

about us

Welcome to Media Venue, Incorporated!

We are your full-service marketing partner with the experience, resources, and strategic thinking to truly optimize the return on your advertising investment. Great creative alone can't get the job done. To be effective, your advertising message must be delivered to the right audience using the most effective medium at a cost that fits your budget.

Media Venue is a national media buying service offering strategic media planning, negotiation and buying of all types of traditional and internet media. Established in 1995, Media Venue currently places media in 12 states including Kentucky, Ohio, Indiana, Missouri, Tennessee, Georgia, Alabama, Florida, West Virginia, North Carolina, South Carolina and Illinois. We represent advertising firms, direct clients, and many in-house marketing operations.

In 2008, Media Venue launched a new division of the company — Media Venue Interactive — to capitalize on one of the most popular new media marketing strategies, SEO or Search Engine Optimization. Visit us at mediavenue.com to view our presentation on SEO

Advertising your products and services is a major investment, and in today's competitive environment it's imperative to work with a partner who is committed to growing your bottom line, not just theirs.

media buying

Traditional Media Buying Services

Since 1995, Media Venue has been providing media campaigns that deliver successful results to each and every client we service. We offer strategic media planning, negotiation and buying of all types of media.

We have a national client base that includes advertising firms, direct clients, and many in-house marketing operations. This breadth of clients allows us to leverage the most competitive rates available in the specific markets our client is targeting.

Our team of experienced media planners and buyers are versant in all types of media:

- Broadcast Television
- Radio
- Cable
- Newspaper
- Magazine (In-Home)
- Outdoor Display
- Direct Response
- Transit
- Out-of-Home
- Internet

For a FREE phone consultation, email us at mediaservices@mediavenue.com or call us at 502-429-6650 and ask to schedule an appointment.

seo services

What We Do

Simply put, we design successful SEO programs for our clients. We believe SEO is the foundation for any online marketing program and an essential part of any company's media mix. We work WITH our clients to design the kind of SEO program that will meet their specific goals. Whether that goal is to sell more products, generate buzz about a new service, or simply to brand a new web site, our process is designed to achieve a maximum return on investment.

All of our SEO programs include the following:

- Web site design and content analysis
- Keyword research and analysis
- Target audience penetration analysis
- Addition of necessary titles, meta and alt tags, image/file names and keywords to website
- Assessment of link structure
- Creation of link-building campaign
- Monthly reporting of site traffic and keyword search terms
- Ongoing site rank monitoring and evaluation

We also offer the following additional services that may be recommended to include in your SEO program. These services are also available ala carte:

- Pay-Per-Click Campaign Management
- Email Marketing
- Social Network Marketing
- Social Media (RSS feeds, Blogging, Video and/or Audio media distribution)
- Traditional Advertising

Each of our SEO programs is individualized therefore our pricing is customized to meet the specific needs of the client.

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Weaks McKinney-Smith

President

Media Venue Inc.

Weaks McKinney-Smith is President and CEO of Media Venue Incorporated, a National Media buying service located in Louisville KY.

Weaks' career spans 36 years of broadcast media experience including air talent, television production and radio and television sales management in small, medium and large markets. In 1995 Weaks started Media Venue, and brought his experience and background to lead a varied client base towards achieving their maximum potential. More recently Weaks has diversified his business to include search engine optimization and social marketing services. In all, Weaks and his team at Media Venue have designed successful advertising, media, and internet campaigns for over 500 product categories. Today's marketplace is complex and Weaks' understanding of reaching a diverse demographic segment in any economic environment is proven. Media Venue is one of the fastest growing media companies in Kentucky with annual billings of over four million dollars.



Arricka Dunsford

Client Services Advisor

Media Venue Inc.

New to the Media Venue team, Arricka Dunsford brings over 20 years of marketing experience to the company. Arricka has held senior marketing positions with several high profile non-profit organizations in Louisville, Kentucky including the Louisville Science Center, Louisville Ballet and the Muhammad Ali Center. Arricka has also worked as an account manager in the advertising industry and as a marketing manager for a large hospital chain where she managed various product lines. Having spent most of her career on the client side, Arricka strengthens our ability to remain client-centric. Her marketing savvy and her seasoned skills as a leader make her a tremendous asset to the Media Venue team.

bios



Christine McDermott

*National Internet Advertising Manager
Media Venue Inc.*

Joining Media Venue in January 2008, Christine directs our Birmingham, Alabama office. With education and experience in web design and SEO, she brings smart solutions to clients with design consulting and on-site optimization. She is also responsible for designing and maintaining many social networking sites, as well as teaching clients to use them as a viral marketing tool.



Chrisina Ryan

*Media Buyer
Media Venue Inc.*

Chrisina Ryan began at Media Venue in April of 2006. Prior, she has worked with direct marketing and media pursuits for pharmaceutical sales in nationwide pharmacies as well as independent work for companies such as, Alavert and Oxy. She has partnered with Farmers Insurance to handle local sales department management and has also worked as a representative of media for Focus on the Family. She is a skilled and savvy negotiator and her expertise provides a constant return-on-investment for our clients.



Jennifer Withrow

*Assistant to the Director of Internet Advertising
Media Venue Inc.*

Jennifer Withrow is Assistant to the Director of Internet Advertising. An advocate of social marketing, Jennifer's expertise lies within her ability to execute successful service- and/or product-specific social marketing campaigns. Creating and maintaining blogs, content submissions to major social networks, social marketing research and social marketing optimization are various strategies that she uses to produce winning results. Jennifer is currently receiving her education from the University of Louisville, and will receive her Bachelor of Science in Marketing in December 2009.

testimonials

I engaged Media Venue to assist my retail business (Oreck) 8 months ago. I have used several media buyers in the past and invested approximately \$400,000 annually to drive our sales in both the Louisville, KY and Indianapolis, IN markets. I have found the insight and experience of Media Venue to be an asset, especially in a challenging economy. The tenacity of Media Venue and their genuine concern for my business have endeared me to their well-rounded agency.

— **Russell Gay**

Oreck Clean Store • Clarksville, IN

Media Venue is more than just a media buying firm, it is a one-stop shop for broadcasting your business' message to, as its name says, every media source that is available. From internet to mobile advertising to billboards to broadcast, Media Venue is the avenue to your client. AND, you will have fun working with everyone at Media Venue.

— **Joe Dumstorf**

The Trend Companies of KY • Louisville, KY

As a small business owner, I couldn't find the time to do everything. I had sales people calling on me daily to advertise with them. I didn't have the time to explore the best avenue, much less take the time out of my day to meet with each and every sales person. Media Venue has simplified everything. They help me get the most "bang for my buck" without having to spend my valuable time.

— **Jim Branning**

Carolina Mobility • Charlotte, NC

We are 100% satisfied with the SEO services Media Venue has provided our company. For less than we were paying for our Yellow Pages advertising, we were provided with a full website consultation and a total re-working that brought our site up to the top of Google results for our desired keywords. Each month the rankings have improved, and our website continues to bring more traffic and more leads. The team did everything they promised, we wish we had found Media Venue a long time ago.

— **Marvin Cundiff**

DC Tours and Charters • Louisville, Kentucky

Just wanted to tell you how pleased I am with our Media Venue partnership. Your expertise has allowed me to get the most out of our marketing budget; and instead of me spending my time learning about TV schedules and negotiating rates, I benefit from your expertise in these areas and spend my time selling and growing our business. I look forward to continued success together!

— **Joe Knife**

Classic Metal Roofing Systems of Kentuckiana