

ADVERTISING
MARKETING &
PUBLIC RELATIONS
246 Goose Lane
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Guilford, CT 06437

GASKELL MEDIA MANAGEMENT

Advertising, Marketing & Public Relations



GASKELL MEDIA MANAGEMENT

Pre-buy Planning
Post-buy Analysis
Media Negotiation & Placement
Audience Forecast Estimates
Reach & Frequency Analysis
Opportunistic Media Buying
Commercial Trafficking
Affidavit Checking, Verification
Invoice Reconciliation
Rotation Checking
Schedule Maintenance
Aribitron & Maximizer Studies
Nielsen Research Marketing

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GASKELL MEDIA MANAGEMENT

What is media management?

Advertising is like oxygen to a business. Advertising should ultimately lead to sales. Media is the channel through which your business delivers its messages to potential customers. Buying commercial media time on television, cable or radio is complicated and expensive. To do so successfully, you must get the best rates and best times, and reach the right audience. A media manager can help.

Media managers are expert in negotiating and buying media, i.e., broadcast television, cable, radio, print, outdoor, and internet, for businesses interested in advertising. Media managers have a thorough understanding of what each medium can contribute to a successful advertising campaign. A media manager's role is to get the best placement, best rate, and best outcome for your company's advertising dollars. The cost for commercial time fluctuates like the stock market. Media managers are attuned to media market conditions because they buy media every day. They have ongoing relationships with local and national media entities. The combination of knowledge of market conditions, volume buying, and media relationships, gives professional media buyers a decided advantage in securing the best schedules for the best price.

At Gaskell Media Management, our media professionals take responsibility for pre-buy planning, negotiation and scheduling, campaign oversight, post-buy analysis and follow-up. We practice hands-on account management: our professionals are always available when clients need them. Our mission is to see that your advertising campaign is a success.

GASKELL MEDIA MANAGEMENT

What can Gaskell Media Management do for you?

A media management company acts as an intermediary between your business and advertising opportunities

Your advertising campaign may encompass television, cable, radio, print, outdoor, direct mail and internet. Each medium can make a unique contribution to your campaign when used effectively. The value of that contribution hinges on:

- Understanding each medium's strengths;
- Skill in negotiating rate (pricing), spot placement; and
- Ability to pull all those elements together into an effective media plan.

~~~ The success of your advertising campaign rests on how well you negotiate these challenges~~~

Our media management company will help you make smart choices

Experienced media experts know *when* to use television, cable, radio, print, outdoor, direct mail and internet, and they know *how* to use them. They are aware of advertising market price fluctuation, and have the clout to negotiate the lowest rates for the best schedules, all to the benefit of your company.

Gaskell Media Management will save you money

Our full-service media buying agency will:

- Guide you through the decision making process;
- Develop an advertising campaign that meets your goals and budget;
- Act as your agent in negotiating the best rates, schedules, and placements for your advertising message; and
- Oversee the implementation of your media campaign from beginning to end – *while you focus on your business.*

GASKELL MEDIA MANAGEMENT

A complete solution for your advertising needs

Gaskell Media Management designs and implements complete media campaigns—from planning, target marketing, negotiation and placement, through invoice matching, providing you with efficiencies and cost savings. Gaskell Media Management has the knowledge, resources, and industry contacts to reach your target audience through local, regional, and national advertising.

Gaskell Media Management will tailor a campaign to meet your needs, your budget, and your audience. Gaskell Media Management will ensure that your advertising campaign is focused, appropriate, and well-timed, and that you get the best return on your marketing dollars, while you concentrate on your core business.

A complete Gaskell Media Management campaign includes: strategy, marketing, and major negotiations in the media of broadcast television, cable television, radio, print, outdoor, direct mail, and Internet. Gaskell Media Management will develop a successful, cost-effective, and cutting edge creative strategy for your company.

GASKELL MEDIA MANAGEMENT

Our philosophy

We believe in results! There is no substitute for success. Through our negotiating ability, our marketing expertise, and in-dept research, we guarantee our clients the best possible value for every advertising dollar we invest.

We believe in New England and Connecticut! We are locally owned and operated company. We have extensive North East regional expertise. Nobody knows New England, New York, or Connecticut media the way we do. We live there and negotiate there every day.

We believe in electronic media! In an age when a better educated consumer is assailed daily with a barrage of messages, we believe in the proven efficiency and effectiveness of electronic advertising campaigns.

We believe in our clients! We won't go to work for a new client unless we can improve the quality and effectiveness of their media pricing and placement. We become partners with our clients—partners in their success.

GASKELL MEDIA MANAGEMENT

Your media negotiating company

Gaskell Media Management negotiates national and local television, cable, radio, outdoor, print and Internet campaigns for numerous clients both locally and nationally.

We have actually negotiated and placed media advertising schedules for the media! Broadcast television, radio stations, and cable systems have utilized our services to market their product.

Our negotiators are alumni of some of the largest national media buying services and advertising agencies, such as Saatchi & Saatchi, J. Walter Thompson, Bates USA, Foote, Cone & Belding, and Grey Advertising. In addition, our experienced staff has worked at major industry media giants, such as Fox, CBS, Comcast and Clear Channel.

Our collective experience over the years includes working with such prestigious accounts as Proctor & Gamble, Panasonic, Citibank, General Foods, Texaco and Buick, just to name a few. We have created successful media campaigns for multiple accounts ranging from Harstan Jewelers, The McCue Mortgage Company, Lime Rock Park Raceway, Connecticut Stone Supplies, to The New Britain Rock Cats. GMM has also placed legal advertising in New York City for Schneider, Kleinick, Weitz, Damashek & Shoot (the Johnny Cochran firm), Parker & Waichman, and Wilentz, Goldman & Spitzer.

GASKELL MEDIA MANAGEMENT

The resources we provide for you

Gaskell Media Management is a total communications company. We offer marketing and public relations services, media campaign planning, negotiation and spot placement, and follow through (implementation, auditing and invoice reconciliation). Our reach is national, yet we are well connected in local media markets. We work with a number of creative agencies who provide video and audio production, web site design and hosting.

Gaskell Media Management is your one source for corporate, consumer, and community communications. We offer direction to leading creative sources. We have a portfolio of creative suppliers with whom we work well.

- We are more than an advertising agency.
- We are more than a media buying service.

We are a marketing and media negotiating team with a core management group of professionals and specialists.

Our team is highly experienced in:

- Media Negotiation
- Campaign Management
- Media Research
- Consumer Marketing

We have the ability to provide media buying services very economically. Every portion of your company's advertising effort is given the maximum, in-depth circumspection.

Gaskell is ready to provide media planning for any or all of these services to your business.

GASKELL MEDIA MANAGEMENT

Research & media / marketing / planning

Electronic media is a highly negotiable commodity. Costs are based on constantly fluctuating supply and demand. We are in contact with all the media on a daily basis—broadcast television, cable, radio, outdoor, print available for your media budget.

We utilize a number of different research and marketing tools to best target market a client's products or services to best reach their demographic. These include:

- Pre-buy planning
- Post-buy analysis
- Media negotiation & placement
- Audience forecast estimates
- Reach & frequency analysis
- Opportunistic media buying
- Commercial trafficking
- Affidavit checking, verification & billing
- Invoice reconciliation
- Rotation checking
- Schedule maintenance
- Scarborough
- Direct response marketing
- Arbitron
- Maximizer studies
- Marketron

Gaskell is ready to provide any or all of these services to your business.

GASKELL MEDIA MANAGEMENT

Your “value-added” promotions company

At **Gaskell Media Management** we have daily communication with television and radio stations to take advantage of promotional events. These bring together national, regional, and local clients with similar goals and target audiences. *The industry term for this is “value-added”!*

Gaskell Media Management’s staff is experienced in all aspects of co-op advertising. We use co-op to enhance budgets and stretch campaigns for our clients. Opportunistic buys take advantage of highly volatile market conditions and are custom designed to fit our clients’ needs. We also create our own award winning promotions to enhance our customers’ advertising campaigns.

We are well known specialists in the New England area and the country for value-added and promotional advertising. Many of our value-added cross promotions have set sales records, broadened geographical trade areas and created new consumer awareness—all within a budgetary framework established by our clients.

Gaskell Media Management can make these “value-added” promotions work for while extending your advertising dollar.

GASKELL MEDIA MANAGEMENT

MARY LONCHARICH GASKELL, PRESIDENT

Mary Loncharich Gaskell as president of Gaskell Media Management in Guilford, CT for over twenty years has a wide experience and knowledge of media negotiation and placement nationwide, in addition to developing creative strategies for various clients

A graduate of Northwestern University, Mary's diverse background began at Seventeen Magazine in New York as a Merchandising Coordinator. She wrote and photographed the Seventeen Magazine bulletin that was sent to over 5,000 retailers in the USA and Canada. As Senior Merchandising Coordinator she produced their Fall Trends Fashion Show and travelled the country as Commentator.

She then continued her career as Director of Creative Services for CBS Television for the owned and operated television division where she produced commercials and fashion shows to create new to television retailers across the country.

Two years later she moved to Chicago with CBS to work at WBBM-TV as a marketing consultant, developing new to television clients. She expanded her expertise calling on major agencies such as J. Walter Thompson, and D'arcy, McManus, and Masius, to name a few. Mary won numerous awards and contents for her sales successes.

In the early 1980's Mary moved back to New York to work for WNEW-TV, the number one independent television station in the country, which later became WNYW-TV, Fox Television. She worked with top agencies such as Grey Advertising, Ally and Gargano, and numerous advertising agencies and buying services to increase share.

In 1993 she opened Gaskell Media Management in Guilford, CT with her husband John Gaskell. As president, Mary developed marketing plans for local Connecticut companies such as The McCue Mortgage Company, Harstand Jewelers, The Canine Fence Company, The New Britain Rock Cats, and Connecticut Stone. Outside of Connecticut she has placed media for the Johnny Cochran Firm in New York, Parker and Waichman, The Garden Center Group nationwide, and other high profile clients.

Mary is listed in The Who's Who of Executives, Strathmore Who's Who, Heritage Who's Who, and Women in Business