



## Time Saving Services

Meet with all your media reps, negotiate rates and identify special advertising opportunities

Evaluate your current advertising and marketing plans and offer ideas and suggestions for greater results

Maximize exposure and efficiency of advertising schedule through purchase and placement

One monthly statement of all media billing and invoices

Manage and monitor all aspects of your advertising messages from the conception to the completion of the project

Creating, producing and implementing campaigns and themes for consistent image and maximum impact

Let me plan, manage, and execute your special events, activities and promotions



Save   
Time and Money...

*Tell Them*

*To Call*



**YOUR**

*Advertising*

*Agency*



*Brenda  
Combs*

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Advertising  
& Marketing  
Options



Advertising  Marketing  Special Events

*“An investment in my time  
will give you back yours.”*

**Brenda Combs**



## The Right Place At the **Right Time**

Every situation and every business is personal and unique. MoonDANCE Marketing can give you time to focus on the areas of running your business that you know best, while still maintaining the personal identity and reputation that you have worked so hard to establish. One of the most valuable services I provide is analyzing existing budgets to look for opportunities to show improved impact and effectiveness right away. Advertising and marketing are investments in your business and should be done wisely.

## Buying Time Intelligently

Nielsen and Arbitron rating services provide demographic information for television, radio and cable in your local market. This combined with additional local market research through services such as Marshall Marketing help select not only the media, but the programming and timing to best reach your most desired customers. This information helps place your advertising in media that will reach your targeted audience as efficiently as possible. Reach and frequency are additional factors to consider.

A single convenient monthly statement also simplifies the entire media purchasing/accounting process.



## Creative Production

Is it the medium or the message? Well placed advertising must deliver a message that catches the consumer's attention and creates action or helps the customer remember you. With more than 20 years local marketing and advertising experience, I have the creative abilities, resources and talents to best meet the needs of each individual client. Whether you are new to advertising or a seasoned veteran, the production is not complete until you are satisfied. Professional production defines a professional company. Music invokes so many images, feelings, emotions and memories. Jingles help create an image for your business and may be the only thing that the viewer or listener remembers.

## Meetings...Meetings

Whether you prefer radio, TV, cable, direct mail, outdoor, web site and email marketing, or local sponsorships to market your organization, I have the experience, ability and relationships to manage all of this and more. This gives you more time to meet the other daily, weekly, and monthly demands of your business, and oh yes, your life! You no longer have to meet with numerous sales people and respond to donation and sponsorship requests. As your agency I represent your interests, and serve as the gatekeeper and buffer, collecting information of interest to you and presenting it in regular report sessions. This still allows you to support the media and programs that are important to you.



## TIME for Special Events

Successfully orchestrated special events and sponsorships provide many great benefits. Besides increasing sales, they create great public relations, are a fantastic way to involve employees, customers, the community at large, and incorporate some wonderful partnerships. My years of experience planning and managing both large and small happenings, assures you a well planned, well promoted, event that incorporates all that is important to you.

## CHOOSE how to pay for My TIME

Since everything is negotiable, so too, is my time. You may choose to hire me as your advertising consultant on an hourly basis, sign an annual contract, establish monthly retainers, or pay independently for advertising and marketing services. Many clients prefer to base it on monthly and quarterly media placement and billings. I am happy to discuss the benefits of each option with you.

## It's Your TIME

The bottom line is, it's your business and you can be as involved as you want to be. Some clients like to have extensive input and others leave many of the tasks to me. Whatever level of involvement you choose, rest assured that all advertising and marketing decisions for your business are made in total consideration of your particular interests. When I work for you — I work For You! We all want to make the most intelligent and professional decisions possible for our businesses. I sincerely hope that you understand an investment in MoonDANCE Marketing is an investment in yourself.

