



### ICON INTERNATIONAL OVERVIEW:

ICON International is a wholly owned subsidiary of Omnicom Group (NYSE: OMC), one of the world's largest holding companies media and advertising agencies. ICON has office in Greenwich, CT and Ft. Lauderdale, FL. ICON's annual revenues exceed \$1.6 billion.

### MEDIA ADVERTISING FULFILLMENT:

As part of an ICON transaction, clients agree to execute a specified amount of their regular, budgeted media through ICON.

ICON partners with our client's agency to ensure media delivery at the client's exact costs, specifications and guidelines, and guarantees delivery based on these benchmarks. ICON clients are assured of:

- Access to high-quality media in all mediums (no blackout dates or restrictions)
- Standard flexibility to shift/cancel media
- Media department staffed with experienced, agency-trained professionals
- Negotiated added-value inventory
- Capabilities: National and Local TV & Radio, Digital, DR, Print and OOH

### ICON MEDIA BENEFITS:

- Once the media is paid for, ICON will remit the ICON media benefit back to client via ACH or check within a short, specified period.
- ICON does not charge any commissions or fees for its services.
- Benefit can range anywhere from 8-20% based on client's benchmark rates.
- ICON can save your agency or media team's time and effort by handling the buys on your behalf without having to pay commissions.

### ICON HIGHLIGHTS:

- Expertise in all media types except for search and Facebook.
- Publicly traded, Sarbanes-Oxley compliant
- Over 300 media buyers with excellent national and local contacts.
- We work with your current agency/media team as they create all media plans/strategies and set pricing with ICON handling only the media buying.
- Your agency approves all ICON buys prior to ICON finalizing the buys.

### A FEW OF OUR CLIENTS:

