



Direct Marketing Lists

from Concept Marketing Group, Inc.
Reach your next customer effectively and affordably

The list you choose when launching a direct marketing campaign will determine your success. We analyze your target market and product offering to determine the ideal list for your campaign. Our precision targeting and creative strategies will ensure your success.

- Free list counts and quotes
- Fast online data delivery
- Personalized lists and services

Business Lists

- 90% guaranteed deliverability
- Filter by business type/SIC
- Filter by employee type/ sales volume
- Target any U.S. geographic area

Occupant Lists

- 95% guaranteed deliverability
- All households within any geographic area
- Lower postage costs
- Also known as "Resident" or "Saturation"

Business Demographics Include:

- SIC industry code
- Number of employees
- Annual sales volume
- Contacts by job function
- Phone & Fax numbers
- Small businesses and cottage industries
- Minority and women owned

Consumer Lists

- 94% guaranteed deliverability
- Filter by demographics (age, income, etc.)
- Filter by lifestyle interests (golfers, travelers, etc.)
- Option for DNC compliant phone numbers

Specialty Lists

- 94% guaranteed deliverability
- Privacy-Compliant Data
- Consumers, professionals, or industries
- Greater precision and selectivity

Consumer Demographics Include:

- Age, gender, and marital status
- Children's ages
- Annual income and networth
- Home market value and statistics
- Mortgage type, date, and amount
- Lifestyle and Equifax Niche 2.0 information
- Mail order responders and credit card user

Establish Your Business - Create Mind Share - Dominate Your Market

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Marketing Services

CONCEPT MARKETING GROUP BUILDS POWERHOUSE BRANDS FROM THE GROUND UP!

Put 30 Years of Marketing Know-How in Action for You

From digital Fortune 500s to 'brick and mortar' start-ups, the experts at **Concept Marketing Group** know how to position you for success. We specialize in creating laser-focused, wholly-managed strategic marketing campaigns with your specific goals in mind. Not sure what your goals should be? No problem. We'll work with you individually to identify your objectives and chart a course to meet them. And with our unique industry knowledge, we're always ready to adjust your branding strategy as your business needs change.

- M Maximize Customer Retention
- O Optimize Brand Visibility
- R Realize New Prospect Channels
- € Enhance Product Offerings

A Robust Menu of Proven, Affordable Marketing Services

With so many new advertising channels and emerging customer touch points, it can be difficult to know how best to establish your business. And with your annual marketing budget on the line, generating maximum ROI is critical. Take advantage of our deep network of publicity contacts and channel in-routes to constantly explore new branding opportunities. Our collection of powerful branding strategies is designed for one purpose... to give you the competitive edge over your competition.

- Direct mail lists/Data Appending & Cleansing
- Postcard Printing & Mailing Services
- Corporate Identity/Branding Packages
- Press Release Writing, Distribution & Clipping
- Association & Chamber of Commerce Directories

Discover How CMG Can Invigorate Your Next Campaign

You're unsatisfied with your current advertising results. Or perhaps you're just trying to get your business product or service off the ground. Whatever your particular challenges might be, Concept Marketing Group has answers. To find out how CMG can guide you through the complex maze of building your unique brand, call us at 800-575-5369, send us an email at concept@marketingsource.com, or visit our web presence at Marketingsource.com

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Press Release Services

from Concept Marketing Group, Inc.
Writing : Editing : Distribution : Clipping



- Direct Distribution to Editors
- Target Section Editors Directly
- Internet and Newswire Exposure
- 76,000 Media Outlets
- 380,000 Editor Contacts
- Clipping and Campaign Monitoring

Internet Distribution - \$349

- Internet newswire distribution to Google News, Yahoo! News, PRWeb, MSN News, and more
- Direct-to-Editor distribution to online news outlets in your industry including ClickZ, Forbes.com, FastCompany.com, Time.com, and more

Local & Regional Media Distribution - \$129 to \$179

- Direct-to-Editor distribution to local newspapers, TV/radio stations, and magazines
- Target media by city, county, state, or radius

Direct-To-Editor Packages - \$399 to \$1599

- Reach section/industry editors of national newspapers, TV/Radio stations, and magazines
- Distribution to major newswires including the Associated Press, Reuters, Bloomberg, and more
- Online newswire distribution and targeted industry distributions
- Clipping services

Press Release Edit & Refine - \$89

Review newsworthiness and format, suggest changes to improve content, make minor corrections to tone and tense, and update format and layout.

Re-Write Services - \$199

Have a release written but know it isn't up to par? Our team will fine tune and update your press releases, add and refine content, and make your news "pop" in the eyes of an editor.

Start-To-Finish Writing Services - \$299 to \$699

Our team of professional writers will compose your release in the standard industry format and method. Using information gathered from our phone interview, and a review of your existing marketing materials, we will draft a professional and accurate press release. Includes one round of revisions, and discounts on our distribution packages.

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