

We create partnerships between brands and the people who sell them, to connect with the people who buy them.



### Who We Are

Every sale your brand makes is ultimately a local one. That's why Market and Main specializes in the kind of local media customization that is essential for brands that need to optimize their performance and efficiently reach the right people EVERY time.

At Market and Main Media, local market performance optimization (LMPO) is our specialty. Large enough to buy for national brands, but right-sized for local market agility and expertise, we deliver customized media solutions that activate your brand and resonate with your shoppers.

### What We Do

Market and Main has been planning and buying media for major brands in every market in the U.S. for over 60 years. Our focus is on driving sales through direct response, digital, experiential and conventional media channels in ways that are uniquely compelling to each market, each store and each shopper.

### Our Resources

With billings over \$200 million, Market and Main Media employs all the resources you'd expect from a large media buying firm. MRI and Scarborough are used to profile and understand the habits of the target audience, TNS to track competitive activity and Nielsen, ComScore and Arbitron to gather media usage information. Strata is our media buying software.

### Why Market & Main Media?

- A division of Malone Advertising, a leading retail and shopper marketing specialist for over 65 years
- Local market performance optimization: Custom plans to meet unique local market needs
- Integrated planning and buying
- Proven results with rigorous accountability
- Senior-level expertise at all points on every account

To find out how to put Market and Main Media to work for you, contact Maryann Lonergan at 330.376.6148, x3950 or [maryann.lonergan@malonead.com](mailto:maryann.lonergan@malonead.com).

