The media buying agency for brands ready for better

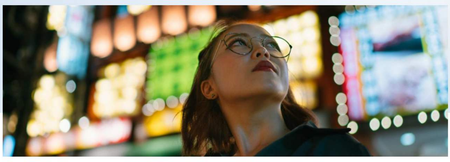
An experienced partner that plans, manages, and optimizes your campaigns. So you can have absolute confidence in your media strategy. Clearly see the results in the reporting.
And finally get the outcomes you need.

Capitol Media Solutions (CMS) engages your audience with

Digital Media Buying | Traditional Media Buying

TRUSTED BY

CCK Campus | Communities In Schools | AAA | Piedmont Healthcare | CORT | NORTH HIGHLAND



Our media buying agency has managed over $500 million across web, video, search, social, TV, radio, outdoor, and print

Rely on strategy
CMS develops media plans specific to your company's goals, based on our years of experience.

Stop second-guessing
Our tactics flow from extensive analysis, industry-leading research, and client collaboration.

Take back your time
CMS continuously oversees and improves campaigns for you. Regular reporting proves the value to your business.

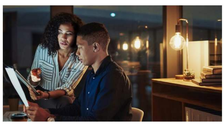
Learn More About CMS

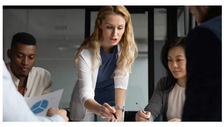
Are you doing most of the work and the worrying?

It happens when you don't have the resources to manage media in-house.

Or, when you've hired the wrong agency. One that doesn't offer strategy and just fulfills your buy.

You're forced to decide tactics, analyze performance, and make adjustments all on your own.





You're ready for a difference-maker.

Partner with an expert that guides your company's approach. Identifies your opportunities. Shifts your spend to where it does the most good.

A media buying agency that handles the whole process for you.

So you can focus on other priorities. And get the results you need.

Work with the agency that averages a 2x increase in conversions

"CMS works hand-in-hand with my other agencies. I don't have to be the conduit. They work together and come to me with solutions rather than putting me in middle."

Lisa Woodworth, VP of Marketing, CORT

"CMS provides clear proposals, quick turnaround, and I have confidence in what they're presenting."

Alyssa Hall, Director of Marketing Communications, GAF

"CMS is responsive, proactive in reporting ROI, and project management-focused, making our roles in the process easier."

Ashley Horne, Marketing Director, North Highland

Explore Our Approach

CMS by the numbers

$500m	2x	5%	27%	35%
in media buying	average increase in conversion	average increase in brand awareness	average increase in web traffice	average client savings per media buy

Our Work

Media insights

to elevate your brand and drive direct response

Who's Really Listening?

You can tell a lot about a person by the radio station they choose to listen to. At least that's what us marketers count on.

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TV Media Buying Cost Saving Secrets for Your Business

Why TV? Even with all the digital options out there, TV continues to be a large draw for consumers.

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Media Planning Tips

Losing focus on what's important? Here are a few media planning tips to help you stay on track!

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See More Insights From CMS

Contact Capitol Media Solutions

CMS will immediately reply to learn about your advertising goals.

Then, our team will establish your campaign's timeframe, audiences, media markets, and budget to see how we can work together.

First Name | Last Name
Email | Organization
How can we help?

☐ Get the latest insights from our media buying agency. Unsubscribe anytime.

Reach Your Audience. Contact CMS.

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CAPITOL MEDIA SOLUTIONS

Start Advertising Now

Digital Media Buying Services

Reach your ideal audience with web, video, search, and social advertising. CMS strategically plans and continuously optimizes your campaigns.

Start Advertising Now. Contact CMS.

The opportunity is there. All you need is the right partner.

Every day, digital media serves consumers billions of ad impressions. It's an immensely powerful and complex method of advertising.

To use it successfully, you need to target platforms and publishers that match your audience.

You need to monitor your spend and continually refine your tactics.

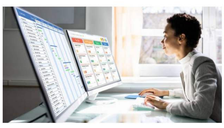
You need clear reporting on performance and a rapid response to insights.

You need Capitol Media Solutions.

Case Study: Piedmont Healthcare

Piedmont Healthcare serves more than two million patients annually throughout the state of Georgia. Learn how CMS handles traditional and digital media buying for its hospital locations, recruitment centers, physician offices, and business lines.

Explore the Case Study



Get end-to-end campaign management

You've been handling digital media buying in-house, but you're ready for help from an expert.

Or, you've been paying an agency but doing most of the work and worrying.

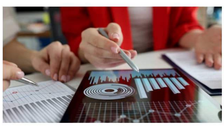
Capitol Media Solutions leads every part of the process: research, strategy, planning, buying, and execution. Our approach is based on years of experience and over $250M in digital campaigns.

Know that your strategy is working

There are a overwhelming number of ways to advertise in digital. You're left wondering which to use and how much to invest in each.

Work with CMS, and we will develop your company's strategy. We'll combine industry intelligence, consumer research, competitive analysis, and cost forecasting to make it happen.

So you'll have the confidence you need in our approach.



See how well campaigns perform

When you advertise across different kinds of media, it's easy to lose sight of the essentials. Your inventory. The efficiency of your spend. Which tactics are most effective.

CMS tracks campaign performance across multiple platforms. We optimize spend to keep expenses down. Plus, we shift your investment to where it can have the biggest impact.

Throughout the process, CMS provides accurate, clear, and consistent reporting. That way, you know the value we are delivering.

Use one agency for traditional and digital media buying

If your agency only handles digital media or only knows traditional media, you have to manage two separate providers.

When they don't coordinate efforts, you miss important opportunities.

Capitol Media Solutions offers both traditionol and digital media buying services. Our plans can leverage the benefits of both for your company.

Whether you're new to digital media buying or ready for a better partner, work with an agency that's as committed to success as you are

Never wonder if your advertising is stuck on auto-pilot. CMS follows research-backed strategy, continually improves campaigns, and transparently reports on performance.

Contact CMS

We use leading-edge technology and tactics to connect you to your audience

Direct placements

Negotiate low rates with premium publishers and content owners

Programmatic buying

Target the massive online audiences that match a client's advertising criteria

Real-time bidding

Serve ads on-demand and to the right audiences while significantly reducing costs

Retargeting

Reach the people who previously visited a client's website to drive conversion

With each campaign, Capitol Media Solutions tracks performance and moves advertising spend to where it can offer the greatest benefits. Ongoing reporting demonstrates the results we're achieving.

Our digital media buying services include

Display advertising

Capitol Media Solutions identifies the top websites and digital publications to target. Then, we recommend which media to buy, manage every aspect of the campaign, and optimize performance. This helps your message become more effective with every view.

Digital video advertising

Connect with niche audiences in a visual, engaging way — normally at a lower cost than TV media buying. We research, plan, and purchase inventory using in-stream video, non-linear advertisements, companion ads, and other digital video formats.

Search engine marketing services

Be the solution your audience chooses when it searches online for answers, products, or support. CMS conducts extensive audience analysis and buys keyword placements so your company stands out. Testing lets us move spend to "winning" creative and keywords.

Paid social media services

From Instagram and Facebook to LinkedIn and Twitter, CMS increases the visibility of your brand. We buy display media ads and promote content for impressions, clicks, and acquisitions. We also drive social actions — such as Likes, Follows, and Connections — to amplify your message.

"I know we could be doing better. But..."

There's something holding you back from switching to the right agency, whether you're handling media buying in-house or working with another provider. Namely:

You're so busy right now that it's hard to review your options.

You can't wait for another provider to get up-to-speed.

There can't be a long gap in advertising during the switchover.

CMS thinks it should be easier to make a change

We take away the risk and make it simple to work together. Here's what you can expect.

We value your time

Capitol Media Solutions will schedule a presentation with you and professionally record it so that team members can watch at their convenience.

Our transition times are extremely short

Once you sign with CMS, you will have a dedicated client lead handling the details. We will take over vendor relationships, reporting, and other processes without missing a step.

The switchover will be seamless to your audience

We will manage existing placements until the transition is complete. Then, we will launch the new media campaign that we have planned and that your company has approved.

Grow brand awareness and drive direct response through web, video, search, and social

If you know digital holds huge potential for elevating your brand and driving new business – but you haven't yet experienced the success your company needs – let Capitol Media Solutions show you what's possible.

Reach Your Audience With Digital Media

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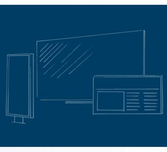
Start Advertising Now

Traditional Media Buying Services

Reach huge, targeted audiences with TV, radio, outdoor, and print advertising. CMS handles the complexity. Reduces the cost. And transparently reports on the results.

Start Advertising Now. Contact CMS.



Three big barriers are keeping your company from connecting with its ideal audience

1. Traditional media buying is complicated. You need to navigate a fragmented network to plan, negotiate, and manage campaigns.

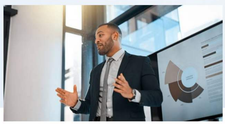
2. It's hard to keep your spend efficient. You have to monitor and continually reprioritize your buy so that it has the biggest impact.

3. It's difficult to tie performance to outcomes. Occasional and unclear reports aren't enough. You should know whether a campaign is yielding results.

Capitol Media Solutions guides companies past these obstacles to achieve their goals.

Rely on an experienced traditional media agency

Capitol Media Solutions has managed over $100M in traditional campaigns. Our work generates an average 50% increase in conversion rates and an average 25% savings.



Get a consultative, strategic partner

If you've been doing most of the work and worrying over your media plan, it's time for a better approach. CMS leads your campaign through research, strategy, planning, buying, and execution.

Have clarity and confidence in campaign results

CMS simplifies reporting for clients. We show you which campaigns are running, which are succeeding, and which need adjustment. It translates into better outcomes for your business.

Use one agency for digital and traditional media buying

You don't want to miss important advertising opportunities. You also don't want to hire two separate providers. As a combined digital and traditional media agency, CMS can leverage the benefits of both.

No more barriers

Reach your target audience through traditional media with unprecedented access, oversight, and clarity

Start Advertising With CMS

Here's how CMS approaches traditional media

Negotiation

Earn added value promotions, lower rates, and additional impressions for clients

Trafficking

Coordinate with a client's creative agency to deliver ads where they are needed

Administration

Handle orders, confirmations, and invoices so our clients don't have to do it

Analytics

Use software and team processes to track traditional media buying

Case Study: GAF

GAF, a leader in the roofing product industry, wanted to grow brand awareness among new audiences. See the traditional media strategy that CMS used and how it expanded GAF's sales.

Explore the Case Study

Our traditional media buying services include

TV Media Buying

Capitol Media Solutions has extensive experience connecting businesses to viewers across devices and content. We get your message to vast but highly targeted audiences through broadcast, cable, on-demand, and subscription services.

Explore TV Media Buying

Radio Media Buying

Engage audiences through both traditional radio and digital apps such as Pandora and Spotify. CMS uses its expertise, relationships, and effective negotiation to reduce rates and achieve your goals.

Explore Radio Media Buying

Outdoor Media Buying

Connect with a hyperlocal audience at a low cost per impression. Traditional and digital media allow for real-time messaging and fast changes to creative. Campaigns utilize billboards, indoor screens, transit, and other media.

Explore Outdoor Media Buying

Print Media Buying

Reach your audiences through the publications that matter most to them. Engage with them through magazines, newspapers, preprints, milestone publications, and other content.

Explore Print Media Buying

CMS makes it simple for you to switch

You want a better solution. **But here's what you don't want:**

To feel like you have no time to review your options.

To wait for a new partner to get up to speed.

To see your advertising on "pause" during the transition

To overcome these switching challenges ...

CMS will schedule a pitch presentation with you and professionally record it. Your team can watch whenever it works for them.

Once you decide to partner with CMS, we will provide you with a dedicated client lead, who will handle all of the details.

We will take over existing vendor relationships, reporting, and other processes. So you don't miss a step.

Your advertising will not be "paused." CMS will manage any existing placements and transition seamlessly to the new strategy and campaign we create for your company.

Grow brand awareness and drive direct response through TV, radio, outdoor, and print advertising

Contact CMS Now

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Our Approach to Media Buying Services

Learn how Capitol Media Solutions connects businesses with their targeted audiences through traditional and digital advertising

CMS provides end-to-end campaign management

Here's the short version of what we do for our clients:

1. Research
2. Strategy
3. Planning
4. Buying
5. Analysis

Capitol Media Solutions develops a detailed understanding of the audiences your company wants to reach and defines the best ways to reach them. We form a plan based on these findings and our discussions with your team. Once you approve the plan, CMS:

- Negotiates and coordinates the media buy.
- Tracks the results.
- Continually makes changes to improve performance.

We report frequently on outcomes so that you can see the success of your investment.

Find out more about our approach below, or get started now.

Contact Us

What is media buying?

Media buying is the process of negotiating and purchasing advertising units. It's also a generic term that includes other parts of the process, such as research and analysis.

Traditional media buying deals with TV, radio, outdoor, and print platforms. Digital media buying focuses on platforms such as websites, online video, search engines, and social media.

Businesses may choose to work with a media buying agency rather than trying to handle the work in-house. Agencies like Capitol Media Solutions specialize in this field and are typically better equipped to manage the strategy, day-to-day oversight, relationships, and technical features of a campaign.

As technology progresses, the line between traditional and digital media is becoming less distinct, with options such as digital radio, interactive outdoor displays, and video streaming services. This is another reason companies partner with Capitol Media Solutions: our capabilities in both the traditional and digital worlds.

1. Media research: reviewing audiences, markets, and platforms

Our media buying services start with research to guide recommendations for your campaign. This goes beyond targeting a broad audience and finding the lowest price. We:

- Learn which platforms are most likely to engage your audience.
- Find hidden value in placement opportunities.
- Forecast costs to estimate your spend.
- Evaluate factors beyond what databases can tell, such as competitive / industry trends.

Investment in intelligence: commercial-grade research tools

KANTAR | SCARBOROUGH RESEARCH | Google | GfK MRI | comscore | Nielsen

2. Media strategy: making sense of limitless data

Some agencies act as order-takers, handling the media buying services but not the research and strategy. Clients have to spend time evaluating advertising options without certainty that they have chosen the right approach.

In comparison, Capitol Media Solutions synthesizes data from media research into a concrete strategy. Our work helps companies grow brand awareness, increase revenue, take on new markets, and outdistance their competition.

All of our tactical decisions flow from this strategy. This means you can always have confidence that the media CMS buys is in line with the approach you have approved.

Factors that drive strategy

- Campaign objectives
- Targeted audiences
- Media mix
- Geographic markets
- Timing
- Recommended budget

3. Media planning service: establishing specific tactics for client review

Capitol Media Solutions presents both recommendations and rationale through media plans. We want you to understand why we are advocating for one tactic over another and how these tactics tie back to overall strategy.

For example, we might explain why you should use a display advertising campaign over print media, why ad flights should coincide with a competitor's messaging, or why social media advertising should be part of your campaign.

Our media planning service includes

- **Placement and creative recommendations**
  CMS defines platforms, timing, format, and sizes for the campaign
- **"Added value" placements and promotions**
  We negotiate additional advertising opportunities at no additional cost
- **Estimated campaign outcomes**
  Plans present the impressions, costs, and metrics clients can expect

4. Media buying services: implementing the plan

Once you have the right strategy and tactics, efficiency determines the success of your campaign.

When your media buy is efficient, you can advertise more frequently, on more platforms, and over a longer period of time. In other words, you can make a bigger impact on your audience.

Capitol Media Solutions negotiates deep discounts and added value for clients through:

- Highly experienced and skilled media buyers.
- Strong vendor relationships.
- Consistent high-volume buying history.

Also, we monitor performance and recommend changes along the way to make the campaign even more efficient.

CMS handles every aspect of media buying for clients, including

- **Coordination**
  We manage the trafficking process and work with your creative agency to get ad content to each outlet
- **Approval**
  CMS administers orders, confirmations, invoices, and other details on your company's behalf
- **Make-goods**
  If media outlets underperform, we pursue additional or upgraded ad buys – at no extra cost

5. Media campaign analysis: evaluating and optimizing outcomes

Media campaign analysis connects the results of our work to the impact on your business.

CMS continually evaluates campaigns and moves ad spend to where it is having the most success. Through this process, our agency consistently delivers more than the original media plan for less than the client's budget.

We report on these activities in a format and at a frequency that suits your company's needs. This can include dashboards, discussions, and presentations. As a result, you can see how media spend is getting the results you want.

By managing every part of the process, Capitol Media Solutions allows clients to focus on their priorities while getting the outcomes their business needs

See how our media buying services can help your company reach its ideal audience

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A media planning company that elevates brands and drives direct response through end-to-end campaign management

Capitol Media Solutions helps businesses achieve their goals with big media buying power, insightful strategy, and impactful advertising.

Contact Us

For brands ready for better

Capitol Media Solutions (CMS) provides full-service management of strategic media campaigns. Founded in 2006 and headquartered in Atlanta, our agency has directed over $500M in digital and traditional advertising.

We aren't just here to execute buys, stand back, and see what happens. CMS leads every step in the process, from planning and research to buying, analysis, and optimization.

Comprehensive strategy guides our tactics, and clear and consistent reporting demonstrates our results for clients.

CMS has directed over $500M in digital and traditional advertising.

Explore our media planning company's recent work

Why businesses partner with Capitol Media Solutions

Cross-media expertise

Our media planning company offers services in both digital and traditional. Vendor relationships save our clients on average 25% in costs.

Sized for success

As a mid-sized agency, CMS is highly organized and free of red tape. This makes us more responsive, cost effective, and committed to clients.

Collaborative approach

CMS partners seamlessly with internal and agency teams. Clients get to know us, like working with us, and see success with their investment.

Research resources

A wealth of information guides our campaigns: commercial-grade data and reporting on audiences, competitors, media consumption, and media reach.

Media Insights

to elevate your brand and drive direct response

Who's Really Listening?

You can tell a lot about a person by the radio station they choose to listen to. At least that's what us marketers count on.

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Explore our media planning agency's work

See what we've done.
Then, find out what we'll do for your company.

Contact Us

Capitol Media Solutions has managed over $500 million in media for clients

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ORKIN · MICHELIN · YAMAHA · CovaCare · PINNACLE VODKA · GAF · NCR SILVER

Past successes

NCR Silver

Testing and optimizing media buys for higher ROI

Industries: Information Technology; Retail
Solution: Digital Media Buying

GAF

Identifying just-in-time advertising opportunities

Industry: Construction
Solution: Traditional Media Buying

CORT

Bringing strategy, flexibility, and efficiency to media planning

Industry: Consumer Products
Solutions: Traditional Media Buying; Digital Media Buying

Piedmont Healthcare

Buying media for large organizations with multiple lines of service

Industry: Healtlhcare
Solutions: Traditional Media Buying; Digital Media Buying

North Highland Consulting

Growing brand awareness for clients new to media buying

Industry: Professional Services
Solutions: Traditional Media Buying; Digital Media Buying

Pelican Products

Reaching target audiences more effectively without increasing budget

Industry: Consumer Products
Solutions: Traditional Media Buying; Digital Media Buying

Pinnacle Vodka

Driving sales of new products while keeping spend efficient

Industry: Consumer Products
Solution: Traditional Media Buying

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Our Work

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Case Study

CORT

Bringing strategy, flexibility, and efficiency to media planning

Industry: Consumer Products
Solutions: Traditional Media Buying; Digital Media Buying

About the client

CORT is a national leader in transition services, including furniture rental for home and office, event furnishing, apartment locating, and other services. It has over 100 locations across the United States and partners in more than 80 countries around the world.

The company chose Capitol Media Solutions to take over its existing media plan and then to develop a new plan for its major divisions.

Goals and challenges

CORT wanted to base its media buy on a research-backed strategy, but it hadn't benefitted from this approach with its previous media buying agency. Instead, CORT had to be responsible for evaluating its advertising options, and the agency had simply been executing the buy.

CORT also wanted to be able to move its advertising spend to sources that yielded the best results. It felt that its previous agency had not adequately analyzed and optimized campaigns, and the ad spend was locked into extended terms. This meant CORT could not adjust its investments as needed.

Lastly, the company wanted to improve targeting and placements. CORT was not seeing the impact it needed to make with purchase influencers and print media. It was ready for a change in tactics.

CMS' strategy

As part of the project, Capitol Media Solutions:

- Established a media plan based on extensive discussions with CORT's team, detailed research, and regular client meetings.
- Negotiated media buys that offered shorter commitments and cancelation options.
- Developed a fresh approach to placements. Among other actions, CMS shifted media away from influencers and increased the reach and frequency of print.
- Provided recommendations to improve performance over time. Capitol Media Solutions integrated directly with CORT's systems to make reporting easier to understand.

Results

To date, Capitol Media Solutions has launched digital, print, radio, and television advertisements for CORT. The campaign has delivered over 8.5 million impressions, digital click-through rates as high as .47%, and nearly 17,000 website visits.

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Recent Work

NCR Silver
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Industries: Information Technology; Retail
Solution: Digital Media Buying

GAF
Identifying just-in-time advertising opportunities
Industry: Construction
Solution: Traditional Media Buying

Piedmont Healthcare
Buying media for large organizations with multiple lines of service
Industry: Healthcare
Solutions: Traditional Media Buying; Digital Media Buying

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It's the Zero Moment of Truth, Are You Prepared?

Would your clients and customers place you on the naughty or the nice list? It may sound simplistic but strategically speaking it's an important marketing

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For Consumers Who Convert 90% of the Time, Go Mobile

Still wondering if mobile is the right call for your brand? These facts might be an incentive to give it a try. A Google report

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First-Party vs. Third-Party Cookies 101

Has this happened to you? You search online for an item or website and then all of a sudden once you leave the site you

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What Are You Looking At?

No really where does your eye go first when you look at a magazine or newspaper ad? Ad positioning and placement are too often overlooked

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Display Ads (Part II): Are They Still A Good Investment?

Digital Ad Placement, Positioning, and Size There are still ways to increase the likelihood your display ad gets seen. Ad size and placement can have

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Display Ads (Part I): Are They Still A Good Investment?

A study by ComScore recently revealed that nearly half of all online display ads are never being seen. A separate study by Google and DoubleClick

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Outdoor Ads: Think Seven and Get a Second Look

Here's a challenge, describe your brand in seven words or less. Can you do it? How about this, if you could choose one image to

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Barter Marketing

Since the beginning of time people exchanged goods and services in lieu or using money. In fact, 65% of corporations listed on the New York

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Going Local: Politics Still Profitable in Print

When several big city newspapers announced they would cease daily publication in favor of a three-day a week model it seemed the nail had finally

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Value Add 101

One way to think of value add is that it's an added bonus on top of what you've already paid for and expected to receive.

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PR 101

Articles, appearances, and press releases are all public relations vehicles for promoting your brand, product or service. Landing a feature article or getting quoted on

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Get Real...Real Time Marketing

It's not just athletes bringing their A-game on Super Bowl Sunday. The Big Game is also the one time of year when brands bring their

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What Your Campaign May Be Missing

You've identified your target audience. Your message has been worked, reworked, and worked again. The creative is perfect. You know exactly what media channels are

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Some do it while watching "Game of Thrones." Others do it while watching "Real Housewives." More than 80% of smartphone and tablet users surveyed admitted

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You've found your new media buying company.
Get in touch, and we'll help audiences find you.

First Name | Last Name

Email | Organization

How can we help?

☐ Get the latest insights from our media buying agency. Unsubscribe anytime.

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750 Hammond Drive
Building 8, Suite 200
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CAPITOL MEDIA SOLUTIONS

The media buying agency for brands ready for better

An experienced partner that plans, manages, and optimizes your campaigns. So you can have absolute confidence in your media strategy. Clearly see the results in the reporting. **And finally get the outcomes you need.**

Capitol Media Solutions (CMS) engages your audience with

Digital Media Buying

Traditional Media Buying

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Our media buying agency has managed over $500 million across web, video, search, social, TV, radio, outdoor, and print

Rely on strategy

CMS develops media plans specific to your company's goals, based on our years of experience.

Stop second-guessing

Our tactics flow from extensive analysis, industry-leading research, and client collaboration.

Take back your time

CMS continuously oversees and improves campaigns for you. Regular reporting proves the value to your business.

Learn More About CMS

Are you doing most of the work and the worrying?

It happens when you don't have the resources to manage media in-house.

Or, when you've hired the wrong agency. One that doesn't offer strategy and just fulfills your buy.

You're forced to decide tactics, analyze performance, and make adjustments all on your own.

You're ready for a difference-maker.

Partner with an expert that guides your company's approach. Identifies your opportunities. Shifts your spend to where it does the most good.

A media buying agency that handles the whole process for you.

So you can focus on other priorities. And get the results you need.

Work with the agency that averages a 2x increase in conversions

"CMS works hand-in-hand with my other agencies. I don't have to be the conduit. They work together and come to me with solutions rather than putting me in middle."

Lisa Woodworth, VP of Marketing, CORT

"CMS provides clear proposals, quick turnaround, and I have confidence in what they're presenting."

Alyssa Hall, Director of Marketing Communications, GAF

"CMS is responsive, proactive in reporting ROI, and project management-focused, making our roles in the process easier."

Ashley Horne, Marketing Director, North Highland

Explore Our Approach

CMS by the numbers

$500m
in media buying

2x
average increase in conversion

5%
average increase in brand awareness

27%
average increase in web traffic

35%
average client savings per media buy

Our Work

Media insights

to elevate your brand and drive direct response

Who's Really Listening?

You can tell a lot about a person by the radio station they choose to listen to. At least that's what us marketers count on.

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TV Media Buying Cost Saving Secrets for Your Business

Why TV? Even with all the digital options out there, TV continues to be a large draw for consumers.

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Media Planning Tips

Losing focus on what's important? Here are a few media planning tips to help you stay on track!

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See More Insights From CMS

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