual or combination of states right up to and including B2C clients with hundreds of locations nationwide.

