

INSPIRIAMEDIA
CAPABILITIES
PRESENTATION *for*
Health Care



AGENCY
MEDIA BUYING
PUBLIC RELATIONS
SPECIALTY MARKETING
WEBSITE & ONLINE SERVICES

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ABOUT INSPIRIAMEDIA

WHERE DID INSPIRIAMEDIA COME FROM AND WHERE ARE WE GOING?

Founders Ronnie Ram, President and Nick Simard, Vice President started InspiriaMedia in August 2007 with the purchase of a portfolio of advertising publications from a local family in Westchester County, New York. At the time, the company was known as Inspiria Publishing, which published the local advertising magazines known as the Scarsdale Monthly and White Plains Monthly.

In deciding to purchase Inspiria Publishing, Ronnie and Nick saw the opportunity to build a company that would serve the advertising and marketing needs of small businesses in and around Westchester County, New York. The economic changes that would soon present themselves resulted in Inspiria Publishing being re-branded as InspiriaMedia and the rapid addition of new products and services ensued. InspiriaMedia's clients demanded the following additional products and services: media buying, graphic design, printing, direct mail services, website development, mobile marketing, outdoor advertising, bus & rail advertising and more.

Today, InspiriaMedia works with many dozens of reputable companies throughout the region to provide complete marketing and advertising solutions both online and offline. The future is bright. InspiriaMedia is positioned to continue to expand its reach to small and medium-sized businesses throughout the region. We are appreciative of the loyalty our clients have shown and look forward to continuing to grow together!

WHY SHOULD I CONSIDER WORKING WITH INSPIRIAMEDIA?

You know you need advertising and marketing for your practice to remain relevant in the new economy. Let InspiriaMedia earn your business as your trusted adviser. We work with a variety of client budgets, no matter how small or how large. Every client is treated as our #1 client by every member of our team. While we're on the topic of teams . . . as a client of InspiriaMedia, you will benefit from decades of experience in a variety of industries, NOT JUST advertising and marketing. In fact, the professional members of InspiriaMedia's team have worked extensively in industries including pharmaceuticals, mergers & acquisitions, sales, fashion, consulting, retail, publishing, print, outdoor media and more.



HOW IS INSPIRIAMEDIA DIFFERENT?

The goal as we've grown over the past several years has consistently been to provide our clients with everything they need for marketing and advertising including website design development, graphic design services, printing, marketing consulting, advertising campaigns, media buying, bus and rail advertising campaigns and much, much more!

Our approach to every client is with the goal of integrated campaign creation and this includes public relations efforts. Integrated campaigns are critical when marketing in today's highly segmented environment. In order to reach a business' client base, marketing must include many of the overwhelming number of options available today including social media, print, direct mail, out-of-home advertising and more. Trust InspiriaMedia to navigate this environment for your practice.



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AGENCY REPRESENTATION

InspiraMedia empowers its clients' communications strategy by taking a comprehensive approach to marketing and advertising. Our integrated approach ensures consistency across media forms and provides complete results.

InspiraMedia works as an agency, as well as partners with other agencies to accomplish the clients needs.

RESULTS

Our innovative approach melds the industry's best practices with forward thinking ideas on brand positioning, account management, media placement and strategy.

InspiraMedia provides advertising and marketing solutions that effectively integrate our clients' message across media forms, creating a unified brand identity and message to the client population. Inspired results are the passion of a truly creative team of professionals who remain well grounded in what matters most to your practice: brand recognition and results.

MAXIMIZING BUDGETS

InspiraMedia maximizes its clients' advertising dollars with the most compelling and powerful message. Our media relationships and the consistent volume of media purchases on behalf of our clients delivers the greatest value possible.

INSPIRIAMEDIA'S AGENCY REPRESENTATION SERVICES INCLUDE

- Media Analysis
- Media Research
- Media Placement
- Brand Identity Review
- Mission and Vision Statements
- Periodic Budget Reviews and Forecasting
- Website Design, Development and Management

CREATIVE SERVICES INCLUDE:

- Corporate Identity Package
- Online Presentations
- Print and Design Layout
- Script Writing & Content Development

AGENCY REPRESENTATION

BRANDING | GRAPHIC DESIGN | PRINTING



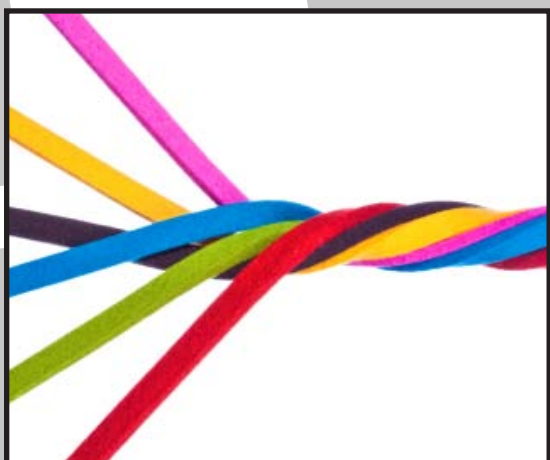
BRANDING

Our approach to marketing companies and organizations strikes the right balance of direct response and branding on a targeted, localized level. Every organization and campaign has a different purpose and desired outcome. We carefully evaluate these needs and intentions and make smart recommendations that yield powerful results.



GRAPHIC DESIGN

The design elements that publicly represent your practice cause a perception to be developed about you. Are you hip, trendy, conservative, fun, serious, a non-profit or anything in between? Whatever you are and must portray, InspiriaMedia's experienced creative team will work hard to accurately portray the inside reality of your practice to your clients and prospects. Meticulous attention is paid to every element of our clients' collateral materials from the critically important business card to presentation folders, unique materials such as postcards and brochures cut to unique shapes, vehicle wraps, billboards, digital design and much much more.



PRINTING

The printing industry is one of the most dynamic in terms of the availability of options, technology changes, quality variance and pricing. InspiriaMedia has invested years vetting the standards and qualification of vendors across the print and promotional space. The result: A collection of world class vendors ready to fulfill everything from the most basic or budget sensitive jobs to those with the most complex requirements. InspiriaMedia produces hundreds of thousands of customized pieces every month and has shown dramatic quality improvement and cost savings for our clients.

MEDIA BUYING

Bus Advertising

Rail Advertising

Billboard Advertising

Bus Shelter Advertising

Specialty Venue Advertising

Print Advertising



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MEDIA BUYING

BUS ADVERTISING



ABOUT BUS ADVERTISING

King/Queen bus posters offer superior eye level coverage and penetration, reaching commuters, workers and areas where traditional outdoor media is limited or unavailable.

Fullback Bus Tail Displays are a colorful advertising medium which draws attention to your message, reaching active, on-the-go consumers in the marketplace. These advertising displays are perfect for reaching both pedestrian and vehicular traffic.

Headlight Displays coverage reaches both pedestrians and oncoming traffic.



DISPLAY TYPE:

KING

TOTAL SIZE: 30" H X 144" W

QUEEN

TOTAL SIZE: 21" H X 70" W

TAIL

TOTAL SIZE: 21" H X 70" W

FULLBACK

TOTAL SIZE: CUSTOM INSTALL

HEADLIGHT

TOTAL SIZE: 19.25" H X 44" W



MEDIA BUYING

RAIL ADVERTISING



ABOUT RAIL PLATFORM ADVERTISING

Rail Platform advertising represents an excellent way to position your practice in front of the affluent suburban commuter for an extended period of time, each and every day. These displays not only reach the individuals on the platform, but the people inside the train who are looking out the window. This media form provides high frequency coverage of a very upscale audience.

LOCATIONS:

NATIONAL

SPECIFICATIONS:

1-SHEET POSTERS

OVERALL SIZE: 46" H x 30" W

2-SHEET POSTERS

OVERALL SIZE: 46" H x 60" W

3-SHEET POSTERS

OVERALL SIZE: 84" H x 42" W

PLATFORM KIOSK POSTERS

OVERALL SIZE: 26" H x 53" W



MEDIA BUYING

BILLBOARD & 30-SHEET POSTER ADVERTISING



ABOUT BILLBOARD & 30-SHEET POSTER ADVERTISING

Billboard and 30-sheet poster advertising reaches commuters and residents in one of the most impactful formats available today, Large Format Advertising.

It allows for a simple and direct message that can be seen and understood in a moments time. Similar to rail advertising, it does not only reach the individuals driving by the display, but their passengers and the pedestrians in the area.



LOCATIONS:

TRI-STATE AREA

SPECIFICATIONS:

STANDARD SIZES:

30-Sheet Poster
11' H X 22' W

Billboards

- 14' H X 48' W
- 20' H X 60' W

* Sizes may vary.



MEDIA BUYING

BUS SHELTER ADVERTISING



ABOUT BUS SHELTER ADVERTISING

With magazine-quality reproduction, Bus Shelters are a great on-the-street extension of print campaigns.

SPECIFICATIONS:

TOTAL SIZE: 68.5" H x 47.5"W



MEDIA BUYING

PRINT ADVERTISING

ABOUT PRINT ADVERTISING

Print advertising may be appropriate for your practice depending on the objectives of your campaign and your intended target audience. As part of an integrated campaign, InspiriaMedia may recommend a powerful local, regional or the local section of a national publication (The New Yorker, Architectural Digest, Lucky, Condé Nast Traveler and more). We deliver maximum value per impression and our depth of experience in the print world will ensure the right investment decision for your campaign.



MEDIA BUYING

WHITE PLAINS CITY CENTER MALL ADVERTISING



ABOUT WHITE PLAINS CITY CENTER MALL

The White Plains City Center Mall is home to Westchester County's largest state-of-the-art theater complex, national and regional brands including Target, Nordstrom Rack, Barnes & Noble, New York Sports Club, Shop Rite, various Financial Institutions, and the area's finest family restaurants, including Applebee's, Atlanta Bread, Asian Temptation, Legal Seafood, and more. Its mix of venues makes the White Plains City Center Mall a destination for both the practical and entertainment needs of business professionals, residents, visitors and tourists—all adding up to unmatched exposure for your advertising budget. Drawing from all over the county with more than 500,000 visitors per month, the White Plains City Center Mall offers tremendous exposure for your practice.



MEDIA BUYING

SPECIALTY VENUE ADVERTISING



ABOUT SPECIALTY VENUES

InspiraMedia has opened the opportunity for local organizations to partner with Westchester's premiere facilities and showcase their message. This guarantees repeated impressions to your target audience through the use of branding, promotion, website association, direct marketing and customer interaction.



WORLD CUP GYMNASTICS
GRAND PRIX NEW YORK
WESTCHESTER COUNTY AIRPORT
WESTCHESTER SKATING ACADEMY
TRUMP TOWER WHITE PLAINS



PUBLIC RELATIONS

PUBLIC RELATIONS

InspiriaMedia has developed the local media contacts as well as top distribution channels to conduct public relations campaigns for its clients. Whether a client needs stories published in local print outlets or needs media coverage for a key event, InspiriaMedia delivers. We conduct public relations efforts for our clients that work in concert with their marketing and advertising and do not believe that public relations is typically a substitute for traditional form of advertising and marketing.

The following list represents our core public relations services:

- Grand Openings & Other Special Events
- Press Release Writing & Distribution
- Creation of Press Kits
- Photography
- Media Tours
- Media relations (messaging, story development, media training, media outreach)
- Key influencer relations (restaurant reviewers, food bloggers, gov/civic leaders, food & business industry associations)
- Writing/editing (press releases, newsletters, brochures, website copy, case studies, guest columns, letters to the editor)
- Social networking (Facebook, LinkedIn, Twitter)
- Reputation/issues management
- Speaking engagements (securing opportunities, presentation support, speechwriting)
- Special events/conferences
- Thought leadership programs (surveys, research studies)
- Webinars/podcasts
- Business/industry award submissions

PUBLIC RELATIONS



CONDUCT A COMPETITIVE ANALYSIS OF YOUR MAIN LOCAL COMPETITORS

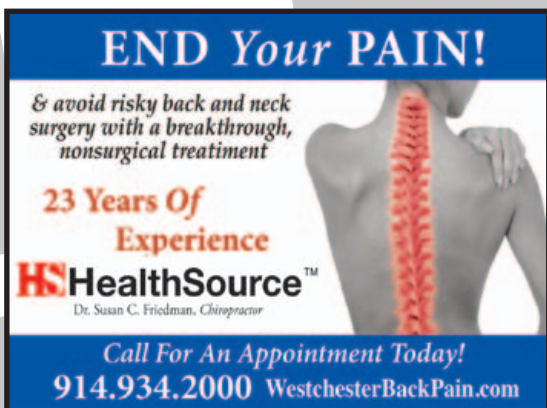
- In which publications are they most often featured?
- On what topics, trends, issues are they commenting?
- What reception are they receiving (favorable or not?) from media / the public?
- With what groups / practices have they partnered?
- What are they doing regarding social media?

CONCLUDING RESEARCH

Map out action plan that ensures that your practice is featured in key publications and spotlighted at appropriate venues. Take advantage of “gaps” and opportunities that your competitors have failed to see.

ONLINE SERVICES

WEBSITES | SEO | ADVERTISING



WEBSITES

InspiriaMedia works closely with its clients to determine the goals and needs for their online presence. According to Google recent study on the Zero Moment of Truth (ZMOT) an effective website has never been more important than it is today...

InspiriaMedia's in-house professional graphics department will develop custom elements for your website so the brand that you have worked hard to develop is represented properly and you engage and keep consumers on your website

SEARCH ENGINE OPTIMIZATION

To understand SEO, you have to know how search engines work, and here at InspiriaMedia, our SEO team of experts determines what people look for, the relevant keyword terms they type into search engines, and the kinds of search engines that are preferred by a target audience.

InspiriaMedia has partnered with local SEO specialists to bring you tremendous value and powerful results, including the optimization of your website by relevant keyword placement and by creating inbound links for your website.

ONLINE ADVERTISING

Online advertising with InspiriaMedia allows you to specifically target your customer. Connecting directly with individuals seeking your products and services is extremely cost effective and can begin with a very small daily, weekly or monthly budget. Whether advertising on Facebook, Google, LinkedIn or the many other great online options, InspiriaMedia will develop a plan for your business that is aligned with your goals.

- Track leads per advertising keyword
- Track the cost per lead
- Track the dollar cost per sale
- Test different advertising messages simply and inexpensively



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OUR EXPERIENCE



Thank You for considering
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