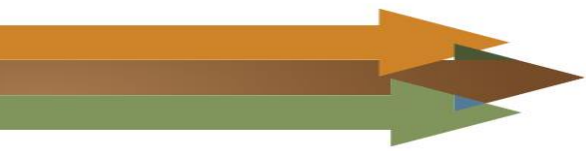


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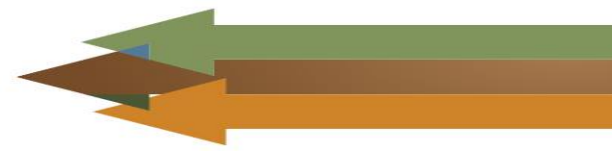


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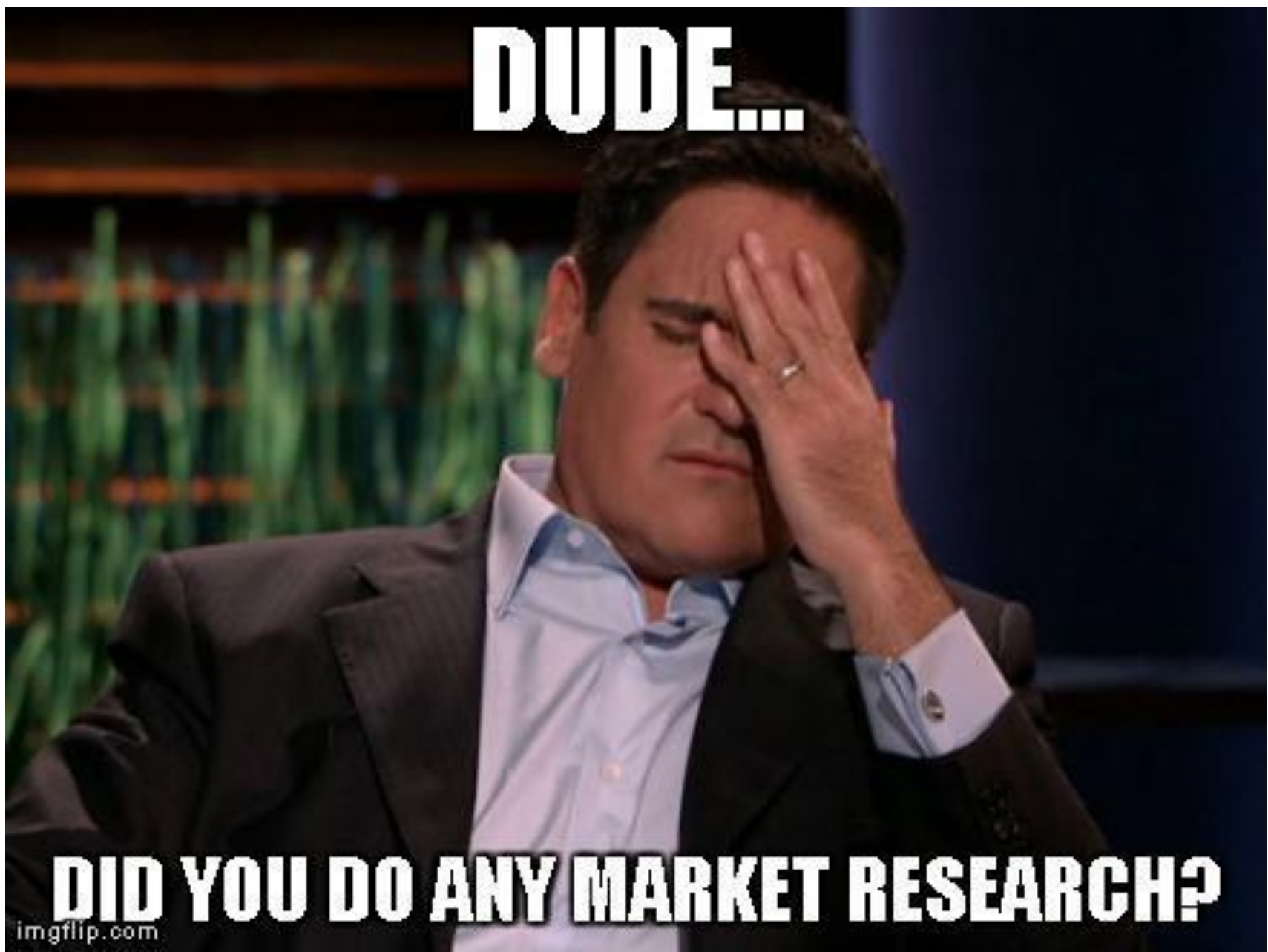
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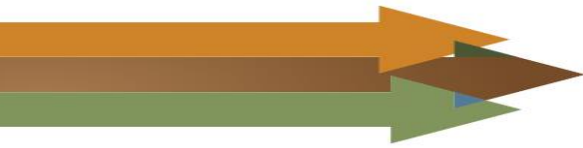


DUDE...



DID YOU DO ANY MARKET RESEARCH?

imgflip.com

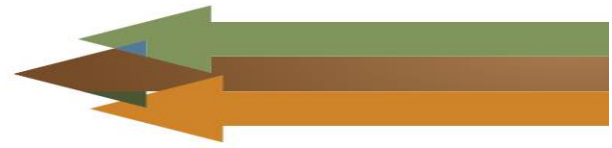


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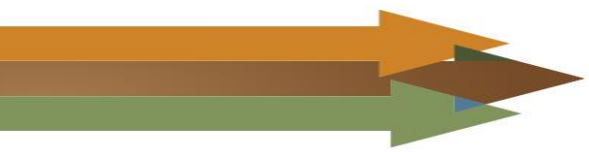
Background

A major trend in today's media world – is staff cutting – especially among experienced personnel. This is especially true in the newspaper industry and even more significantly among marketing and research staff.

The overall negative effect is a newspaper's loss in both revenue and audience share.

Today's sales teams are taking more responsibility for revenue, delivering more strategic recommendations and striving to close more business more efficiently. Effective marketing research achieves this goal quickly and easily.

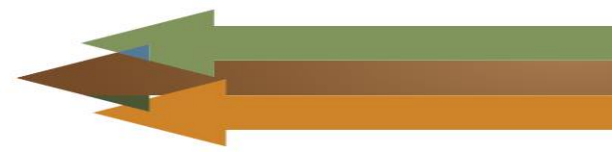
The fastest growing companies are using alternative marketing and research staffing to grow revenue. They are embracing the shift from the market research as an expense or a cost center to a **revenue generator**.



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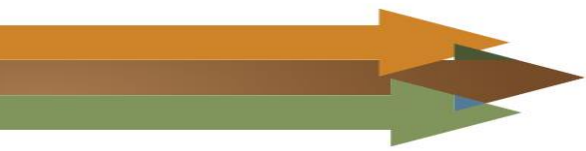
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Research Director on Demand Is A Cost Efficient Option

- ❑ An alternative to replacing and finding experienced research staff.
- ❑ A timely way of getting the sales staff back to selling – hitting the streets with research selling opportunities.
- ❑ Full market and media research/analysis services when you need them.
- ❑ Years of experience in print, broadcast and digital.
- ❑ Best-practice expertise in research and presentations.
- ❑ Real-time insight and assistance for sales proposals and one sheets.
- ❑ Strategic partnerships with leading research and data sources.
- ❑ Other research services include circulation and audience analysis.
- ❑ Price competitive – offering lower prices for your research needs.

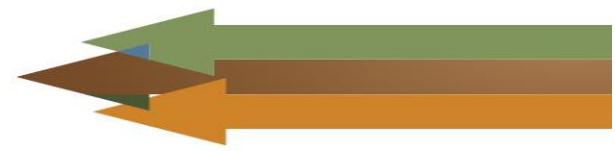


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Research Director on Demand – Who We Are

Ted Stasney
Senior Consultant

Professional Profile

Highly experienced in all aspects of marketing and media research including research design, survey methodology, analytics, presentations and recommendations with an extensive background in both consumer and business research and database analysis.

Areas of Expertise

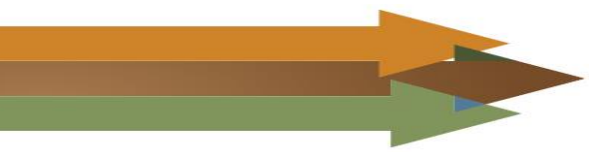
- Market analysis – including forecast and media share analysis
- Competitive research and marketing strategies
- Training and development
- Database marketing for both consumer and business applications
- Develop presentations and marketing plans
- New product and services development
- Advertising campaign measurements
- Facilitates numerous focus groups
- Surveys for:
 - consumer market and opinions
 - brand awareness
 - online/digital



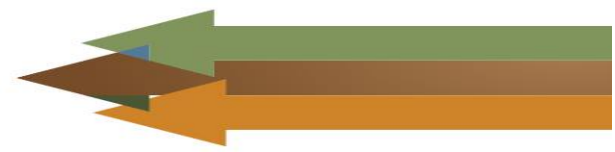
Professional Experience

Senior Marketing Consultant and Owner of Marketing Analytics Insight Consulting Services. Providing market and media research services and data analysis to a wide variety of industries including; media, automotive, telecommunications, health care & wellness, hospitality, non-profits and retail. Capabilities also include digital analysis, advertising share intelligence and media sales development and training.

Former Market Development Director & Research Director for Media General, Tampa Tribune/WFLA/TBO.com



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Research Director on Demand – Who We Are

Robin DiSalvo
Senior Consultant

Professional Profile

A pro-active professional with years of analytical qualifications, including a high level of expertise, excellent organization, oral and written communication skills. Has strong judgment and problem-solving capabilities and able to meet deadlines and prioritize multiple projects in a fast-paced work environment.

Areas of Expertise

- Track competitive marketing analysis
- Proactively identify market research needs to support key initiatives
- Provide advertising prospect leads
- Analyze market trends and consumer behavior for opportunities
- Develop selling presentations and marketing proposals
- Create maps; thematic, radius and drivetime
- Prepare media dashboards
- PRIZM and gap analysis
- Present surveys for specific customers



Professional Experience

Proficient in numerous research tools; Nielsen/Scarborough – Prime Lingo, Claritas-iXPRESS, Nielsen Local TV, Arianna, Grabix, MapInfo and MapPoint, Kantar Market Advisor Database, Media Monitors, Omniture Site Catalyst, comScore and Compete web analytic tools. Wide Orbit Media Sales, CRM-Sugar, Borrell Compass, AutoCount and SQUAD, MS Office; Microsoft Excel, Access, Word and PowerPoint.

Former Research Director at WFLA-TV NBC/WTTA Great 38 and former Senior Marketing Analyst at The Tampa Tribune & TBO.com



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Some of Our Clients

Providing market and media research services to a wide variety of industries including: media, automotive, telecommunications, health care & wellness, hospitality, non-profits and retail.

- Tampa Media Group
- The Tampa Tribune and TBO.com
- South Bend Tribune and SBT.com
- Auto Loop.com/Loop
- Columbia Restaurants
- Verizon FIOS
- Natural Balance Wellness Center

Strategic Partnerships

Our strategic partners include the leading industry research companies;

- Nielsen/Scarborough
- Nielsen Claritas
- Borrell
- Bia/Kelsey
- Marketing Solutions Group
- Sales Apps – Sales Depot

Other Services

Research Director on Demand can research other areas including;

- Circulation
- Audience initiatives
- New products
- And other strategic projects

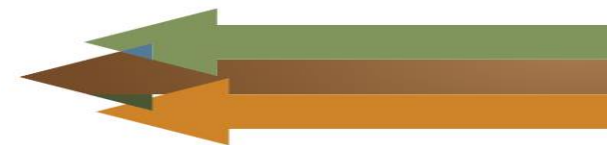


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Testimonials From Some of Our Clients

"I have known Ted Stasney for many years. In the beginning, I only knew of him based on his reputation as a brilliant research strategist. I later had the opportunity to work directly with him at The Tampa Tribune and most recently at The South Bend Tribune. Ted not only lives up the hype, he exceeds it. His knowledge and understanding of data and research along with his ability to integrate that research into effective marketing campaigns makes him an invaluable asset.

I would recommend Ted Stasney to anyone in need of a top-notch research and marketing strategist."

**Steve Schmidt, Vice President of Advertising
The South Bend Tribune**

As a researcher, Ted knows how to get relevant information from diverse sources and -- more importantly -- what it means. He can glean direction and strategy hidden in the numbers. He is calm, never flustered. Ted is an ideal partner for any marketing or advertising initiative. My informal motto is: "Information Waits For You. Intelligent Information Finds You." Ted always provides intelligent information that helps us find our customers.

**Michael Kilgore
CMO Columbia Restaurants**

*Robin has a keen research mind and a work ethic and demeanor that make working with her a pleasure. We were both employed at Media General's "News Center" facilities in the 1990's and early part of the new millennium. As a result of this, Robin got to work across many different media and I could tell from various team projects that she's a quick study. **I would highly recommend her to anyone needing someone who can get the job done.***

**Brad Nimmons
Director of Account Management Rentrak**

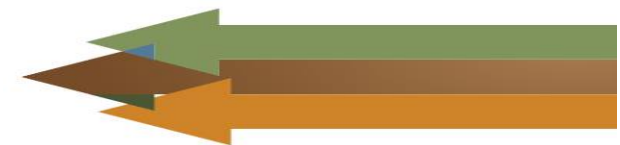


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Testimonials From Some of Our Clients

"I have worked on numerous projects with Ted requesting a variety of research information, from mapping of store locations, competitive information, specific research for existing and new clients to surveys.

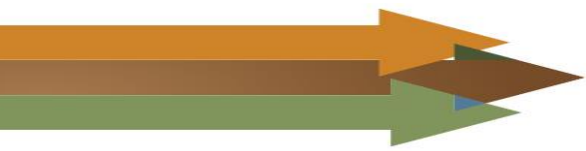
Ted always gets back to you in a very timely manner and provides you valuable insights into projects he completes. Ted makes sure he is always accessible when you need something at the last minute and you can always count on him for accurate and concise information.

I highly recommend Ted to assist you in your needs for research or any other special projects you may have".

**Joe Gess, Vice President of Advertising
The TampaTribune**

"I have known Ted Stasney for many years, and have always valued his ability to gather research that is helpful in determining and understanding your best target audience, and how to best deliver your message to achieve measurable results. We recently used Ted's services for our organization and Ted, as usual, was very helpful. Ted is very responsive when you need him, and is extremely helpful in taking your requests and formulates them in to a workable strategy. I would highly recommend Ted and his team if you are in need of any research to give your Company a competitive edge."

**Thank you,
Sandy Osteen
Executive Director
Florida Newspaper Advertising and Marketing Executives**

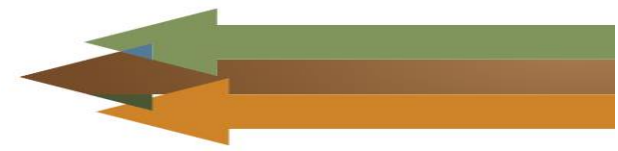


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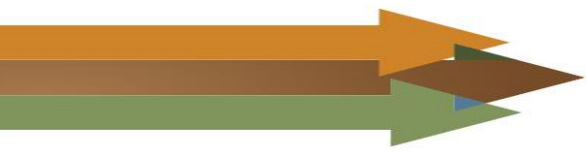
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Next Steps

Let our research team find your research needs, Our needs assessment includes:

1. Discovery – we determine what current research you have or subscribe to i.e. Scarborough, Media Audit, Claritas, proprietary research, etc.
2. Then we analyze your data to find the best way to position your products and tell your story for sales.
3. If you don't currently have research – we can conduct it for you or provide you with various options to obtain the research you can use.
4. We will prepare one-sheets and build a sales library for your sales staff. This step provides your team with an easy access to sales sheets, to prepare presentations and proposals, and provide your clients with the best recommendations.
5. We will provide your staff and sales teams with the training they need to best utilize the research we provide to move to the next level.

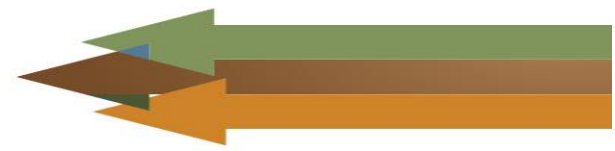


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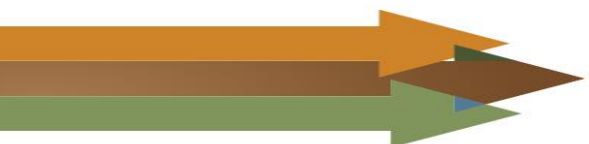
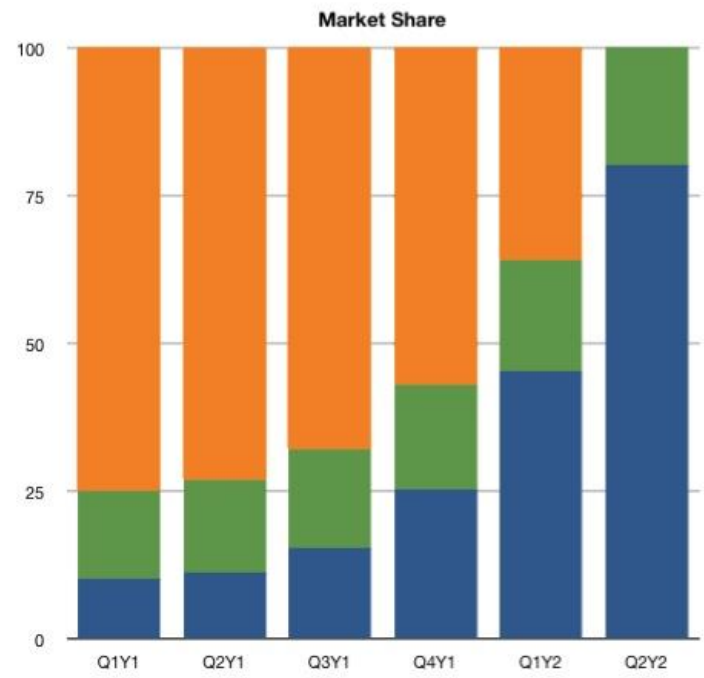
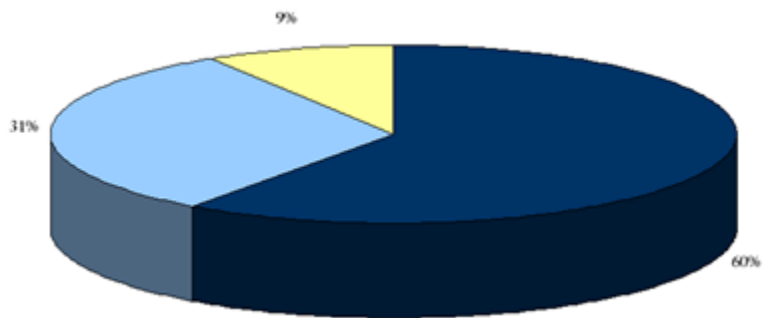
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Give Your Team the Tools For Success

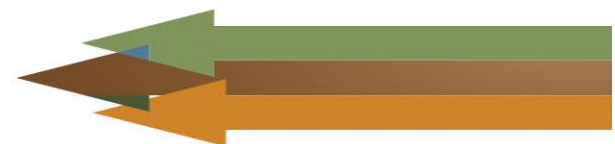
- ❑ Get the information you need, when you need it
- ❑ Sell more through targeted products and audiences
- ❑ Benefit from streamlined data collection and analysis
- ❑ Improve your data quality
- ❑ Turn numbers into insights
- ❑ Learn to use the information you already have



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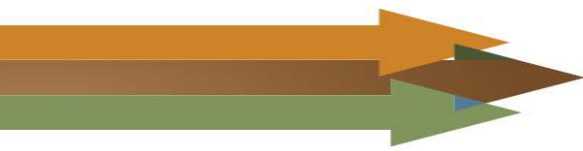
Who to Contact

Put Research Director on Demand to work for you!

For more information feel free to contact us..

Ted Stasney or Robin DiSalvo
Senior Consultant/Partner
727-244-2971
tedstasney@gmail.com

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