

# We know the Long & Short of it!

**Tower Media** has the experience and relationships that are at the core of every successful campaign. We are well-versed in all forms of DR media including TV, radio, print and on-line. We are focused on results-oriented, measurable campaigns.

Companies use Direct Response for 3 reasons:  
**Affordability, Accountability and Profitability.**

**Affordability:** We leverage our buying experience, media history and industry relationships to ensure that your media dollar is well spent.

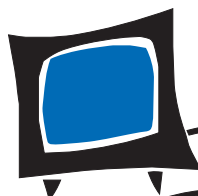
**Accountability:** We've developed SOAR, an outstanding software reporting system that can gauge media success against any conceivable metric.

**Profitability:** We pride ourselves on our work to boost a client's profit thru our media management, campaign consultation (upsells, continuity) and strategic partnerships.

Whether you are an entrepreneur with the next great idea, a DR advertiser who needs better service and accountability or a brand marketer who wants to confirm what your advertising investment really means to your bottom line, **Tower Media** is the answer.



**We have been doing direct response advertising for over 18 years. We know how to do it well.**



**Tower Media**<sup>™</sup>

*Tuned in to results*

*Give us a call so we can drive great results for your project.*

*Call Brian Riker  
312.856.9200 x177  
or [brian@towermedia.com](mailto:brian@towermedia.com)*

**233 N. Michigan Ave., Suite 2350, Chicago, IL 60601  
312.856.0700 • [www.towermedia.com](http://www.towermedia.com)**