

Television advertising is still one of the most effective forms of marketing today. We handle the commercial production in-house from concept to completion and the media buy for either cable or broadcast. As a one stop shop, we keep the cost affordable for our clients and with the latest Nielsen data, we're able to analyze the market conditions to get the most value for your advertising dollar.

Advertising on broadcast television is a great way to reach a wide audience geographically. Our Cleveland stations reach all the way to the upper east corner of Ohio, down to the Akron/Canton area, and as far west as Sandusky/Port Clinton.

Cable advertising allows a much more narrow focus range not only geographically, but also with your target demographic. As you can imagine ESPN viewers are much different than those watching the Lifetime or Oxygen networks.

At Vision Media and Marketing LLC, we will work with you to determine whether cable or broadcast advertising will be most effective for you. In some cases, television may not be the most appropriate way to market your business, and we'll tell you that as well.