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..... AGENCY E-BLAST

Celebrating 20 Years



Twenty years ago on October 24th, 2001, Gendron Advertising was brought to life. What started off as a business tied into the last name, shortly became a business with a concept as the name. In May of 2006, Gendron Advertising became Media Link Inc.

"I wanted people to feel like they are working towards a concept rather than someone's name. It is important that my colleagues feel included in the work environment."

- President/Owner/Founder, Natalie Linville-Mass

In 2006, YouTube created and launched its first video ads.

While Media Link was adapting to the name change, YouTube was creating its first video ads. Nowadays, we don't think twice when an ad pops up before watching a video on YouTube; we simply wait for the ad to complete its cycle. Imagine experiencing this for the first time- how crazy!



Fast forward to 2021 and we are proud to say we have learned the ins and outs of YouTube advertising.

2010 was the year Instagram launched and changed all other social media platforms.

With the birth of Instagram, there was a ripple effect across all social media platforms and all advertising agencies.



Quicker than this platform appeared, Media Link learned how to advertise and move alongside this growing phenomenon.

In May 2006, Gendron Advertising became Media Link.

"I wanted this business to grow. I also wanted to make sure anyone who worked with me could take ownership of their work, which can be hard to do with someone else's name on the business. We also took advantage of the many older homes we are lucky to have in this area and moved our business to our current location at 1902 17th Street in Rock Island.

Our move gave us the freedom to make the building our own, but it took a lot of work. The home we purchased was built in 1874, so we had to update the plumbing and electrical while reimagining the space as a true office.

This space has transformed over the years. We still have some updates to make, but we have no parking meters, everyone can see their cars, everyone can see outside and it is a home. So, it is truly a comfortable place to work."

- President/Owner/Founder, Natalie Linville-Mass



It is crazy to think about how much has changed over the past twenty years within the field of marketing and in how we communicate.

This evolution is far from over. Our crew continues to learn as each new technology and communications company emerges. Who knows what the next 20 years will bring?

Happy Thanksgiving!



Happy Thanksgiving to you and yours from all of us at Media Link.

QC PastPort

The Quad Cities area is rife with history, from the booming businesses that got our area up and running to the neighborhoods where folks first settled. Learn more about it later this spring with QC PastPort, a new and innovative way to take a walk through the past and discover fascinating and forgotten historic sites in our area.

With the help of some regional partnerships, **Media Link, Inc.** is developing a location-driven app, website, and signage to highlight historic spots across the Quad Cities. When you visit a QC PastPort destination, signs will offer background information about what you're seeing, and the app and website will offer a more detailed overview, with first-person accounts, audio narratives, and more to tell you about the places and areas you see.

Our interactive physical and digital tour will offer a peek at this area's cultural history through the experiences of the people who once lived here. Our area has a long and rich history; it's part of what attracts people to our area and makes us unique. This area has helped shape many entrepreneurs and amazing people from all walks of life. Celebrating and learning more about our area will help visitors and residents alike understand the significance of who we are and where we come from, which will help propel our area to grow responsibly and with a better sense of pride.

This project also will help amplify the voices of all of the cultures and people who do and once called this place their home, from Black Union Soldiers to the Hispanic communities who settled here.

Get ready to explore our area! Visit qcpastport.com and follow us on **Facebook**, **Instagram**, and **Twitter** for more information, upcoming contests, and more.

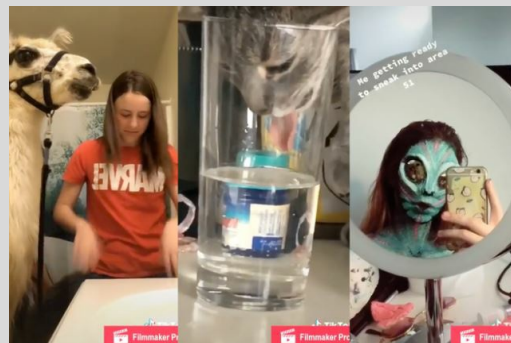


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In the Spirit of Thanksgiving, we are grateful for all of the support you've given throughout these past 20 years! Have a joy-filled Holiday Season!

Natalie, Adrian, Lauren, Linda, Josh, Bobby, and Brad

