

Continental Media Solutions Opens Unused Traditional Media Up to Small Businesses and Franchisees.

By Christina Rubino

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Continental Media Solutions has historically only serviced Tier 1 Advertisers who took advantage of their unused television, radio, newspaper, magazine and billboard media. CMS is now willing to open this media up for all businesses and non-profits.

Continental Media Solutions, an Atlanta based advertising and media buying agency, today has announced that it will open up it's platform to all small to medium sized businesses. CMS has unprecedented relationships with all major media providers and is capable of buying unused media inventory for advertisers directly.

Historically, CMS has only serviced large, multi-national organizations looking to supplement spots but with the economic downturn, CMS has an excess of unused inventory that small to medium sized businesses can take advantage of immediately. Brent Fowler, Executive Vice President says, "Our large customers have decreased their media spends dramatically and we are well positioned to service franchises, local businesses and small start-ups looking for inexpensive advertising. Buying ultra low cost spots is now available for any advertiser on our platform - it's an exciting time for us!"

Continental Media Solutions has local and national television and radio spots for immediate purchase. CMS also buys and sells Direct Mail, Outdoor, Newspaper, and Magazine Ad Space. Mr. Fowler goes on to say, "Traditional Advertising is very effective if bought correctly. Most small to medium sized businesses pay full rate card for media placement where Continental Media Solutions drives the rate down tremendously. Many online media companies will even sell the spots above local rate card and we think that's absurd! Local Businesses will never get ahead by overpaying for media."

Mr. Fowler goes on to say, "We also believe contracts and retainer fees are outdated and quite frankly ridiculous. We service all of our customers, large and small the same way. Furthermore, we never require them to sign any type of long term agreement and we certainly do not require them to pay us a retainer fee for doing our job." Continental Media has built their business on several key foundations: No Retainer Fees, No Contracts, and now, No Minimum Buys!

You can visit them now at <http://continentalmediasolutions.com/main.html> or call their main number at 1-877-423-0871.

Media Consultants are on stand by to assist local businesses, franchisees, and start-ups.

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About Continental Media Solutions: Based in Atlanta, GA, CMS provides a low cost alternative to legacy ad agencies. Continental Media Solutions focuses on buying television, radio, newspaper, direct mail, magazine and outdoor media for small to medium sized businesses nationwide. Driving costs down for advertisers is Continental's main objective. Continental Media Solutions does not require contracts, retainer fees and minimum buys. CMS services every market in the US and most markets internationally.

Category Media, Marketing, Advertising

Tags

low cost media, Advertising, remnant, advertisement, spots, television, radio, newspaper, Outdoor, magazine, direct mail

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