

**clearmedia.tv**  
inc

**MEDIA MADE EASY.**



**AGENCY OVERVIEW**

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## WHO WE ARE:

CLEAR MEDIA IS A CORE TEAM OF FULL-TIME, DEDICATED AND KNOWLEDGEABLE EXPERTS IN THE FIELDS OF MEDIA ADVERTISING AND CREATIVE PRODUCTION.



## WHAT WE DO:

- Provide a “one-stop shop” of integrated media solutions for your advertising needs
- Offer unbiased and strategic insight
- Perform real-time analysis and optimization
- Develop custom creative content
- Tailor our buying approach to any medium, whether traditional or emerging
- Do it all with a fast, flexible and friendly approach

## WHY CLEARMEDIA.TV:

We offer full-service expertise, like any agency, but with a difference - we pride ourselves on doing it better, with less overhead, using less people and therefore, doing it more cost-effectively. The best part? We pass those savings onto you. We will work with you as a strategic partner, helping you connect with your target, enhance your brand, increase your bottom line and grow your business.

## MEDIA MADE EASY.

TV • RADIO • OOH • ONLINE • PRINT

SERVICES



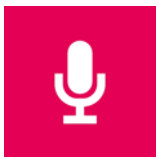
### TELEVISION

Mass reach, credible, well-accepted, engages all senses (sight, sound, motion), most efficient when your story has to be told.



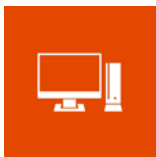
### OUT OF HOME (OOH)

Unlimited potential, location-based, strategic placement, attention-grabbing, low CPM, high repeat exposure.



### RADIO

Mass reach, localized, builds frequency quickly, flexible, quick turnaround, high geographic and demographic selecting, plays on listeners' perceptions.



### ONLINE

Precise targeting capabilities, affordable, easy to track/measure conversion, quick turnaround, real-time optimization.



### PRINT

Hitting a focused audience, non-invasive, impactful, loyal audience, targeted.



### PRODUCTION

Maximum impact, unparalleled value and quality, experience in execution across all platforms, in any language, locally, nationally or internationally.

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## WHAT WE OFFER:

- **Clear Media purchases media inventory locally, regionally and nationally in Canada and the USA, and internationally in countries such as Germany, Russia, Ukraine, Sweden, Brazil, Belarus and beyond. In addition, we offer the following media services:**
  - Complete guiding, buying and execution across all platforms
  - *Media targeting*
  - *Campaign tracking*
  - *Campaign optimization*
  - *In-depth post-analysis reporting*
  - *Market research*
- **Complete creative development, from concept to final product, with unparalleled cost-effectiveness for the production value, including:**
  - *Television commercials and billboards*
  - *Online content – search, display and rich media*
  - *Edit compilations*
  - *Casting services*
  - *Corporate video*
  - *YouTube content*
  - *Out-of-home and print creative*
  - *Radio commercials and tags*
  - *Adaptations for local or global markets*
  - *Regulatory approvals*
  - *Creative distribution and trafficking*

**Don't see it here? Ask us - we've likely done it.**

## HOW WE DO IT:

Below is a small sampling of our vendors across various forms of media:

### TELEVISION



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## WHO WE DO IT FOR:



And many more...

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## WHAT THEY'RE SAYING ABOUT US:

"ClearMedia always delivers... By leaving advertising in ClearMedia's hands, we're able to focus on the business of 888 Poker. I recommend ClearMedia.tv to anyone looking to advertise on television."

**GARETH EDWARDS. DIRECTOR OF MARKETING. 888 POKER.**

"Working with very tight deadlines, ClearMedia delivers both top-notch creative and effective airtime strategies whenever we need them to. We trust ClearMedia..."

**JAMIE DEPETRILLO. DIRECTOR, BRAND MARKETING. EB GAMES.**

"The team at ClearMedia is professional and responsive. Through its collaborative, client-centered approach, ClearMedia produced three timeless commercials for Ontario Pork."

**MARY JANE QUINN. SR. MARKETING COMMUNICATIONS LEADER. ONTARIO PORK.**

"ClearMedia is wonderful to work with and always delivers - on time and on budget."

**MEHRDAD SADEGHI. PRESIDENT/CEO. REGISTER.CA.**

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**EXPECT MORE !**

