

# CAPABILITIES STATEMENT

## CORE COMPETENCIES

- Strategic marketing plans and marketing research
- Advertising planning, buying and evaluation
- Branding, graphic design, copywriting, video, photo and web production
- Public relations and crisis management

## CORPORATE/GOVERNMENT CERTIFICATIONS

- 8(a) Small Disadvantaged Business Certified (SBA)
- Woman Owned Small Business (WOSB) & Women's Business Enterprise (WBE)
- CAGE Code - 450C8; DUNS - 780653692
- SAM Registered & SBA Sub Net Registered
- Minority and Female Business Enterprise (MAFBE)
- Illinois Department of Central Management Services, BEP, FBE
- Illinois and Iowa DOT DBE

## NAICS CODES

- 541810 Advertising Agencies
- 541613 Marketing Consulting Services
- 541830 Media Buying Agencies
- 541430 Graphic Design Services
- 541820 Public Relations Agencies
- 541850 Outdoor Advertising
- 541840 Media Representatives
- 541850 Display Advertising
- 541860 Direct Mail Advertising
- 541890 Other Services Related to Advertising

## SIC CODES

- 7310 Advertising Services
- 7311 Advertising Agencies

## PAST PERFORMANCE

- **Western Illinois University:** Digital advertising planning, buying, and evaluation, 2014 - Present
- **Illinois Department of Employment Security:** Digital and print advertising planning and evaluation, 2013 - Present
- **Rock Island Arsenal Family and MWR:** Strategic marketing plan, branding, graphic design, advertising planning, buying and evaluation, 2011 - Present
- **Quad Cities Convention & Visitors Bureau:** Strategic marketing plan, advertising planning, buying and evaluation, 2009 - Present
- **Rock Island County Clerk's Office:** Advertising planning, buying and evaluation, branding, graphic design, video production and collateral materials, 2012 - Present
- **Roof Top Sedums:** Design, branding, public relations, advertising planning, buying and evaluation, 2010 - Present

## DIFFERENTIATORS

- Developed Media Link Software™, a strategic media planning and buying system
- 2013 NDIA Midwest Region Small Business of the Year – Illinois
- 2016 PR Network Member of the Year

## CONTACT INFORMATION

Company Name      Media Link, Inc.  
Date Established    October 24, 2001  
President Name      Natalie Linville-Mass



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