



Enhancing DRTV Campaigns since 1992



Thank you for taking the time to review our media kit, and for giving **Diamond Media** the opportunity to share our success story with you. Diamond Media was one of the first agencies in the country to specialize exclusively in Per Inquiry advertising. As innovators in the field, we are proud to say that 2011 marks the 19th consecutive year that **Diamond Media** has been supplementing successful DRTV campaigns with national and local cable systems, broadcast stations, major MSO's, Syndicators and digital properties. Diamond Media specializes in Per Acquisition/Per Inquiry (PI), television and radio advertising. We offer a wide range of services for both advertisers and stations seeking an additional stream of revenue to increase their bottom line profits.

Diamond Media has an extensive, and constantly growing list of long and short form, English and Spanish, television and radio campaigns, and we are confident that we can have a mutually profitable relationship with your company for many years to come. **Diamond Media** is committed to your station's success, and we believe our track record makes us the optimal media partner for all of your direct response needs. We provide detailed weekly reports of sales and earnings, and closely monitor your results for optimal campaign performance. This valuable information is also applied when new campaigns are added, resulting in improved profitability for your stations.

Please review the contents of our media kit and contact us with any questions.

We are very enthusiastic about the opportunity to work with you and your stations, and we look forward to speaking with you soon!



Just a few of our clients





We have campaigns in all the hottest DRTV categories

- ✓ Indoor & outdoor appliances
- ✓ Weight-loss products
- ✓ Cosmetics and personal care
- ✓ Fitness/exercise equipment
- ✓ Household appliances
- ✓ Music/Videos
- ✓ Business opportunities/finance
- ✓ Dietary supplements
- ✓ Religious/Faith based



Why Diamond Media?

Top Spots & Infomercials

We are constantly adding new spots and infomercials to our show/spot list. A complete list of current offers, with descriptions and payouts can be found in your media kit.

National Coverage

Diamond Media's network partnerships include National, Regional and Local Cable, major MSO's, Broadcast Stations, Syndicators, and digital properties, as well as affiliates from all the major TV Networks.

Superior Media Buying Service

Our disciplined planning process, marketplace clout, sophisticated placement strategies, heritage of innovation, proprietary software system and proven track record make us the optimal media partner for any direct response campaign.

Highest CPOs

We pride ourselves on offering some of the best CPO's in the industry. In fact, our payouts usually tend to be higher than those of other PI agencies.

Guaranteed Profits, steady revenue

We make it simple for you to increase your bottom line profits. Just ask any of the 400+ stations enjoying a steady stream of revenue from Diamond Media.

Campaign Optimization

Front-end and back-end analytics are used in the ongoing re-evaluation and refinement of programs for optimal campaign performance over time.

Timely, detailed reporting

Detailed reports are sent out each Monday for the previous broadcast week. Sample station report can be seen on the next page.

Multiple invoicing/payment options

Weekly or monthly payment available via check or credit card. Additional payment options are available.



Contact Us

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“We used to use multiple media agencies, but we found the AE’s at Diamond are incredibly attentive, professional and consistently exceed our expectations. They are extremely knowledgeable about the PI industry, the programs that will sell in our markets, and helping us track the responses so our PI success continues to grow. Diamond Media has the most helpful and accessible staff I have EVER had the pleasure to work with. Consequently, they are now the ONLY media agency we will work with.”

Media Director, Charter Communications

“Thank you and your team for a wonderful job well done since 2005. Diamond Media is amongst the most professional and productive agencies that I’ve worked with. We want to express both our satisfaction and appreciation to everyone at Diamond Media, and look forward to continuing to grow our businesses together for years to come.”

Vice President of Media, Beachbody

“Your attention to the unique needs of our station-affiliates as part of the overall outstanding individual attention you have provided, has set Diamond Media apart from the rest. Thank you for all the support and sincerity you have shown us since day one.”

Media Director, America’s TV Mall

“Diamond Media ROCKS!!! The additional revenue you have helped us generate is wonderful!”

Regional Marketing Specialist, KMEG/KPTH

“It is such a breathe of fresh air to work with a company and people who approach their job the way Diamond Media does. In all my 64 years, I have never encountered a company who stands out so far above the crowd the way yours does. It is a real pleasure dealing with such knowledgeable and attentive AE’s, and I look forward continuing our successful partnership for many years!”

Manager, Christian Television Network