

TEC Direct Media is a media agency in Chicago. We plan and buy media for emerging brands, direct marketers, music and entertainment companies, so they can generate awareness, acquire new customers and drive sales.



HOW WE MANAGE YOUR MEDIA

We believe that media, and the data derived from media, are the power vehicles which deliver great messages to audiences that want to discover, advocate and purchase your product or service.

We provide strategic direct response and general media management services for a variety of markets. We utilize the latest technology to plan, buy, and measure campaign performance.

We strive to incorporate our values into everything we do. Our mission of providing accountability, communication, value, top-notch service and efficiency is at the core of every media plan we develop, and it shows. Our clients tell us our focused, goal-driven media managers provide a resource that feels more like an in-house media agency.

SERVICES

- Media Planning & Buying
- Direct Response Advertising
- Programmatic Advertising
- Digital Market Intelligence
- SEO & SEM
- Measurement & ROI Tracking
- Creative Consultation

MEDIA CHANNELS

- Digital (Audio, Display, Video)
- Mobile
- Paid Social Media
- Spot TV
- National TV
- Radio
- Newspaper
- Magazines
- Out Of Home



THE AGENCY

- Founded in 2001
- Independent & privately held
- Headquartered in Chicago
- Annual Media Billings: \$10M

LEADERSHIP

Charles Fetterly, President & Founder
Larisa Fetterly, Senior Vice President
Kent Wilson, Senior Media Strategist

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🐦 www.twitter.com/TECDirectMedia

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🌐 www.linkedin.com/company/TEC-Direct-Media

CLIENT CATEGORIES

Our expertise in engaging consumers from Millennials to Boomers across all media has served clients spanning multiple categories:

- Music
- Film & Home Entertainment
- Events
- Insurance
- Health & Beauty
- Education
- Financial Services
- Travel/Tourism
- Other Agencies

SOME OF OUR RECENT CLIENTS

- Universal Music Group
- Sony Music Entertainment
- Warner Bros. Records
- Large Recruitment Firm
- Naturals Brand (CPG)
- Large Health Insurance Carrier
- Major Southwestern University

TARGET | ENGAGE | CONVERT