

**We are the company  
you keep...**

From the Michigan Press Association to Mlive, the Spartan Stores to Williams Distributing, Pica9, MC Sports, Michigan Publishers, Valassis, Gannett and a dozen other top brands; a company is rightly judged by who works with them and becomes their business partner.



Randy Dykstra – Jack Ponstine  
Laura Heckaman – Lee Amundson  
**PMM's Executive Team**

**“Our partnership with Professional Media Management has expanded the capabilities of our staff. Their mapping and analytical tools are invaluable and their team members are professional and a pleasure to work with”.**

**Ed Rix, VP Marketing & Advertising**

**MC Sports**

**Professional Media  
Management**

**Growing-Evolving  
Valuable-Partner  
Inventive/Innovative Solutions**

**Professional Media Management  
is an inventive technical print  
focused firm that provides  
creative, valuable solutions to our  
client partners.**

**Professional Media  
Management**

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## There is no substitute for experience

Professional Media Management (PMM) "gets it". We have just under three decades in the business and our



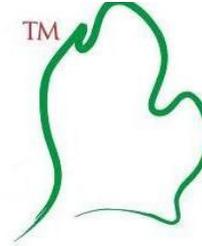
executive team has twice that. If it exists we not only know about it, we have likely had experience with it.

Our knowledge of what does and does not work coupled with our ingenuity and technological base, fairness and honesty, and devotion to our client's success has allowed us to consistently deliver print media services that are simply top shelf.

PMM has built and refined an integrated technological base that enables flawless execution and high efficiencies. The result is value and cost control. ROI means "your investment" and that is something we look at first, last and always.

Our media buying database platform \*ROADMAAP™ creates orders to secure media for ad campaigns of any frequency or duration, with accounts payable reconciliation, quality control, and tear sheet verification for each market.

### MITTEN™ Marketing Initiative To Target Exact Neighborhoods



We use ESRI market potential index data to identify your customers. We overlay this information onto a map of your trade area.

MITTEN™ is a print and distribution network that combines newspaper and shared mail delivery companies to target and distribute advertising messages.

These campaigns can be on a weekly, monthly, or otherwise specified interval and include accounts payable reconciliation and quality control. We developed the MITTEN™

Program so that retailers, wholesalers, dealers, publishers, advertising agencies and marketing firms can utilize the target marketing features that the program provides with PMM serving as a full service support company including your printing fulfillment needs.

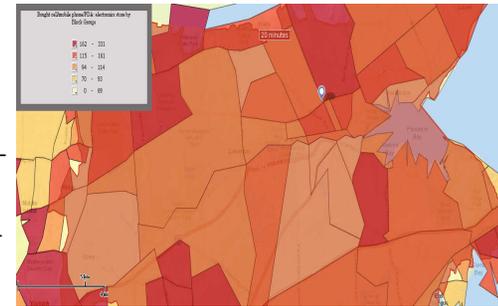
The service is completely "turn-key" and is available for any advertiser, from one location to a national presence, we can target your customers.

We map and target to sub-zip code levels, generally to census tract.

### GIS and "Smart"-Mapping

*"Saturation Print Marketing is inexpensive but it is also wasteful. The application of "Smart-Mapping" can increase efficiencies and reduce waste."*

We use GIS (Geographical Information System) technology to create a marketing based visual representation of media coverage by area or retail location.



We link 1000s of market potential, consumer spend, store sales, and loyalty programs with

media coverage to create color-themed target maps.

Mapping displays range in detail from zip codes, USPS routes, to newspaper delivery routes.



\*Return on Advertising Dollar Media Advertising Analysis Program