



The **Milner Butcher | Media Group** (MB | MG) is a full service media management company specializing in the planning, negotiation and implementation of media campaigns that successfully connect with and engage U.S. consumers. Our reputation is grounded in providing strategically targeted media programs at the lowest costs available. We provide the highest level of service and most importantly, consistently deliver results for our clients.

- Established 2002
- Independent
- Principals: Andrew Butcher, Bruce Milner, Pam Bentz
- Legacy: Founders and Managing Partners: ICG/Carat
- Staffed by Senior Media Professionals
- Average Staff Experience: 16 Years
- Average Client Tenure: 10+ years
- Active Market Presence: 90% of U.S. DMA's
- Proven Ability to Lower Media Costs 10-30%

Core Capabilities

Media Planning

- Strategically Based, Research Driven, Results Focused
- Full Integration Across all Media Channels
- Creative Solutions

Local & National Media Buying

- Negotiation and Implementation
- Broadcast (Local & National TV, Cable TV, Radio)
- Multicultural
- Direct Response Television Buying/Optimization
- Media Promotions
- Added Value Negotiation
- Print, Out-of-Home and Place Based Media
- Digital

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Milner Butcher | Media Group

■ Los Angeles

◆ San Diego

● Miami