

## MARTIN THOMAS, INC.

### Case History

# What Do You Get When Your Company Buys Advertising Space

Client: Dexter Adhesive Products

**Problem:** Extend the effectiveness, value and “reach” of the company's advertising program. This firm's competitors were much larger (and richer) and Dexter needed -- us -- to find a way to better compete.

**Solution:** MTI went back to the publishers to ask for additional marketing services - at no charge - in return for a commitment to run 4-6 ads in their magazines over the next 12 month period.

**Results:** More “bang for the buck” - in doing this form of negotiation, the agency was able to triple the value of the purchases. These included access to specialized mail lists, special ad and industry studies and a series of letters to the client's customers, along with copies of the issues of the magazine in which the ads appeared.

