

## **Case Study #3: Media Planning and Placement**

### **Media Planning and Placement—Case Study #3 Minco**

In handling their media contracts, I favorably negotiated all the domestic, European and Asia print and e-media for Minco. The rate card rate for all media totaled a bit over \$668,000 and Minco paid only \$412,000, plus I also negotiated several thousand dollars worth of value-added e-media ads, premium positions and guaranteed press release placement and merchandising. A conservative estimate put the actual media package value at around \$900,000, with Minco investing \$412,000.