



ALEXANDROU

PROMOTION & ADVERTISING
The specialists in print media planning and buying

Thessaloniki 2006

Madam, Sir,

We are a small owner – manager led full service advertising agency in Thessaloniki, Greece, having specialized in newspaper media planning and buying. We are the leading agency in Greece in this field. Our clientele comprises among others real estate agents, building and engineering companies and clients from the educational sector. **We want to advertise our clients abroad and help to market their products and thus also ensure the future success of our enterprise.** That is, we are looking for a partner who will take over the media planning and buying in the UK on behalf of our clients.

We might handle this procedure as follows:

- 1) We send you the advert draft, supplying all necessary information so you can research the adequate media, estimate the costs and inform us of your decision. We will also need your advice in copy writing.
- 2) In case we agree on the deal we send you the official order (verified by our signature and stamp). You confirm the order and return the official confirmation to us.
- 3) We effect prepayment. Please give us the data of your bank account.
- 4) You send us a voucher copy of the paper (the respective page) where the ad has been published.

If you prefer another procedure let us know.

If you want to advertise your clients in Greece or Cyprus we research the respective market data and prepare the media plans. **We cooperate with all national daily newspapers, many magazines and a large number of local papers. Make use of our know-how of the Greek market, its mentality and the possible target groups!**

ALEXANDROU has been present in the Greek market for 14 years. We are the leading Greek agency in the field of print media planning and buying. As a full service agency we also offer our services in direct marketing, PR, creative works, radio and TV spots etc. The owner Avraam Skenteridis cooperates with a number of experienced partners to realize various projects.

If you want to know more about our company we will send you an information file by e-mail (power point format).

Or just visit our site www.alexandrou.gr.

We are interested in cooperation of mutual benefit and looking forward to your response by mail or fax. Or contact us by phone!



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We are a small owner – manager led full service advertising agency in Thessaloniki, Greece, having specialized in media planning and buying. Our clientele comprises among others real estate agents, building and various engineering companies. **We want to support the activities of our clients abroad and help to advertise & sell their products and thus also ensure the future success of our enterprise.**

I would like to cooperate with you in the following fields

- **Media Planning and Buying, Ad Production**
- **Product and Service launches, Marketing**
- **Public Relations (e.g. corporate communication & exhibition organization)**
- **Media Management**
- **Special Projects**

I suggest cooperation on two levels:

- On account of your clients in Greece-Cyprus or of our clients in your country.
- Development of our own mutual cooperation (information-ideas to be shared, joint venture, etc.)

We could also represent your company in Greece or vice versa. If you want to advertise your clients in Greece or Cyprus we research the respective market data and prepare the media plans. **We cooperate with all national daily newspapers, many magazines and a large number of local papers. Make use of our know-how of the Greek market, its mentality and the possible target groups!**

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We are interested in cooperation of mutual benefit and looking forward to your response. Any idea is welcome!

Sincerely yours

contact

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contact

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