

**BEHIND EVERY NEWSPAPER
LIES THE READERS.**

**NO ONE KNOWS THEM BETTER THAN
ETHNIC PRINT MEDIA GROUP.**



 **ETHNIC**
PRINT • MEDIA • GROUP



REACHING THE TRUE HEART & SOUL OF AMERICA IN THE MEDIA THEY READ AND TRUST MOST.



ETHNIC PRINT MEDIA GROUP IS THE BEST NEWSPAPER REPRESENTATIVE IN THE BUSINESS.

If you are looking to reach the Hispanic or African American market, EPMG is your solution. From our turn-key approach to planning, placement and follow-through to our vast proprietary data, EPMG is equipped to take your message straight into the heart and soul of the African American and Hispanic markets.

EXPERIENCE THE POWER OF A PARTNERSHIP... AND THE DIFFERENCE ONE CALL CAN MAKE.

THE POWER OF ONE.

We offer one contact, one order & one invoice access to the newspapers exclusively serving the Hispanic and African American markets.

MORE RESEARCH, MORE DATA, PERIOD.

- *Access to the most current proprietary readership data*
- *Knowledge and incorporation of the most current market data*

THE PREMIER CHOICE.

EPMG is your solution for media to motivate multicultural America. We are the premier choice for a newspaper media vendor – or as we prefer – partner.

WWW.ETHNICPRINTMEDIA.COM

Visit us online to request a proposal or for more information on EPMG.





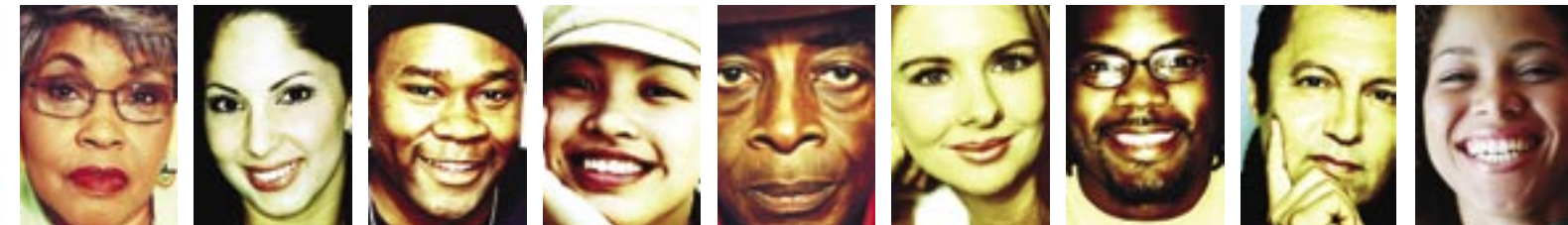
BEHIND EVERY NEWSPAPER LIES THE READERS AND NO ONE KNOWS THEM BETTER THAN EPMG.

What's their favorite soft drink? How often do they travel for pleasure? For business? Are they buying products from ads they see? Annual income? Occupation? Purchase plans for the next year?

EPMG can answer these questions, along with about 400 other African American and Hispanic readership points.

The most current proprietary readership data, knowledge of current market statistics, and the experience to incorporate this data directly into your media plan ensure to campaign success.

WHO WE ARE



RESOURCES, PARTNERSHIPS AND ASSOCIATIONS:

There is something to be said for the saying "You're only as good as the company you keep"

EPMG is proud to say we keep great company.

ASSOCIATE MEMBER:



Association of Hispanic Advertising Agencies

RESOURCE PARTNER:



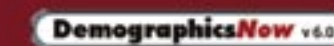
EPMG has invested in the complete knowledge base of The Media Audit, comprising of media measurement and qualitative data research on over 400 consumer buying points covering 80 markets nationwide.

RESOURCE / BOARD MEMBER



EPMG has invested over \$200,000 between 2004 & 2005 funding the audits and readership profiles of Hispanic and African American newspapers. CVC was selected as our audit and research partner for this watershed initiative.

RESOURCE PARTNER:



EPMG has invested in the Demographicsnow/Experian knowledge base and tool for accessing current and projected census data and consumer expenditure data as derived from the US census.

RESOURCE PARTNER:



EPMG has invested in and partnered with RightApp to develop our proprietary and custom media management database and software systems.

THE POWER OF ONE

HOW WE WORK.

1. One consolidated insertion order is received from our agency partner.
2. All space reservations, including page positioning, are reserved with publishers.
3. Insertion Orders are Faxed.
4. Insertion Orders are signed and faxed back by publishers. If I/O's are not signed and faxed back within 24 hours, a call is made by the EPMG team to the publication to confirm receipt, space reservation, positioning and confirmation of I/O being sent back.
5. I/O's are sent in hard copy along with match print of creative to ensure proper reproduction. Pre addressed shipping envelopes ensure fast remittance.
6. Art is received by EPMG from partner agency/client. Any re-sizing needed is orchestrated by EPMG value added if requested by agency partner. Proofs are sent for approval.
7. Once approved, artwork is then sent to publications either via e-mail, FTP or on Disc.
8. Calls are made to every publisher to again confirm page/position and receipt of artwork.
9. Once the campaign has run – EPMG sends a blast e-mail to participating media to emphasize fast remittance of evidence. This ensures that if there was a problem in the run, we can achieve a make good sooner rather than later.
10. EPMG receives evidence from all media.
11. EPMG prepares one consolidated invoice to agency/client partner – typically within 2 weeks of last publication run date.
12. EPMG receives payment from partner agency/client.
13. EPMG issues payment to participating media on the first/next Friday.
14. If a problem existed in a placement, make goods are offered to the agency on an ASAP basis.

TIME IS MONEY. DON'T WASTE YOURS ON SPACE REQUESTS, TRACKING, TEAR-SHEETS & BILLING.

ONE CONTACT:

- One call gives you access to more than 600 personal, strong relationships with the publishers of Hispanic & African American newspapers nationwide.
- One call gives you access to fast, turnkey turn-around of custom media and market proposals.
- One call gives you access to proprietary and qualitative readership data.
- One call gives you access to industry expertise and knowledge.

ONE ORDER:

- With ONE insertion order you can order space for one publication or every publication in the country.
- With ONE insertion order you will leverage the expertise and precision of the EPMG media placement team.
- With ONE insertion order you will have the security of knowing your campaign is in the hands of the best newspaper representative in the business.

ONE INVOICE:

- With ONE consolidated invoice EPMG provides you with all tear sheets and supportive billing information.
- With ONE invoice EPMG handles all disbursements to publications.
- With ONE invoice EPMG has handled your account – turnkey from start to finish.
- With ONE invoice you now have time...

CURRENT CLIENTS EXPERIENCING THE POWER OF ONE:

