



Online Media Buying & Promotions Services

True Story:

We received a request from a Label on a Friday, to put together an online media buy for 10 (Country & Electronic Consumer) specific websites/blogs, plus 1 eBlast associated with another site. We were given a stringent budget, directive that the campaign was to run for no less than 2 weeks, and the ads needed to go live on Tuesday.

In 2 days (Friday & Monday) Web 'n Retail completed the following to get the campaign running:

- 1) Negotiated 25% to 66% discounts with the online media to meet the Client's criteria
- 2) Negotiated prime positioning on 7 of the 11 sites
- 3) Negotiated 90 day payment terms with 11 of the 11 sites
- 4) Negotiated a download promotion/giveaway with 3 of the 11 sites
- 5) Received sign-off on the media buy from the Label
- 6) Completed the Label's Insertion orders/P.O.'s and submitted to each media outlet
- 7) Set up the not yet established Vendors with the Label's Distributor as Client directive was to have all ads billed to Distribution.
- 8) Provided all specifications and trafficking requirements to Label's Graphic Designer.
- 9) Late Monday...confirmed with all sites that they received the graphic materials.
- 10) Revamped 3 ads that didn't conform with the graphic specs (in absence of the Designer) and received sign-off from Label to re-submit
- 11) Tuesday...checked compliance on sites; contacted 2 sites that positioning was not as promised and got those fixed.

VOILA. Phew. Done!

We can do the same for you!

(hopefully with a little more lead time though!)

**Cost for Online Media Buying Services is 15% of the Media Budget*
(*Minimum Buy of \$1,000 Required)**

[Click here for more information](#)

**Contact us to discuss your Online Media at (818) 453-8777
Or Via email at WebNRetail@cs.com**