

2011 Print Creative Sampler



Advertising For Local Marketing & L.S.M.

Vol1:Edition1



media co

Precise Marketing. Simple. Strategic. Street-Smart.

925 Interstate Drive

P.O. Box 300

Manchester TN 37349

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E-mail: mediaco@bellsouth.net

Web: www.mediaco.org



Memorandum

January 1, 2011

To: Clients, Potential Clients & Business Development Associates

Fm: Paul Fischer, Managing Partner

CC: MediaCo Creative Team, MediaCo Editorial Team

Re: MediaCo Market Development Associates' 2011 (Print) Creative Sampler

1. Enclosed is a "Sampler" of MediaCo's acclaimed creative product. We develop Clients' advertising to "show up big" in Local Marketing & to enhance the look and performance of national brands.
2. We are a different breed of Ad Agency & Consulting Group. Our "stuff" Makes Our Clients' Marketing Footprints Wider, Deeper & More Profitable, One Unit At A Time.
3. Often a Brand lives on the mean---make that *median* if you "think MBA"---of successes & failures in local & local store marketing. So we make Clients' Advertising very market (& store) specific. That's because every market & unit in The Brand's footprint are unique. Even Package Goods often are made different for different areas, & marketed differently for each: Cleveland is not Cascade County; Nashville is not Niagara Falls. We are a solutions leader to all those implications.
4. Our Creative Teams did every Ad in this sampler, from scratch. For Brands with retail base & identity, we are the difference between this morning's fresh baked, & a loaf from ten hours away, already a day old, mainlining preservatives. Both may *look* okay. Customers can tell the difference immediately.
5. Each market & every store involved with your Brand is unique. So Marketing Plans, Consulting Groups & Ad Agencies are supposed to be different, too. You will find we really are. At MediaCo Market Development Associates, we are both Good & Affordable, as well as Straight Forward & Dependable. Please call us, if your creative source has run dry, or forgets that your Brand requires Marketing that's Specific, Smart & Profitable. Shoot us an email if you want to talk about our "stuff"

From Concept

To Creation




**HOOVER'S
JEWELERS**

MANCHESTER'S COMPLETE JEWELER.



The text here is essentially for placement purposes only in order to give a feeling of what it would look like to have a section of text in this particular area.

This area is for contact information...any desired contact method would be listed here, store hours might also be listed as a part of this section.

**HOOVER'S
JEWELERS**

1301 Hillsboro Blvd.
Manchester, TN 37355

931-728-2905

Hoover24k@att.net

Store Hours:

9am - 5pm: Mon - Fri

12pm - 5pm: Saturdays

www.website.com



Now through Christmas...
A SPECIAL VALUES CASE
Many items up to 70% off!

"Hoover's Jewelers is now in our seventh decade of service. Our values are time honored and protect our customers well. We are here for the long term, to help you make the best decisions on jewelry...ranging from watches for work or play, to investments in diamonds or to concept and create custom design pieces that are the principal items among many jewelry collections. Hoover's work has long been respected locally and nationally among leading individual buyers, experts and collectors who know the very best of our profession. If you were to ask them, they just may be candid enough to say "Jewelry stores are plentiful, but there's only one Hoover's of Manchester."

1301 Hillsboro Blvd. • Manchester, TN 37355 • 931-728-2905 • hoover24k@att.net

Friendly Service

QUALITY ANTIQUES SINCE 1995

Wide Selection

MEMORIES ANTIQUES

FURNITURE

• TIMEPIECES

• CHINA

Mon - Sat: 10am - 5:30pm
Sundays: 1pm - 5pm

931-455-3992

Just 10 minutes from I-24, on U.S. 55 South.
Please Call for directions.

117 West Lincoln Street
Tullahoma, Tennessee 37388

For All Your Floral Needs

SMOOTH'S

FLOWERS & GIFTS



Birthdays • Anniversaries • Sympathy Tributes
Flowers • Plants • Balloons

114 East Main St., Manchester, TN 37355

931-728-4646 • 800-240-7741

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been a better time
to be **us**



U.S. Bank Home Mortgage
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Email: angela.crutchfield@usbank.com

Manchester Office
1000 Hillsboro Boulevard
Manchester, TN 37355
931.728.1002 PH
931.728.1171 FX

All of **us** serving you™



www.usbank.com

Getting You Back On the Road to Recovery, Faster



Minutes count when you suffer a heart attack. As a member of the STEMI network, our Emergency Room can get you on your way to life saving cardiac technology. As Manchester's only accredited hospital, we expect a higher standard. Shouldn't you?



All Private Rooms • 24-hour Physician Staffed Emergency Department • Surgery Center
Comprehensive Imaging and Lab Services • Diagnostic Sleep Center

481 Interstate Drive • Manchester, TN 37355
931-728-6354



BMG

Brandon Medical Group

Albert R. Brandon, Jr.
D.O., F.A.A.F.P.

Donna Tudor
R.N., F.N.P.

Nicole Brinkley
Nurse Practitioner

482 Interstate Drive, Suite A
Manchester, Tennessee 37355

Office: 931-728-4718 • Fax: 931-728-1016

MANCHESTER FAMILY MEDICINE

William Daniel, D.O.



Patricia W. Jordan, APRN



931-728-6205

1615 McMinnville Highway
Manchester, TN 37355



jiffy lubeSM



Ready For A Jiffy Lube Signature Service[®] Oil Change?

- ✓ Up to 5 quarts quality motor oil and new filter
- ✓ Clean exterior of windows
- ✓ Vacuum interior floors
- ✓ Check tire pressure
- ✓ Windshield washer fill-up
- ✓ Check all fluid levels (when applicable)

Ask About Our Commercial Fleet Accounts

JIFFY LUBE[®] OF MURFREESBORO

www.jiffylube.com

2976 S. Church Street
615-893-9777

1611 Memorial Drive
615-895-0077

Hours:

Mon.-Fri: 8am - 6pm
Saturday: 8am - 5pm
Sunday: 12pm-4pm

We accept:



 jiffy lubeSM

If it Has an Engine, We Can Fix It!



AUTOMOTIVE AND TRUCK REPAIR - FOREIGN AND DOMESTIC

- Computerized Engine and Electrical System Diagnostics
 - *Tune-Ups and Other Protocols for Increased Mileage*
 - *Oil Changes and Lubrication Services*
 - *Brakes and Brake Systems*
 - *Tires (New and Used)*
 - *Batteries and Electrical*
 - *Belts and Hoses*
- Free 21-Point "Automotive Health" Inspections
- 36th Year in Business
- Locally Owned and Operated
- Local References as well as References in East, Middle and West Tennessee

Our Family Helping Yours! Tom & Sue Kroll, Owners

3040 Hillsboro Highway • Manchester, TN 37355
(931) 952-9951 • grusome1960@hotmail.com

OPEN: Monday-Friday 8 a.m.-5 p.m. • Saturday 8 a.m.-1 p.m.



SONIC

America's Drive-In.



MURFREESBORO

**2630 S. Church Street
615.217.6041**

**1311 N.W. Broad Street
615.895.5656**

**1918 N. Memorial Blvd.
615.904.2433**

**215 Cason Lane
615.494.0700**



SMYRNA

**1889 Almadale Road
615.223.6438**

**799 Teen Blvd.
615.895.5656**

**791 Nissan Drive
615.904.2433**

www.SonicDriveIn.com

JIFFY BURGER

Serving Manchester for Over 40 Years!

Come by for:

Hometown Atmosphere
Historical Memorabilia

and the
Best Burgers in Town!

Mon-Sat: 8:30am - 9:00pm
Closed Sundays

728-4452

Hillsboro Hwy • Manchester
Curb Service • Take-Out - Call Ahead

JIFFY BURGER



Hamburgers Made Fresh Daily!

GIFT CERTIFICATE

Ticket # _____

IN THE AMOUNT OF: _____

\$ _____

GIVEN TO: _____

FROM: _____

JIFFY BURGER

Serving Manchester for Over 43 Years!

Hamburgers Made Fresh Daily!

Hillsboro Hwy • Manchester, TN
931-728-4452

EXPIRES: _____

AUTHORIZED
SIGNATURE: _____

RAFAEL'S ITALIAN
RESTAURANT

Rafael's

*Pizzeria &
Italian Restaurant*

2161 Hillsboro Boulevard
Manchester, TN 37355

931-728-1228

Friday - Saturday
11:00 am - 11:00 pm

Sunday - Thursday
11:00 am - 10:00 pm

2 for 1

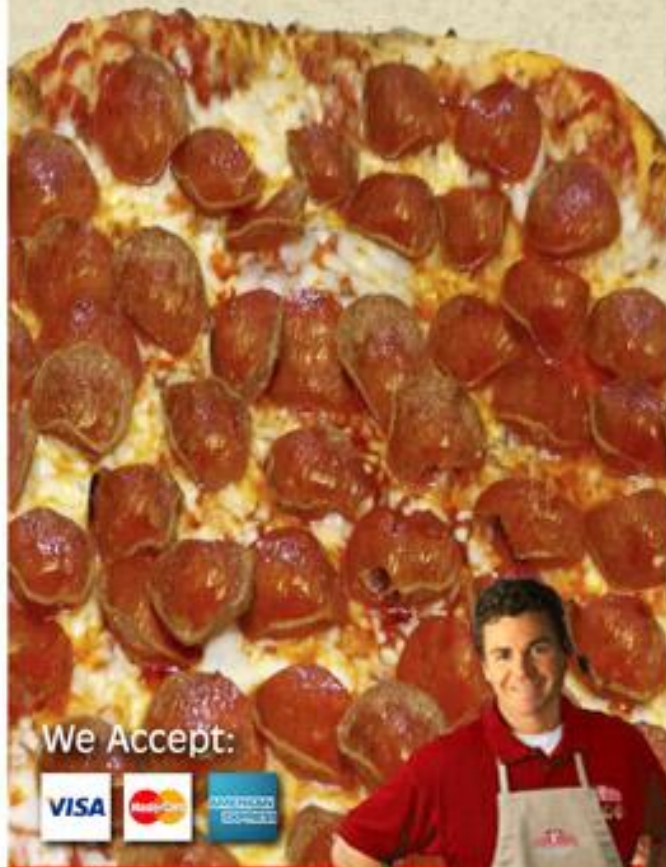
Buy One Delicious Pizza
Get One FREE!

PIZZA
PAPA JOHN'S

Better Ingredients.
Better Pizza.

931-728-7770

Delivery & Carryout
1505 Hillsboro Road, Manchester, TN



We Accept:



John W. Schnatter
"Papa" John Schnatter, Founder

ORDER PIZZA
ONLINE! www.papajohns.com

Beans Creek

From Campfire...

...to Candlelight.



Wherever you are, whatever you're doing
we've got the wine to go with it.

931-723-2294

Located off I-24 • Exit 111 • Manchester, TN

www.BeansCreekWinery.com

Open daily for Tours & Tastings

A Hint Of Southern Fare...

five senses

RESTAURANT & BAR

...With A Dash Of French Cuisine



PH: 615.867.4155

FX: 615.867.4154

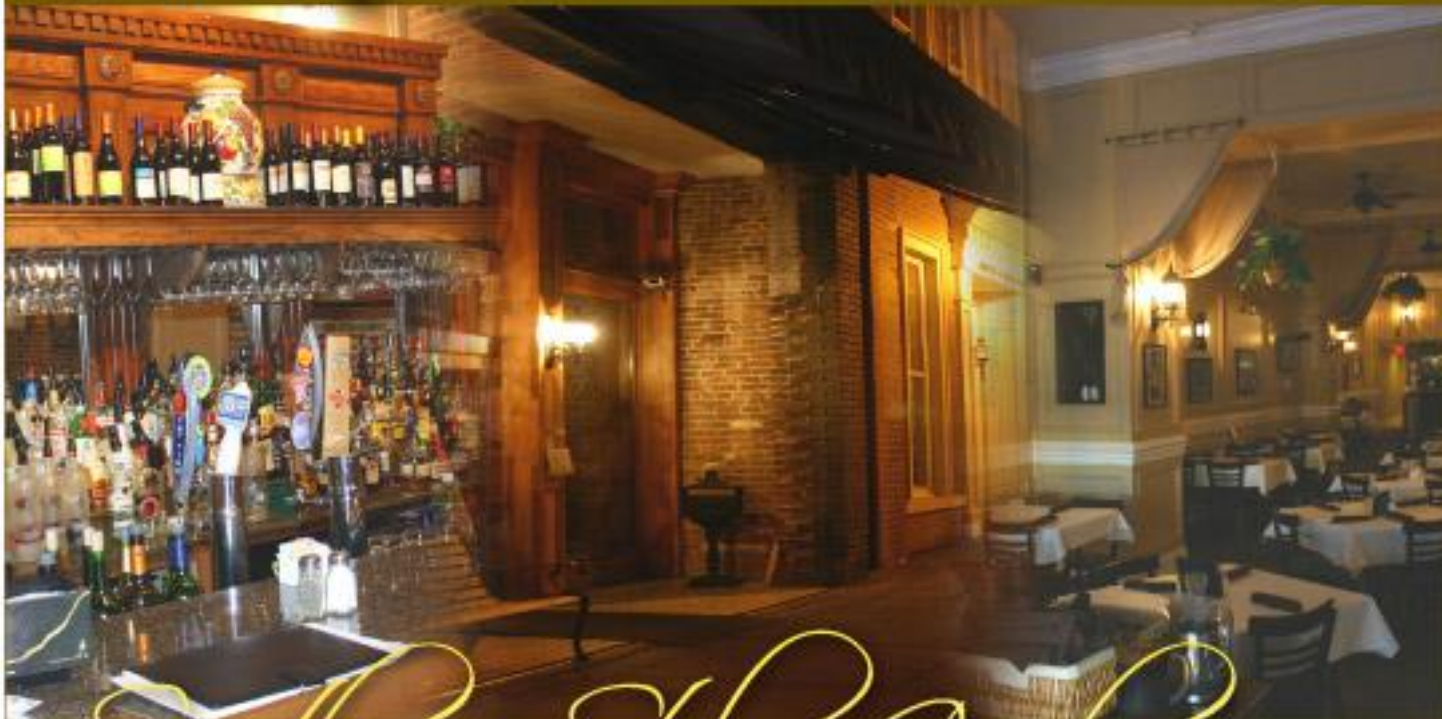
1602 W. Northfield Blvd. Suite 515 Murfreesboro, TN 37129

LUNCH Mon-Fri: 11:00 - 2:00

DINNER Mon-Sat: 5:30 - 9:30

www.fivesensesrestaurant.com

Maple Street Grill



Southern Style Cooking
with a twist!

Mike & Debbie Zelenak

Located in Historic Downtown Murfreesboro

109 North Maple Street • Murfreesboro, TN 37130

Full Service Bar • Full Service Catering

615.890.0122

Open Monday thru Thursday 11-9 • Friday 11-10 • Saturday 4-10
Closed Sundays

www.MapleStreetGrill.com • Reservations Recommended • maplestreetgrill@comcast.net

Fine Dining In Murfreesboro, Tennessee



PARTHENON GRILLE



"A Grille With Just Enough Attitude!"

Now Open 7 Days a Week

Mon-Sat: 11am-10pm Sun: 11am-9pm

Lunches Starting at \$5 - \$10



· APPETIZERS · SOUPS · SALADS · PASTAS · STEAKS ·
· SEAFOOD · EXTENSIVE WINE LIST · FULL BAR ·

615.895.2665

1962 S. CHURCH STREET · MURFREESBORO, TN 37130

WWW.PARTHENONDINING.COM

RESERVATIONS ARE ADVISED

 Original
WINGER'S

GRILL & SPORTS BAR

- 16 BIG SCREEN TVs
- FULL SERVICE MENU
- Wi Fi AVAILABLE
- NIGHTLY DRINK SPECIALS
- WEEKLY TRIVIA NIGHTS
- WEEKLY KARAOKE
- PARTY PLATTERS

THE BEST WINGS & FINGERS IN THE WORLD!

931.728.5065

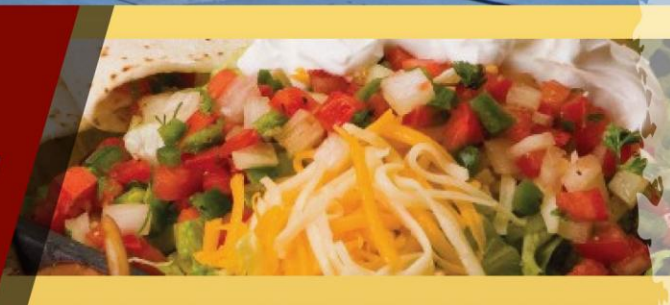
Sun - Thur: 11:00 am - 10:00 pm

Fri - Sat: 11:00 am - Midnight

138 Relco Drive

Manchester, TN 37355

*EXCUSE ME
BUT YOU HAVE
SOME SAUCE
ON YOUR CHIN.*

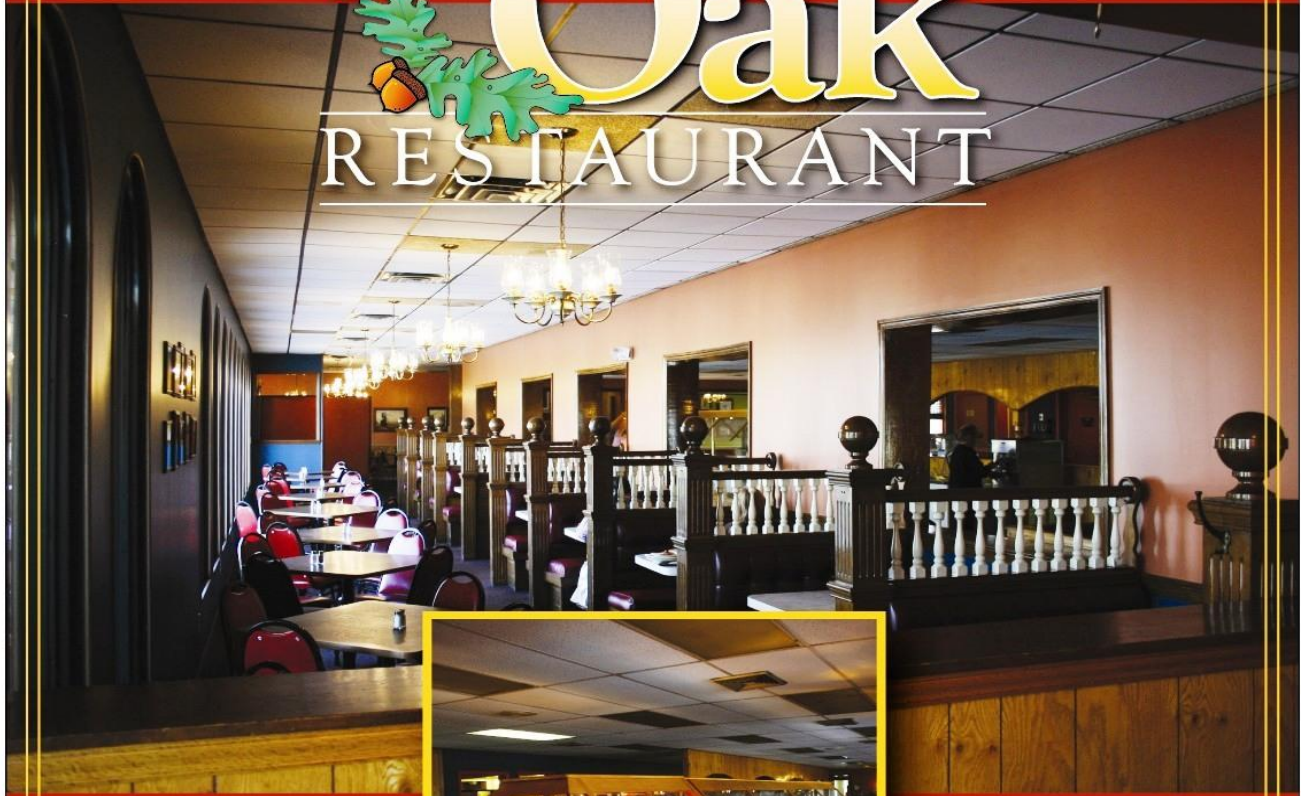


*IF YOU'RE IN A FOWL MOOD...
YOU'RE IN THE RIGHT PLACE!*

visit us online at

www.wingers.info

The Oak RESTAURANT



DINE IN



CARRY OUT

I-24 Exit 110 • 947 Interstate Drive • Manchester, TN 37355

HOURS

Tues - Thurs: 11am - 9 pm • Fri - Sat: 11 am - 10 pm • Sun: 11 am - 9 pm



931.728.5777

<http://oakrest.mindspring.com>



Accepted



media co
Precise Marketing. Simple. Strategic. Street-Smart.

925 Interstate Drive

P.O. Box 300

Manchester TN 37349

Voice: 901.756.9000

Fax: 901.759.1875

E-mail: mediaco@bellsouth.net

Web: www.mediaco.org

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