

"We are excited about the opportunities that R-Logic will bring us. Currently, the subscriber retention information available to us is incomplete and time-consuming to gather. We believe R-Logic will give us the ability to measure retention quickly and look at it from several different perspectives. As a result, we will be able to more efficiently leverage sales and retention programs to drive volume."

Knight Ridder

"I liked how much your experience and knowledge of our industry impacted this class. Your expertise made this seminar very relevant and enjoyable."

Gannett, Co.

OUR PASSION

ASTECH InterMedia is a Denver, CO-based **technology and consulting company** established in 1992. When we created the company, our mission was simple: provide the best database marketing solutions for publishing companies, thereby helping them to grow their businesses.

Over the past 12 years, our passion for newspapers has remained unchanged but our mission has broadened — to introduce and redesign marketing processes that improve the profitability of our clients' relationships with their customers.



WALKING THE TALK

You hear a lot of companies talk about their ability to help you do strategic marketing. But have you ever asked them what they mean by strategic marketing?

It's not a thing — like a database. Or a warehouse or a cube. And it's not a piece of hardware. Or a software program.

Strategic marketing is the science and art of allocating and deploying resources to develop and execute marketing strategies. ASTECH InterMedia is a strategic marketing company because we help you do just that.

We seek first to understand, then to be understood. To diagnose before we prescribe. To use **our pool of experts** to create solutions based on sound analysis and proven techniques. In short, we walk the talk.

A COMMUNITY OF KNOWLEDGE

We have **over 125 clients** worldwide — it's a community of media companies that regularly shares information on retention benchmarks, case studies, product evaluations, and much more. We foster this community by taking every opportunity to solicit feedback and provoke ideas through:

- ASTECH i-News
- Case Study Development
- Industry Advisory Boards
- Online Forums
- Product User Groups
- Roundtable on Strategic Marketing

OUR SERVICES

In one way or another, all of our service offerings are designed to teach you how to be a more effective marketer. This **theme of empowerment** is what makes ASTECH your partner rather than an outsource operation.

- Campaign Management
- Database Design & Development
- Market Opportunity & Segmentation
- Retention Marketing
- Software Training & Facilitation
- Strategic Assessment
- Implementation & Project Management

OUR PRODUCTS

Effective decision-making comes from the successful application of knowledge. And to apply knowledge, you must be empowered with **the right tools.**

- MAAX™
- data mining, campaign management
- Data, Consumer and Business
- demographics, lifestyles, telephones
- Media Sense™
- sales automation for preprinted inserts
- R-Logic®
- retention measurement, reporting
- Target eXpress™
- sales automation for direct mail

OUR CLIENTS

The proof of any company's integrity – **the reason** you should conduct business with a company – is in its client base. We're proud of ours: the Denver Newspaper Agency, Gannett, Globe and Mail, New York Times Company, Philadelphia Newspapers, San Francisco Chronicle, USA Today, and more. We've shared feedback from a few in the sidebars, and we'd be happy to put you in touch with many more.



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"It was one of the smoothest technical deployments of a project we've ever had. It's a stable platform and software product. And what ASTECH said they were going to do, they did."

Boston Globe

"It's been a pleasure working with ASTECH InterMedia ... for a company that doesn't have 'dot-com' at the end of their name, they've shown a solid understanding of the e-marketing business."

Whitehat.com

"ASTECH InterMedia offered the technology and resources that fit with our strategic vision for sustained circulation growth. We're eager to tap into their community of clients ... it's a big added value."

San Francisco Chronicle