

# ITM

A Division of Innovative Travel Marketing

## Newspaper Media Buying Services



## ABOUT ITM

- ITM's award winning media buying and planning company has been delivering the highest level of personalized service, expertise, and value to our clients since 1992.
- ITM Newspaper Media Buying Services provides seamless service for all newspaper, print and digital buying to save time and money while maximizing reach and increasing profit. We work in all categories of business including Financial Services, Insurance, Travel, Healthcare, Telecom, Consumer Electronics, Retail and Auto.
- ITM works as an extension of your team providing a dedicated senior account manager with exceptional knowledge and buying clout to assist all of your buying needs.
- ITM works with over 2,000 newspapers, including national and major dailies, community and local weeklies, multi-cultural, college and military, as well as international publications.

# ITM PLANNING & BUYING CAPABILITIES

## National & Regional Print

Major and Local Daily Newspapers,  
Community Weeklies

## Digital

Newspaper Website Banner Ads,  
Mobile, Dedicated Emails,  
E-Newsletters, Branded Content

## Multi-Cultural

### Newspapers

Hispanic, African American,  
Asian & Ethnic

## Printing Services

Free Standing Inserts, Brochures



## College & Military Newspapers

## Direct Response

## International Newspapers

## Research/Analytics

## Content Marketing

## Direct Mail

## ITM DELIVERS

- **Full Service, Comprehensive Newspaper Advertising Resource:** Traditional print and digital with a customized one-order, one-bill, per your needs.
- **Broad Array of Products and Services:** Designed to maximize the dollars invested in newspapers.
- **Services:** Upfront planning and research, rate and contract negotiation, scheduling, billing and follow-up.
- **Products:** FSI, TMC, polybags, direct response, print, and digital including desktop, mobile and tablet.
- **Newspapers:** National, major dailies, weeklies, community, college, multi-cultural and international.

# FREE STANDING INSERT CAPABILITIES

- ITM plans and executes Free Standing Insert (FSI) programs. We deal with high volume, fast paced accounts in many different markets.
- ITM identifies the most appropriate mix of home delivered, single copy and opt-in products, including Total Market Coverage (TMC) and Select Market Coverage (SMC) circulation to meet your clients' market penetration objectives.
- ITM provides sophisticated targeting by geographic, demographic and psychographic criteria. We use a variety of syndicated research for market and newspaper rankings, reach, frequency, and audience data.



# ITM DIGITAL CAPABILITIES

- **Services**
  - Upfront planning and research, rate negotiation and placement, ad serving and traffic, plan management and optimization, and performance reporting.
- **Websites**
  - We cover all 210 DMA's and work with all local properties including leading newspapers, TV/Radio, Alternative weeklies, Biz Journals, College, Hispanic, and African American websites, as well as programmatic buys.
- **Platforms**
  - We place advertising in all platforms including desktop, mobile, tablet, video, and social networks.
- **Plan Management**
  - We manage all digital plans from start to finish: reserve inventory, traffic creative, trouble shoot production issues, provide screenshots of live ads, monitor delivery of impressions, and optimize results.
- **Key Advantages**
  - Integrated Programs: Multi-platform digital, mobile, social, programmatic to bolster a traditional print campaign.
  - Premium Service: Responsive, knowledgeable, detail oriented, informative with timely tracking and reporting.

# TESTIMONIALS

## **San Francisco Media Company**

*“I have worked with Kim for over 15 years and I have to say WOW. Kim is the rare gem that makes things happen for both her clients and their Partners. Her attention to detail her tenacity to get things done is exemplary. I would have to say she is the top tier in her Industry.” -Jay Curran, CRO*

## **New York Daily News**

*“We have worked with Kim on a large amount of business over many, many years. Her depth of knowledge of the business is unparalleled, and her relationships are invaluable. She is an incredible professional, and an expert in her field. To say Kim has been one of our most important partners would be an understatement.” -Linda Brancato, Senior Vice President of Advertising*

## **Philadelphia Media Network**

*“I've known Kim for more than 10 years. Her passion for our industry has always been second to none. Efficient, precise, tenacious and ridiculously hard working are 4 ways to describe her. She knows everyone and the markets they serve as well. -Krista Jean Loudon, National Sales Director*

## **Boston Globe Media**

*“I have had the opportunity to work with Kim Aiello for several years. She has a tremendous work ethic and can multi-task and execute with the best of them. As an added bonus, Kim is a ton of fun to work with.” -Jim Gibbons, Director*

## **Horizon Media**

*“Kim has always provided excellent work and service you could rely on. She is very driven and has an amazing work ethic. She is a highly valued and motivating leader that has the upmost respect amongst her team and clients.” -Dasha Kotcherga, Strategy Supervisor*

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