

amassed media™

Amassed Media is the exclusive media credits sales and marketing representative of Capstone Alliance, Inc., a venture capital and equities firm based in Los Angeles, California.

Through its network of media firms, advertisers and brokers, Capstone Alliance has accumulated more media credits than it utilizes in the course of its investment operations. This surplus is what Amassed Media offers to its clients at discounts not available through conventional channels.

Media Credits

Annually, more than a trillion dollars is spent on advertising in the U.S. alone. Of this, more than \$150 billion is transacted through the exchange of media credits. Capstone Alliance has procured the rights to media credits using them to advance early stage, pre-IPO companies. Amassed Media manages the surplus of media credits, applying them for media-intensive client organizations to maximize the yield of their media buying dollars. Media credits are applied for an average savings of 30 - 40% below rate card prices on television, cable, radio, magazine, newspaper, direct, outdoor, online and display advertising.

Our Media Credits include application to:

- Network Television (all 6 majors)
- Cable Television (nationwide top 30 channels, top 32 markets)
- Radio (national)
- Newspapers (all majors, national and over 12,000 weekly's)
- Magazines (over 300 and all the top names)
- Outbound telemarketing
- E-mail and fax broadcasting
- Tradeshow space
- In-Hotel room advertising on the house channel
- Direct mail
- Newspaper inserts
- Outdoor including billboards and transit
- Call centers
- Product branding
- Infomercials
- And much more

Buying Media through Amassed Media

Provide us with your media plan, either your most recent plan or projected media buy. We'll evaluate it against our database of applicable media credits and let you know the range of net discount we can apply to your plan as well as present you with favorably discounted alternatives for the same demographic outreach. Submit a Request for Quote Order and we'll return a quote which is price-guaranteed for 10 days. Upon execution of a purchase order, the media purchases can be transacted using a bank-based escrow account covering the full scope of the transaction—from the deposit through the media placement confirmation through the release of payment balance.

Once orders are placed all transactions are business-as-usual. Your art department or agency provides artwork as per the specifications of the media vendor and payment terms are negotiated and transacted as normally would be the case. The difference is that we have applied our media credits to your purchase and have saved you an enormous amount of money.

For additional information, please contact:

Michael Parris 310-889-6300
Lisa Du Boise 310-849-5863
Edgar Veytia 310-435-3094

parris@amassedmedia.com
lisaduboise@amassedmedia.com
edgar@amassedmedia.com