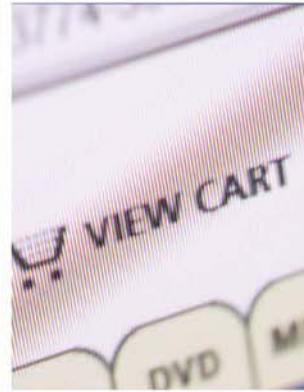


# *Strategic Buys.*

## *Lucrative Results.*



*Direct Response Advertising*  
*TV Internet Radio Print*

# About Us

Established in 1991, Tower Media has become an acknowledged leader in direct response media buying. Our client base includes companies from a variety of product and service categories including Computer Software, Health and Fitness, Beauty, Retail, Franchises, Consumer Goods, Financial Services and Not-for-Profits.

Our diverse client roster includes Life Alert, ThermaClear Acne Treatments, Feed the Children, Citizen's Energy, Relax the Back Stores and Petnovations. Our clients rely on our strong media industry relationships, experienced buying staff, vast rate histories and media buying technologies like Teletrax and our powerful media reporting software system to provide them with efficient, measurable and ultimately profitable direct response media buying.

## Why Tower Media?

Tower Media is a full service direct response media agency that creates campaigns that elicit efficient and profitable response while building exposure for your brand. We will:

- Make every advertising dollar count.
- Effectively measure consumer response.
- Increase your Brand Recognition.
- Cost effectively advertise to your key audience.
- Motivate consumers to take action.
- Launch your campaign in a variety of mediums including television, web, print, radio and outdoor.

# How We Go About Our Business

Tower Media's client base shares one thing in common, the desire to achieve a profitable return on their media investment by using direct response advertising in its many shapes and sizes. They do this by trusting Tower Media to provide accurate, measurable and efficient results through intelligent planning and strategic execution of their media buys. They also rely on us as a sounding board and a source of ideas for further increasing their profitability. Below are some quick studies of actions Tower Media has taken on our clients' behalf to improve their businesses.

For a long time client of ours like Video Professor, who has actively used DRTV for over a decade, that means locking up hard-to-come-by long form media, as well as, pushing them to expand their marketing efforts to include short form advertising. This transition to short form required a strategic shift in the business model that was well received and fueled a major growth phase, they became known to a completely new audience.

For Life Alert, a client of Tower Media since 2006, it meant opening doors in the broadcast television and syndicated world that they'd never entered before. We showed them that there were television outlets outside of the handful of cable networks they relied upon. These outlets helped drive up lead volume and ultimately produce a more profitable bottom line.

For a client new to DRTV, like Citizen's Energy, we gave them tangible results for the first time. We allowed them to see that buying outside the prestigious programming of prime and evening news, while not as impressive to their friends and families, could provide an unbelievable lift in response from their target audience at a much lower CPM than through their general agency buys. They were also able for the first time to know what a media dollar spent really meant to their bottom line.

For a client like Cricket Communications we showed them the power of taking their message to the streets thru the use of a unique marketing tool, the Segway Scooter. We developed and implemented appearances at heavily attended local events that far exceeded their target response rates. By using coupon handouts from our manned crew of Segway Drivers, crowds swarmed the drivers and were more than happy to take and ultimately respond to the handouts offering Cricket's discount cell phone services.

# Talk to us.



## **Phil Rozansky, President**

Phil Rozansky founded Tower Media in 1991 shortly after earning his masters degree from Kellogg Graduate School of Business at Northwestern University. He combines intuitive business acumen with a natural creativity and entrepreneurial spirit. Innovative, deal oriented and strategically minded, Phil continues to bring tremendous passion to his role as President of Tower Media where every project receives his personal attention.

**Call Phil at 312.856.9200 Ext. 101**

**Email: [phil@towermedia.com](mailto:phil@towermedia.com)**



## **Brian Riker, Director of Client Services**

A DRTV veteran with over 12 years of experience, Brian has led media buying efforts for clients as diverse as Carleton Sheets Real Estate, ADT Security Systems and Progressive Auto Insurance. His innovative approach to media campaigns have led to improved bottom lines for his clients while generating a great ROI on their advertising dollars. Brian is well known throughout the media industry and his extensive network of relationships gives Tower Media clients a decided edge over the competition.

**Call Brian at 312.856.9200 Ext. 177**

**Email: [brian@towermedia.com](mailto:brian@towermedia.com)**

If you are ready for a client-focused agency that will achieve your goals, then you are ready to work with  
**Tower Media.**

