



# Tangible & Intangible Qualities



## Saves Thousands while Maximizing ROI with Strongest Negotiating Tools and Practical and Logical Media Management

A number of tangible and intangible skills are critical when planning and managing media, and Mega Media is an innovative leader with a unique set of skills. We were the first to utilize post-analysis to hold stations accountable for underdelivery. We also were the first to utilize indexes to look at the variable quality of an audience. Today, we remain at the cutting edge of the way media is planned and bought with our superior model using Parity Standards™ and Value Per Impression™ models that are revolutionary, exclusive and proprietary. Below is a chart of tangible and intangible skills Mega Media offers - skills you won't find with any other agency.

<b><u>Tangibles</u></b>	<b><u>Benefit</u></b>	<b><u>Exclusive</u></b>
Parity Standard™	Through InterMedia Comparison™ allows us to look at markets and a variety of mediums on a common basis. This is revolutionary, exclusive and proprietary model allows us to save you thousands of dollars in media expense.	✓
Post-Analysis	Mega Media was the innovator of Post Analysis nearly 20 years ago, and over the last few years agencies have followed our lead to insure delivery and to negotiate make up weight where necessary.	
Value Per Impression™	Mega Media has created this mathematical model that is revolutionary, exclusive and proprietary to us that allows for maximum ROI accountability.	✓
Advertising Dayplanner™	Mega Media wrote the book on advertising and media literally. Our publication, The Advertising Dayplanner is an invaluable tool we share with our clients that allow us to maximize media, and to optimize our planning activities.	✓
Media Quiz™	Mega Media created The Media Quiz to measure an agency's ability to think conceptually and abstractly beyond computer software.	✓
Psychographics/Profiles	We have written a comprehensive study on the buying habits of key consumers, income levels, buying behaviors, and key word influences.	✓
Media Management System™	A comprehensive planning guide that allows us to formulate and execute a plan to manage your media schedule, and optimize ROI.	✓
Brand Development Index	A market-by-markets comparison that measures brand sales and performance.	
Category Development Index	A market-by-market comparison that measures total market sales for all brands.	
<b><u>Intangibles</u></b>	<b><u>Benefit</u></b>	
Media Sales Background	All Mega Media personnel come from a media sales background. It's our belief that in order to buy efficiently, you must have sold media. The majority of buyers have never sold media. We have over 20 years experience with ABC, CBS, FOX and WB affiliates as well as corporate broadcast giants, Tribune, Scripps Howard, Gannett, and General Electric.	✓
Top 2% in Nation in Mathematical Applications	One of our associates has created a media model unique to the industry. It is one of the most innovative ways of analyzing media, and we are exclusive with this expertise. This skill set in mathematical applications provides you with the most effective means of analyzing media opportunities and securing the best media rates.	✓

