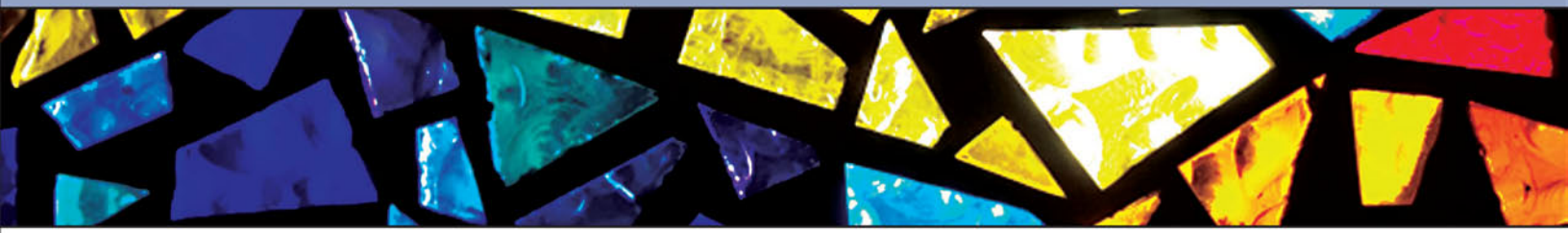


# Affinitas Corporation Agency Services Profile



**founded:** 1993

**corporate headquarters:** Omaha, Nebraska

**regional offices:**

Chicago, IL  
Dallas, TX

Denver, CO  
Cleveland, OH

Hartford, CT  
Portland, OR

**corporate background:**

Affinitas is a full service marketing solutions agency offering end-to-end services in traditional direct response media, emerging new digital media, and multicultural marketing services. Affinitas works with both consumer and commercial clients to develop strategies against specific initiatives or long-term campaigns.

**marketing services:**

Strategy Consultation  
Creative Services  
Print Advertising  
Web/Digital Marketing  
Awareness Building  
Language Translation  
Magalog/Long Format  
Contests/Sweepstakes

Direct Mail Development and Production  
Collateral Development and Production  
Media Planning and Buying  
Event/Point-of-Sale Marketing  
Multilingual/Multicultural Marketing  
Club/Continuity/Subscription Marketing  
Brand Development and Identity  
Data Profiling, Segmentation, and Analytics

**strategic applications:**

Acquisition  
Cross-sell/Upsell  
Save and Winback

Loyalty and Retention  
Lead Generation  
Field Sales Support

**industries served:**

Financial Services  
Location-Based Services  
Wireless/Telecom  
Insurance  
Broadband/Internet

Publishing  
Healthcare  
Cable Television  
Energy  
Packaged Goods

**the Affinitas difference:**

Speed-to-market  
Holistic strategic approach  
Multiple channel expertise

ROI focus  
Dedicated and flexible account management  
Partners in your business model and process

**mission:**

To help companies communicate and establish personalized, profitable, and long-lasting relationships with customers, employees and constituents through a variety of direct media and marketing channels.