

# MEDIA KIT



**MCS MULTIMEDIA**  
MEDIA ARCHITECTS

**PRINT | DESIGN | MARKETING | CONSULTING**

**(248) 281-6524**

Southfield Research Park  
21683 Melrose Ave. Bldg T, Southfield, MI 48075

**visit [www.mcsmultimedia.com](http://www.mcsmultimedia.com)**

*"Legacy Family Company of Mays Printing, Since 1946"*



# A NOTE FROM THE CEO...

*Greetings!*

Thank you for taking the time to see what MCS Multimedia is all about! MCS Multimedia is the legacy family company of **MAYS PRINTING**, serving the community for **72 years**, founded by my late grandfather, J. Caulton Mays.

If the years don't give it away, our family has been immersed in servicing metro Detroit for quite some time now. We are a **FULL-SERVICE MEDIA FIRM** that specializes in image overview and branding. No matter the size of your entity, number of years in business or location, we pride ourselves in: Customer Service, Quality Printing, Custom Designs, Onsite Consultations, and Meeting Tight Deadlines. We're here to service you, in more ways than one!

*Sincerely,*

**Elizabeth Mays, CEO**



# SAMPLES OF BRANDING



BLACK IN DESIGN CONFERENCE 2017



VISIT OUT BEHANCE: <http://bit.ly/BehanceMCS>

# CREATIVE CORE TEAM

**Experienced** in audio and visual mediums, our team has worked in corporate communications, public relations, municipal & county government and political arenas. Our team includes creative writers, imaginative designers, and strategic thinkers specializing in:

- **Graphic Design**
- **Branding/Image Overview**
- **Logo Design**
- **Advertising Mediums**
- **Website Design**
- **Banners/Backdrops**
- **Event Planning Services**
- **Marketing Strategies**

# OUR SERVICES

## DESIGN

These are the primary products design services we provide: Logo Design, Branding Kits, Websites, Brochures, Flyers, Stationery, Social Media Pages, Magazine Ads, and the list goes on!

## PRINTING

We offer the competitive prices on mailing services, fast turnarounds, Green Printing, affordable target marketing & much more...

## MARKETING

You deserve a campaign that is going to reach your target audience. We believe that branding starts with the clients history, knowledge and experience in their field or industry. Let us help tap into the character of your brands identity and market it.

## CONSULTING

Our knowledgeable and dedicated professionals conduct one-on-one consultations to develop and plan marketing & branding strategies

# MARKETING & SALES

Our account managers are highly trained, experienced advertising professionals with extensive knowledge in:

- **Marketing Management**
- **Special Projects**
- **Event Production**
- **Commercial Production**
- **White Board Video**
- **Article Inserts**

Their high objective is to meet and/or exceed your specifications in a highly successful manner.

# AUXILIARY MEDIA TEAM

Available at our disposal are premier photographers, videographers & editors, efficient in pre-and-post production, editing & filming. They know how it **COULD** & **SHOULD** be done. Our team specializes in:

- Visual Imaging/Identity Packages
- Public Relations/Writing Services
- Corporate Communications
- Media Placement Recommendations
- Political Campaign Packages
- Branding
- Marketing Strategies
- Advertising Packages

# WEB DEVELOPMENT SERVICES

## DOES YOUR EXISTING WEBSITE NEED A MAKEOVER?

Many clients come to us with websites that they've already attempted to build but became overwhelmed in the process. In the end, they discover that it's more cost-effective to spend time where their business needs them the most, and **leave the web design to the professionals.**

Our design team can give your website the look you had in mind or a new look that's sure to be impressive and unique. Browse through our collection of beautifully built websites and choose one that fits your needs! Many of the **sites can be modified to fit your color scheme and type of business.**

Don't see a sample website that you're interested in? No problem, our design team will work with you to customize one that's just **RIGHT FOR YOU.**



# MEMORIALS & FUNERALS

At MCS Multimedia, we're honored that **our customers feel comfortable** enough to tell us how much they appreciate the attention we gave them, and how wonderful our family treated them. In fact, it's our customers' appreciation that has driven the Mays Printing Legacy for 72 years.

Now in our third generation of providing professional services, we're proud to offer **Custom Designed Memorial Programs** that reflect your loved one's life and legacy. We will help to ensure the memories of your loved one never fades.

We offer **beautiful and uniquely designed funeral programs** that will commemorate your loved one's memory for generations. We also offer beautiful custom designed slideshows with music, along with photography and videography services.

# ENTREPRENEUR & EXECUTIVE MAGAZINE



METRO DETROIT'S PREMIER MAGAZINE FOR BUSINESS PROFESSIONALS

To connect businesses, non-profits and entrepreneurs with on-the-rise and up & coming businesses who seek the opportunity to brand their organization in a magazine for a nominal price. We also aim to honor successful entrepreneurs and business professionals.

MCS Multimedia has developed a Business Magazine entitled **“Entrepreneur & Executive”** which will be circulated within the Detroit Metropolitan Business Community. Our first issue spotlighted local Detroit Area Chamber of Commerce Organizations, which include the following: Detroit Regional Chamber, Southfield Chamber of Commerce, Chaldean Chamber of Commerce and the Ferndale Chamber of Commerce. Other related articles that will be spotlighted are DC3, MICH Business, Goldman Sachs 10K Small Business Program, TechTown Detroit and Midtown Town Detroit, Inc.

Print Distribution: **10,000 + Copies throughout Metro Detroit**

Viewership: **Website, Blog, FB, IG & online Mag Look book.**

View all pick-up locations: **[www.EEMAG.us](http://www.EEMAG.us)**

Ad Element	Specifications	Cost
Full Page Color Ad <b>-Placement-</b>	8.5x11	\$1,000
Design Color Ad	PDF or JPEG	\$200
Full Page Article <b>-Placement-</b>	8.5x11 (450 words max.)	\$1,000
Article Writing	20-30 minute interview + Write-up	\$200
Photography	1 Hour On or Off-Site shoot	\$200
Column <b>(Quarterly Agreement)</b>	350 words max.	\$500 (price includes full page feature)

**Combo Package 1: Full Page Color Ad + Design for \$1,200**

**Combo Package 2: Article interview + Article Write-Up for \$1,200**

## ADDRESS

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## WEBSITE

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