



Inter/Media Time Buying®, an Inter/Media Company

Mastering the Art of Using Direct Response Strategies for Mainstream Successes

Proprietary AccuTrak® System Ensures Dollars Go Where They Get Best ROI

For 32 years, direct response time buying has been the secret weapon in the growth of Inter/Media Advertising®, now a \$350 million company. Whether it was buying for a direct response client or a mainstream advertiser, using direct response strategies has produced dramatic sales successes and maximized precious accountable client dollars. Inter/Media Time Buying® is the powerhouse that transforms small dollars into big buying power...locally, regionally, nationally, and internationally.

Now spun off as its own unit, Inter/Media Time Buying, supports clients serviced by all of the Inter/Media companies, drawing upon with the vast knowledge of the longtime staff and the relationships that the agency has established with media on all platforms—network, syndicated and cable TV; radio; print, and online. Given the volume of its buying, Inter/Media Time Buying wields tremendous clout with folks on the other side of the equation—and uses that clout to the advantage of its clients. The company has gained a solid reputation for astute buying and honorable practices.

Inter/Media Time Buying isolates each client's goals and tailors a specific campaign to meet those objectives. In depth media research, planning, optimization, negotiating, placement, results-oriented accountability, creative services, and production are the company's tools, and its staff backs up its expertise with the kind of old-fashioned service that all companies promise, but few can deliver.

Says Richard Pike, Senior Vice President and Media Director: "Inter/Media Time Buying has taken a leadership role in the industry thanks to the experience of our media team and the tactical solutions they derive from our proprietary technologies, including our media tracking and optimization system - AccuTrak®."



AccuTrak is Inter/Media's state-of-the-art, exclusive and proprietary lead/sales tracking system that enables the company to assign the response to a specific spot on a specific media outlet with a very high degree of accuracy. Thus AccuTrak, which is utilized in conjunction with each of the agency's media plans, enables Inter/Media and the advertiser to micro-manage the advertising campaign, investing precious dollars where they are best utilized.

"Our clients can see that they really get the best return on their investment when we crunch the dollars," said Pike. "And that is why clients, no matter their size--from the giants of U.S. Army, Clorox and ditech.com to the smaller start ups of Hollywood 48 Hour Miracle Diet and Breath Asure—have trumpeted our recipe for their success."