

Get a **Competitive Edge**
 in 2005!



What's New in 2005
 Expanded! 35%
 MORE content! New
 format!

How the Thumbnail Planner Can Help You

- ❖ Display professionalism
- ❖ Save Time
- ❖ Increase Productivity
- ❖ Increase Cross Media Knowledge
- ❖ Do Thumbnail Planning
- ❖ Prepare Pitches & Presentations



Client Testimonials

Look what our customers are saying....

- ❖ "I always take it with me to meetings..." - H.G. Partner Media Company
- ❖ "Saves me a lot of time..." - R.G. Account Manager
- ❖ "Very well done, excellent information for those needing information about media and what media costs..." - J.F., Attorney at Law

[more testimonials](#) ❖❖



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Exclusive Preview of the 2005 Thumbnail Media Planner™ !

Finally, a multipurpose pocket planner & reference for fast-paced marketing and media professionals! Now, with just this 64-page pocketpiece, you have access to a wealth of vital market, advertising & media statistics, including marketing trends, media costs & coverage, Cost per Point, Availabilities, Reach and Frequency tables, plus an entire market-by-market planner for the Top 100 Markets! Nielsen Ratings, data on Television advertising for network, cable, & TV spot, as well as Radio network & Radio spot.

The Planner also contains statistics for Magazine Advertising, Newspaper Advertising, Direct Mail Costs, Internet ads, Outdoor Advertising -- even Production costs, plus much more!

The **Thumbnail Media Planner™** is the perfect carry-along for impromptu meetings with management and clients. Ideal for Media Managers, Advertising Agencies, Marketing Reps, Entrepreneurs, ...anyone who is involved in buying or planning Media or Advertising! Use it to cost out Thumbnail Plans, give quick rough estimates to clients or the boss, prepare for meetings -- even when you're on the run, in the taxi, in the hotel or on the bus! Have sharp and ready answers to contribute to the big meeting or bone up on your target concerns for the week.

From Marketing plan strategy to Advertising rates: Media Research, Media Planning, Media Buying, even Production -- the sheer potential for applications is virtually unlimited... What could be better than having the fast facts you need to do rough estimates and explore options quickly ?

Learn about the best new ad markets in 2005...

In what markets are your ad dollars best spent? When should they be spent? What is the conventional wisdom about what media to use? What is the radio advertising market outlook for 2005 advertising rates? Television rates? Magazine rates? Newspaper rates? Where will the best deals be? Will internet advertising continue to morph? Has cable TV overtaken traditional television audiences? What are the top 20 magazines and what does it cost to take an ad out in one of these? How much more effective are certain positions and ad colorations? Which demographic is best reached by Magazines vs. Newspapers? Answers to these and other important questions are in the Thumbnail Media Planner™. Great for starting marketing plans, advertising campaigns, media planning and media buying!

Learn how to follow Media Trends with ease.

Small and Medium businesses can use the Planner to create general advertising outlines for the coming seasons. Advertising rates for national and local markets. Media research to aid you in your Advertising campaign: general Marketing strategy, Direct Mail cost planning, Magazine advertising rates, local/national Cable Television rates, Radio advertising strategy... everything you need to create fast Thumbnail plans for effective advertising or to quickly analyze Market and Media statistics.

How long would it take you to put this entire range of information together for yourself?

...Now, how long would it take you to place an order for the Thumbnail Media Planner™ ?

- ...How about adding **free email consulting** on the subject matter in the book? For a limited time only!

Order now to receive our limited time offer of **free general Marketing/Media consultations** via email!

Questions must be general & relate to Thumbnail Media Planner.



- What could instant Media Reference information do for your business?

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