

# Overworked?

## Let us do your overload industrial media planning and buying.

Fabulous low Midwest rates!

- Is your media department too busy with consumer media planning and buying?
- Do you ever need media planners and buyers who know trade directories, journals, tabloids and online choices?
- Need to sort out inquiry management, “bingo” cards and 800 numbers for your clients?

### **Outsource your industrial media needs through J.M. Peterson & Associates:**

- Seamless to your clients. You partner with us and we do the work. You present it.
- No need to hire staff.
- No sifting through trade journal media kits.
- Experienced in many SIC codes.
- Get PR and trade journal articles placed, too. We have the PR connections.
- Value added negotiations: You'll get superior frequency rates, merchandising aids, premium placements, mail lists, and card packs.

Call Jan Peterson at (651) 222-3377

**J.M. PETERSON**  
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**& ASSOCIATES**  
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370 Selby Avenue. St. Paul, MN 55102-1884

Here are just a few of the markets and publications we are experienced in:

MARKET OR INDUSTRY	PUBLICATIONS			
Packaging, Paper, Converting	Converting Magazine Pulp & Paper	Food & Drug Packaging Paper, Film & Foil Converter	Packaging Digest	Paper Age
OEM Design	Design News	Machine Design	PD & D	
Plant Maintenance	IEN	IMPO	NED	Plant Engineering
Footwear Manufacture	Footwear News			
Chemicals	Adhesives & Sealants ICS	Chemical Engineering Control Engineering	Chemical Processing	Oil & Gas Journal
Insurance	National Underwriter			
Metalworking	Foundry Mgmt & Tech	Modern Machine Shop	Metifax	
Trucking	Heavy Duty Trucking	Owner Operator	Welding Journal	
Environment	Pollution Engineering	Waste Age		
Food Processing	Beverage Industry	Food Processing	Meat & Poultry	
Foodservice	Restaurants & Institutions Foodservice Equipment News			
Electronics	EC & M	EP & P	Circuits Assembly	EDN
Furniture and Cabinetry	Wood & Wood Products	Laminating Design & Technology	FDM	CWB
Human Resources	Workforce	Human Resource Executive		
Power Transmission and Hydraulics	Hydraulics & Pneumatics	Power Transmission Design		
Telecommunications	Telephony	Wireless Review		
Utilities	Power Engineering	Utility Fleet Management		

### What we'll do for you:

From the information you give us, we will request all necessary media kits and create a preliminary plan based on your clients objectives and budgets. Following your review, we will finish the plan, complete with media strategy and schedule. If you wish, we can buy the media on your behalf. Trust us! You'll see very quickly that we have over 20 years of business-to-business media planning and buying experience.

### What our clients say:

"Our previous agency had us in demographic editions to try and save money. We now buy national for about the same amount of money and get much better response."

OEM Marketing Manager

"We made poor media choices on our own, hopping around buying editorial emphasis issues. JMP put together a sound strategy and saved us \$50,000 our first year."

Component Manufacturer

"We now have a media schedule so well done, it will cost us more to cancel one insertion than it will to keep the whole schedule running as planned for the balance of the year. This does keep the bean counters out of the advertising department!"

MRO Company Ad Manager

**J. M. PETERSON**  
 **ASSOCIATES**

Call Jan Peterson at 651-222-3377 or e-mail [janmpete@aol.com](mailto:janmpete@aol.com).