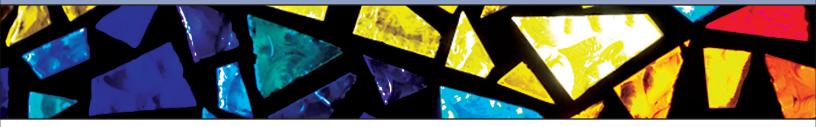
Affinitas Corporation Marketing Services Profile





founded: 1993

corporate headquarters: Omaha, Nebraska

regional offices:

Chicago, IL Denver, CO Des Moines, IA 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

strategic applications:

Acquisition Cross-sell/Upsell Save and Winback

industries served:

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

the Affinitas difference:

Speed-to-market Holistic strategic approach Multiple channel expertise 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

Loyalty and Retention Lead Generation Field Sales Support

Publishing Healthcare Cable Television Energy Packaged Goods

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.