

Your Marketing Communications Partner



Marketing

RESULTS!

Because Nothing Else Matters!

MediaProwler



Your Marketing Communications Partner

2,500 businesses turn to the Media Prowler Marketing Companies

Our Perspective

Since our inception 17 years ago, Media Prowler has been highly attuned to the fact that every marketing dollar spent must provide an above average return on investment. That same focus and expectation is continually applied towards the colleges, universities, non-profit groups and corporations of all sizes with which we are honored to work. Our business continues to evolve based on what we see works for our diverse client base. We develop our capabilities to most effectively support their objectives to differentiate themselves from their competition.

Our Dramatic Difference

We focus on RESULTS. While building long-term value and brand awareness is critical to a client's strategy we never lose sight of the simple fact that in the end RESULTS ARE ALL THAT MATTER. Reinforcing a brand over time should be the by-product of all marketing, but in a hyper-competitive market, getting results, expanding markets and acquiring new customers must be a priority.

What We Believe In

We believe in GREAT OFFERS, effective execution, understanding our client's business and developing a working relationship that leverages all the assets that Media Prowler can bring to bear on behalf of our clients. We also believe in GETTING IT DONE, overcoming obstacles and exceeding our client's expectations.

MediaProwler



1

Industry Specialists

Industry experts that speak your language and know what drives your business.

2

Discipline Experts

From direct marketing and commercial print to web design and email marketing, Media Prowler has experts in each field to support your objectives.

3

Vertical Integration

With in-house print & mail production, graphic design, logistics and trucking, your project is managed from initial concept, through design, production and delivery.

DIFFERENCE

We've got the solutions and strategies

Every business is different and Media Prowler adjusts its approach to achieve its highest priority objectives.

- Grand Openings
- Customer Retention
- New Product Introductions
- Gift Card Programs
- Event Marketing
- Acquisition Campaigns

Corporate Marketing

Our clients come to view us as an extension of their internal resources. With a depth of expertise, additional design resources and flexible production capabilities we can effectively give our client the ability to meet a growing list of priorities with limited internal resources.

Franchise Support

We can coordinate our efforts through a franchisor's centralized marketing department or work with hundreds of individual franchisees directly. Customizing an approach for each organization is entirely based on specific needs and objectives and is developed to provide the best overall relationship.

Advertising Agency Support

Working with local and national agencies of all types has led us to uniquely understand how to support the broad scope of responsibilities with which an agency is often charged. From the outsourcing of creative projects to leveraging expertise in areas such as direct mail, Media Prowler's focus is on helping our agency partners succeed.

Core Capabilities

Direct Mail & Marketing

- List & targeted saturation mailings
- Custom design, die cuts, scratch-offs
- Laser personalization
- Loyalty programs
- Insurance and sweepstakes offers
- Postal logistics to get the BEST postal rates
- List analysis and customer profiling
- Thousands of specialty lists and data sources

Printing

- Brochures, flyers, catalogs & pocket folders
- Business cards & letterhead
- Calendars
- Direct mail & envelopes
- Kitting and distribution services

Large Format Signs

- Vinyl banners
- Posters
- Yard signs
- A-frames
- Point of purchase displays
- Exhibit signage
- Window mesh & more

Graphic Design

- Logos & Corporate identity
- Collateral development
- General design
- Photography

Email Marketing

- Email design
- Campaign management
- Web site integration
- Email list development

Web Site Design

- Web sites
- SEO / SEM
- Landing pages
- PURLs (Personalized URLs)
- Blogs
- Content management systems

Logistics & Trucking

- Private trucking fleet
- National FedEx strategic alliance

SERVICES



Direct Mail

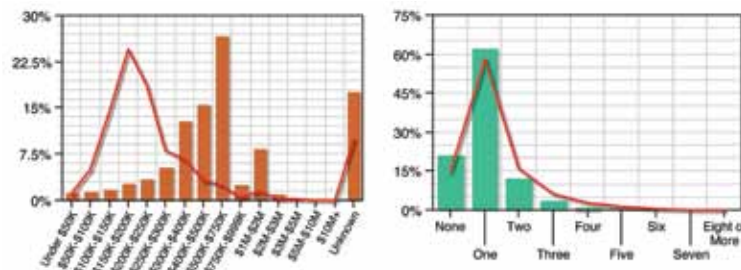
We know the secrets of growing your business with direct mail

It's commonly accepted that the success of any mail campaign follows the 40/40/20 rule. 40% of any campaign's success can be contributed to the OFFER, 40% to the LIST and 20% to the CREATIVE. Media Prowler maximizes each of these vital contributing factors to achieve the best return on investment.

Analysis & Market Profiling:

From simple geographic analysis to complete list profiling, Media Prowler can identify your strongest prospects and develop list strategies to cost effectively get in front of those most likely to respond to your offer.

Profile your existing customers against 700 variables associated with 120 million households with demographic behavioral data, specialty data (including home ownership, auto, census, federal reserve data, aggregated credit information) and affluence data elements. Then determine if targeted saturation mail or a specialty list is the most efficient method to reach your market.



Profiling Database:

- 700 variables
- 120 million households

Postal Logistics and Optimization

Postage represents a significant part of every direct mail budget and reducing its cost is one of Media Prowler's primary areas of expertise and focus. Our postal analysts review every list and mail strategy to ensure the lowest rates are attained for every job. Shipping directly to postal sectional facilities helps achieve the best postage discounts and narrow the delivery window for the campaign.



OFFERS Matter!

According to US Post Office studies, the offer determines at least 40% of your campaign's success.



Print

The convenience of a complete print solution

Media Prowler Marketing Companies take full service printing to the next level. Our commercial print division has a wide range of equipment specifically designed to fulfill a diverse range of requirements. From elaborate 4-color brochures and direct mail to basic stationery and business cards, Media Prowler can manage your company's brand across all your marketing collateral and general printing requirements.

If you need it fast, Media Prowler can respond. Delivered on Media Prowler's private trucking fleet in the Northeast region, or nationally distributed to multiple locations, you can rest assured that your printing projects will arrive on time.

Media Prowler will work with you every step of the way. We'll provide ideas that will help you achieve your goals without going over budget.

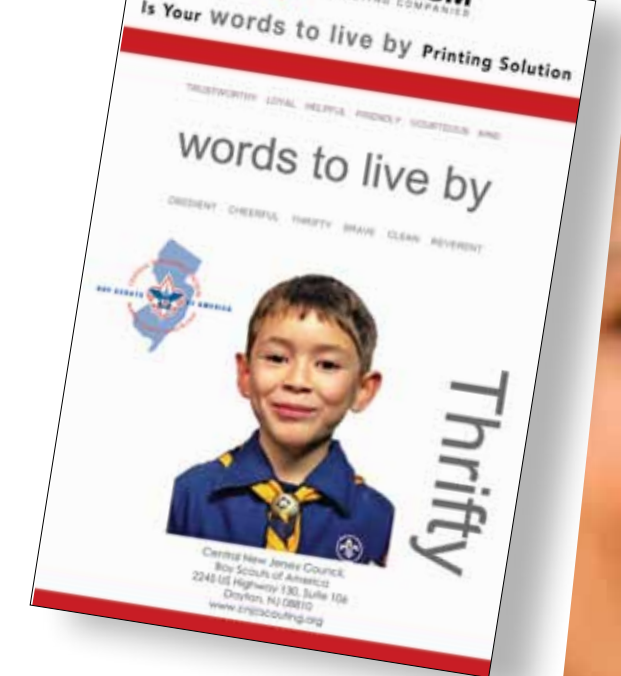
Additional Services:

- Design
- Photography
- Mailing Services
- Fulfillment
- Printing
- Warehousing
- Folding
- Delivery



Master PRINTER

The Media Prowler Marketing Companies are proud to be a G7 Certified Master Printer.



FACTS:

70,000 square feet of print production and mail processing

State-of-the-art pre-press department

Products:

- Business Cards
- Booklets
- Brochures
- Calendars
- Catalogs
- Direct Mail
- Flyers
- Door Hangers
- Envelopes
- Letterhead
- Menus
- Note pads
- Posters
- Postcards
- Pocket Folders
- Rack cards
- Tent Cards



Stand out from the crowd!

Making the case for effectively using signs to support all your marketing efforts is simple. Signs add reinforcement to the primary message and ideas you're trying to communicate. Well coordinated campaigns with matching signs add a sense of legitimacy to any event and help distinguish it as something unique, time sensitive and worthy of notice.

Effectively used, signs can:

- Improve closing ratios
- Increase sales
- Cause additional buyers to enter the market
- Improve the average transaction level
- Reinforce your brand in the consumer's mind

With so much at stake, signs offer a tremendous opportunity to improve numerous areas of your business.

Think Immersion!

It's just not enough to place a single sign within your place of business and hope your message gets across. To fight through the clutter you must seek to immerse every customer in your brand and any information you need to communicate.

Think BIG, think repetition and never let yourself get lost in the crowd.

As BIG as You Can Dream!

Media Prowler's large format digital printing capabilities can add an entirely new dimension to your marketing message. With a 10 ft. wide print capability and almost infinite length, the possibilities are endless.



Applications:

- Point-of-purchase advertising
- Banners and signage
- Posters
- Exhibition graphics
- Display graphics
- Bus shelters
- Long-term outdoor graphics
- Indoor / Outdoor
- Fixtures & Hardware
- Custom Design

State of the art large format print production up to 10 ft wide.



Large Format

Design

Improve your design for better results

Design for Action!

Everything we produce is visual in nature and needs to look great. However, there must be a conscious effort to BALANCE the aesthetic appeal and the EFFECTIVENESS of the message.

With the accumulated experience of thousands of clients and tens of thousands of campaigns, we've learned what drives response and what falls flat. Leveraging this expertise in every design is critical in helping our clients achieve an above average return on investment for their marketing.

Design Standards

Maintaining your established brand and identify elements across all production functions is critical. Media Prowler works closely with each client to establish standards and implement consistently.

Think Cross-Media

Consumers experience your marketing across multiple media formats. Guide them through the process, effectively retain control of the message and get them to take the desired ACTION. Make sure there aren't any weak links in your response chain so you get the best chance to convert leads into sales.



FACT:

12 in-house designers and art directors with expertise in your industry.

Design Support:

Franchise Organizations

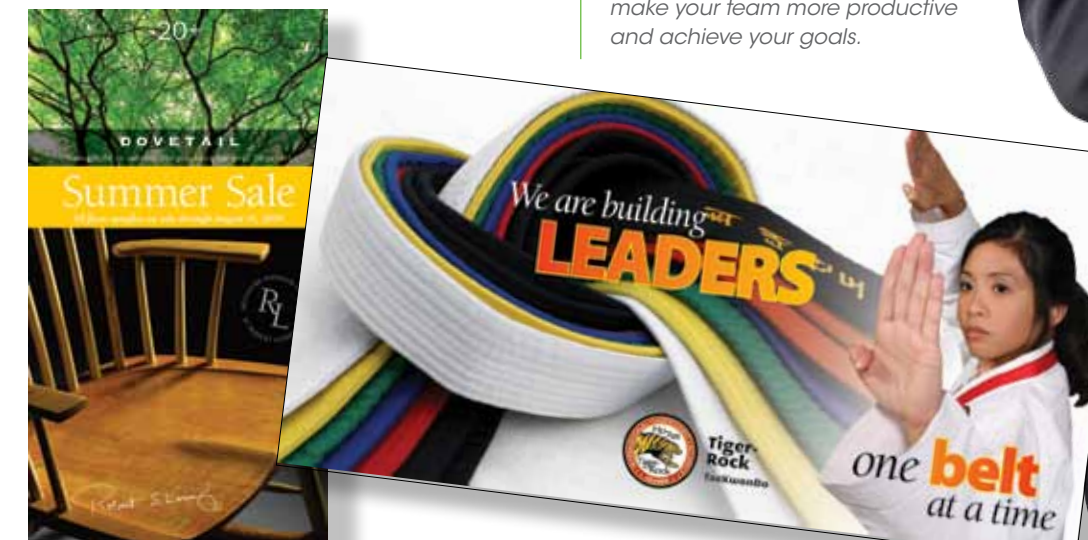
Control the design and production of materials for your franchise base. We can develop programs that can manage the process more effectively while providing greater control.

Advertising Agencies

Need creative versioning for hundreds or even thousands of locations and just don't have the resources available to meet the deadline? Media Prowler can augment your internal design staff and help meet your commitments.

Corporate Marketing

Add our additional knowledge, insights and experience to your team without the cost of hiring additional staff. Allow us to help make your team more productive and achieve your goals.





Integrated Email Marketing Solutions

Keeping in front of your customers with relevant information is more critical now than ever. Use email to cost-effectively touch customers and prospects between traditional marketing cycles.



Email Design

- Customized for each campaign
- Develop a custom template library
- Create drip campaigns
- Designed for RESPONSE!



Collect Email

We can integrate customized forms into your current web site to capture email and other valuable information on individuals responding to your marketing materials.



We Test Everything

Prior to sending every campaign we test how the email will render in all the major email clients. Don't take the chance of having a poorly constructed email make the wrong impression on your target market.

Powerful Email Features

Media Prowler eWorks offers powerful email marketing features to get the most out of every campaign.

- Powerful Personalization
- Forward-to-friend
- Email Render Testing
- Free Campaign Archives
- Free Image Hosting

Subscriber & List Management

Media Prowler eWorks allows you to create an unlimited number of subscriber lists.

- Unlimited custom fields
- List Export
- List & Subscriber Statistics
- Query Builder/Segments

Sophisticated Web Forms

Deploy subscription forms, send-to-friend and preference management forms.

- Opt-in, preference and send-to-friend forms
- Install on any web site
- Unlimited custom fields
- Store and email form results to anyone
- CAPTCHA & IP stamping for added security

Beautiful Reports

eWorks provides elegant reports on every campaign metric you need to keep track of, including: opens, clicks, bounces, unsubscribes, forwards and more.

- Opens, clicks, bounces, unsubscribes & forwards
- Autoresponder Statistics
- Mailing List Statistics
- Campaign Rendering Reports

Powerful Autoresponders

Stage an ongoing drip marketing campaign by automating your email deliveries through auto-responders.

- Powerful Criteria/Segmentation
- Real-time Statistics
- Powerful Personalization

Stellar Deliverability

With dedicated ISP relationships, inbox monitoring globally, and enhanced deliverability tools, eWorks helps ensure your emails reach the inbox.

- ISP Relationships
- Whitelisting
- Blacklist Monitoring
- Authentication
- Secure Data Center
- Data Backup & Security

Email Marketing

Web Design

Leverage the Power of the Internet

Your web site is a critical part of any advertising campaign regardless if it is initiated online or through traditional advertising. Consumers have been conditioned to turn to the web first to get additional information or establish a greater level of trust and comfort with a business before visiting, making a phone call or even sending a simple email request.

Our first objective is to do a thorough review of all marketing related activities and identify how the web site will enhance the prospective customer interaction. Only after having this understanding do we proceed to make recommendations for design and functionality.

Cross-media Campaigns PURLs (Personalized URLs)

With competition and consumers' expectations rising constantly, marketers must find new ways to interact with their prospective customers more effectively.

Giving customers alternative response methods is critical to maximizing the ROI of any campaign. Media Prowler's PURL system can help generate higher levels of response, track critical information and actually present variable offers depending on the information and responses received in the process.

With cross-media responses being more than double the average and in some cases 6% or higher, this approach represents one of the future requirements of effective direct mail marketing.



FACTS:

Over 92% of consumers use the Internet as a tool in their buying decision process.

1 out of 3 people prefer to respond to direct mail offers through the Internet.

Advanced Features:

- Content Management Systems
- Integrated Email Marketing
- Shopping Cart / Store Front
- PURLs (Personalized URLs)
- Flash Animations
- Virtual Tours
- RSS Feeds
- Landing Pages
- Blogs



Clients

From small to large, local to national...

Below is a partial client list representing companies we are proud to work with on a local or national basis. Working with over 2,500 businesses of varying sizes, the following reflects the typical diversity of industries we serve.

Education

Harvard Graduate School
Cambridge College
UNH at Manchester
Wentworth Institute
UMASS Lowell
Boston Latin School Association
Southern New Hampshire University
Plymouth State University
Providence College
Franklin Pierce University
Bridgton Academy

Banking / Financial

St. Mary's Bank
Granite State Credit Union
Comvest
Centrix Bank

Non-Profit

American Red Cross
Boy Scouts of America
NH Audubon Society
YMCA
Autism Society

Health Care

Catholic Medical Center
Fallon Community Health Plan

Restaurants & Food Services

Dunkin' Brands (Dunkin' Donuts)
Papa Gino's
D'Angelo's
Papa John's
Piccadilly Pub

Retail

Oreck Clean Home Centers
Rotman's Furniture
Harley-Davidson Retailers
Simon Malls

Manufacturing

Alside
Owens Corning
Anheuser-Busch / Budweiser

Sports Franchises

Manchester Monarchs
NH Fisher Cats
Manchester Wolves

Real Estate

Remax
Coldwell Banker
Brady Sullivan Properties

Telecommunications

Bay State Mobile
AT&T Mobility

Health & Fitness

World Gym Franchises

Recreation

Nashoba Valley
Manchester Country Club

Political (National & Local)

Presidential Candidates
State & Local Office Candidates

Rethink Possible



Equipment

Pre-Press & IT Infrastructure

Media Prowler utilizes a complete Xitron PDF workflow system and CIP 3 technology to integrate with our presses. We host our own FTP site, and operate on redundant servers with 9 terabytes of RADE 6 data storage. Back-up systems include redundant storage both on and off site.

- Two Kodak Magnus 400 metal plate setters
- Heidelberg processor
- Proofing devices: Epson 7000, Epson 7800 and a Spinjet 4000 proofing system

Print Operations

- 8-color Heidelberg Speedmaster, 4/4 Perfector 20" x 29" format
- 8-color Diddie Web Press, 20.5" x 23", 23" cut-off, signature fold inline, sheeter with UV drying capability
- 8-color Diddie Web Press, 17" x 22", cut-offs, 11" & 22", perf unit inline, fold inline, sheeter with UV drying capability
- Sakurai 458 SI 2004, 4 color, 18" x 23"
- Heidelberg QM46, 2001, 2 color 12" x 18"
- Heidelberg QM46, New 2006, 2 color 12" x 18"
- Hamada, 2 color with envelope feeder
- AB Dick 9870, T-Head, with envelope feeder
- IKON CPP 650 color digital print solution

Bindery

- (2) 45" Polar Cutting System; Scale, Jogger, Lift, Transamat
- Challenge Cutter, 30", 2000
- Heidelberg Stahl Folder, 30", with fugitive glue and right angle perforation capabilities
- Baum Folder, 26", three additional fold sections w/ true gate fold attachment
- Baum Folder, 20", two additional fold units
- AB Dick table-top folder
- Heidelberg ST 90 saddle stitch; 6 Station, cover feeder, hand feed station
- Shrink wrapper, heat tunnel & conveyor
- Three hole drill, 2 padding machines, Joggers
- Rossback stitcher
- Heidelberg windmill, multiple numbering heads & chases

Trucking & Logistics

Media Prowler Private Fleet: In the Washington D.C. market Media Prowler services its clients and ships directly to regional postal facilities on its own private trucking fleet to ensure prompt service.

Fed Ex Freight Strategic Alliance: Outside of the Washington D.C. market Media Prowler leverages its strategic alliance with Fed Ex Freight to gain expedited access to postal centers and ensure our client's mail is moved as rapidly and as cost effectively as possible.

Direct Mail

Mail Preparation/Fulfillment Services

- Buskro BK600C Inkjet Imaging System with inline BK530 tabbing/labeling/stamp affixing system and conveyor
- Kirk Rudy Net Jet Imaging System with 3 inches of print, inline tabbing/labeling/stamp affixing system and conveyor
- (2) Scitex 5120 Inkjet Imaging System with Kirk Rudy base, tabber, and dryer; inline tabbing/labeling/stamp affixing system and conveyor
- (4) Scitex 5122 Inkjet Imaging System with Kirk Rudy base, tabber, and dryer inline tabbing/labeling/stamp affixing system and conveyor
- Kirk Rudy 4-up Cheshire Labelers with conveyors
- Xerox Cheshire 525/E Labeler
- Kirk Rudy High Speed Stamp Head
- Kirk Rudy High Speed Tabber
- Accufast Table Top Tabber
- (2) Pitney Bowes 4 Station 6x9 Inserter with inline metering and stamp head
- (2) Pitney Bowes 6 Station 6x9 Inserter with inline metering and stamp head
- Mailcrafter 6 station 6x9 Inserter with inline metering
- (2) Pitney Bowes 6100 Meter Bases
- Pitney Bowes DM1000 Meter Base
- Baum 714 XLT Folder
- (1) Baum 2020 Folder

Imaging & Data Processing

- (1) Toshiba eStudio 1050 digital laser printer
- (1) Canon Imagerunner 110 digital laser printer
- (1) Canon Imagerunner 7110VP digital laser printer
- (3) Xerox Phaser 4500 series printers
- (2) Taneum Line Printers
- Software: BCC Mail Manager 2010 coding, presort, and inkjet software, proprietary software to enhance and manage mailing list databases, dedupe software



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RESULTS... Because Nothing Else Matters!

Direct Mail

Printing

Large Format Signs

Graphic Design

Email Marketing

Web Design

Trucking & Logistics

