



Expanding the Borders of your Marketing Campaign

**We Put You in Touch
With \$22 Billion
In Retail Spending!**

mediaaccesspartners
target marketing solutions



Expanding the Borders of your Marketing Campaign

335,000 shoppers enter the U.S. from Mexico everyday!*

Are they coming to see your clients?

BorderNetworks delivers your message to a huge and growing market of loyal consumers, currently responsible for \$22 to \$30 billion in annual U.S. retail sales!

We develop and manage programs to reach this market via all major Mexican media, including Print, Television, Radio, Outdoor & Digital Media.

Our programs are fully scalable and tailor-fit to your needs; from one market and one media, to a full network, multi-media effort.

* U.S. Department of Transportation 2008 Border Crossing Entry Data.
http://www.transtats.bts.gov/Fields.asp?Table_ID=1358



Expanding the Borders of your Marketing Campaign

Border Networks Agency Services

We provide advertising agencies with a specialized knowledge and skill-set developed for our border communities and throughout Mexico.

We work collaboratively to increase the scope of your work, extend your programs and create new and larger revenue streams.

Our services are free of charge.

All media commission is passed through to the agency.

Our services include:

Culturally relevant strategic and creative consultation.

Thorough Market Research

Complete Campaign Management

Guaranteed Fulfillment

Bundled Invoicing



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Newspaper advertising remains a very influential and efficient vehicle to impact the Mexican consumer target.

We work with dozens of publications to assure that your campaign reaches the target consumer in each market selected for the program.

We work with the finest publications in each market, including;





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Magazine advertising offers many advantages, including precise gender and socio-economic targeting, along with extended exposure time.

Our association includes all of the major Mexican publications, providing flexibility and assurance that the campaign reaches the target, effectively and efficiently.



CARAS

Campestre
LA REVISTA DE BAJA CALIFORNIA

PODER
Y Asociaciones

**EX
PAN
SION**
GRUPO
EDITORIAL
INTERNATIONAL

CARAS EXPANSION SILENCIO ARQUITECTURA
CASAVIVA



STATUS

LA REVISTA DE LA ACTUALIDAD
GENTE



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We offer more than 400 Bulletins and multiple LED screens throughout the border. We have many ultra-premier and iconic locations, building superior value for your OOH campaign.





BORDER NETWORKS

We work closely with all the major Mexico radio groups and the strongest independent stations. We build campaigns designed to your specifications, from large, unwired networks, to single-market spot buys, that deliver your message to the bullseye of the target demographic.



MULTIMEDIOS





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We work with the Televisa and TV Azteca Broadcast Networks, the SKY TV satellite system, multiple cable operators and independent stations in each Mexico media market. We deliver effective and efficient buys - at or below budget - which deliver measurable results and significant R-O-I.





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Monitor & Fulfillment

Effective programs must be monitored throughout the campaign time-frame including;

- i Magazine & Newspaper placement
- i Billboard posting, rotations and maintenance
- i Spot rotations & adherence to traffic instructions
- i Digital Media monitoring & reporting
- i Timely and complete invoicing.



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Bundled Invoicing

We make invoicing easy! Border Networks bundles all invoicing managed by our team.

You receive monthly reports of all media placement, affidavits-of-performance, with individual media invoices...all together in one bundled package”.

- i One Purchase Order
- i One Payment
- i Proof of media payment within 15 days of receipt.



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Research

We continuously update our research with the latest information from myriad sources, including border-crossing information, retail spending, policy changes and more.

Our website includes numerous links to government and market-information websites providing timely and up-to-date statistics, useful information and analysis tools.

www.bordernetworks.com/research



A Few of our Satisfied Clients:

- i AEG Live
- i Anthony's Restaurant
- i ARIA/Laconia Development
- i Baja Duty Free
- i Buie Communities
- i Comfort Inn & Suites
- i Del Mar Thoroughbred Club
- i Disneyland
- i Embassy Suites
- i HSBC
- i JCPenney
- i Kearny Mesa Infronti
- i Live Nation/House of Blues
- i McDonalds
- i Mossy Nissan
- i NASSCO
- i New Balance
- i Nike
- i Pardee Homes
- i Plaza Bonita
- i Plaza Las Americas
- i Postal Annex
- i Quechan Casino
- i Ringling Bros. Circus
- i San Diego County Fair
- i San Diego Padres
- i Shea Homes
- i Simon Malls
- i Sony
- i Sycuan Casino
- i Tool-Up
- i UETA Duty Free



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- i Experienced & professional Mexico Marketing Services provided at no charge to the advertiser, or advertising agency.
- i Media campaigns from one media and one market, to multiple media in multiple markets throughout Mexico, designed & built to exact specifications & budget
- i Detailed monitoring of all campaigns. Total-media-management, from implementation to fulfillment.

Your share of \$22 to \$30 Billion in retail spending awaits.

If you invite them, they will come!

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