



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

As a top media agency in Chicago, we believe that media, and the data derived from media, are the power vehicles that deliver great messages to audiences that want to discover, advocate and purchase your product or service. We provide strategic direct response or general media management services for a variety of marketers. We utilize the latest technology to swiftly plan, buy, measure and improve campaign performance. And we're one of the only agencies in the US that report holistically your online and offline media performance using a unified campaign reporting tool we call M3D. We strive to incorporate our values into everything we do. Collaboration, strategy, accuracy, efficiency, education and relationships are at the core of every media plan we develop, and it shows. Our clients tell us our responsive and goal-driven media managers provide a resource that feels more like an in-house media team.

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
- 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

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
- Non Profit
- Travel & Tourism
- Insurance
- Financial Services
- Education
- Health & Beauty
- Other Agencies

SOME OF OUR RECENT CLIENTS

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

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TARGET | EXCITE | CONNECT