



Specialists in the creation and distribution of sponsored educational materials

- A full-service educational marketing agency • providing a complete turn-key approach to meeting clients' youth and adult marketing outreach needs • seamless brand integration • creative, efficient and effective •



EXPERIENCE

YMI works with clients to providing educators with much-needed free, quality educational materials that are engaging, easy to use, and meet curriculum needs. Our programs help educators motivate their students with interesting, topical materials that break the monotony of textbook-based learning. We also develop training materials for educators, or as part of employee-engagement.

The YMI Difference

- 30+ years experience
- Staffed by former educators
- Pre & post research
- 2,000 programs
- 800 clients
- 63% repeat customers



REACH

your audience wherever learning takes place

- 60 million kids and families • 2.1 million educators • 100,000+ schools (PPC)

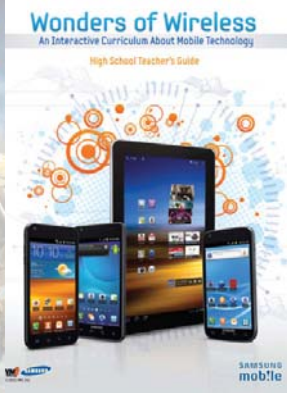
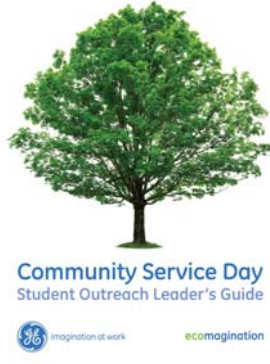
Targeted Distribution

- By Venue (schools, coaches, camps, libraries, PTA/PTOs, church groups, youth centers, doctors' offices, senior centers)
- By Age Group/Curriculum (daycare-college, seniors, mixed)
- By Demographics (key markets/zip codes, income, ethnicity, school size & technology)



RESULTS

- Build brands
- Support new product introductions
- Generate retail and Web traffic
- Build customer loyalty
- Support public relations and marketing campaigns
- Reinforce corporate and cause-related initiatives



YMI's print and digital elements work together to create **impactful content** that **connects with target audiences** and **engages them in meaningful ways**. Our wide range of services including:

- Activity Books
- Bilingual Programs
- Book Covers & Bookmarks
- Brochures
- Business-to-Business
- Computer Software
- Contests
- Couponing
- Curriculum Development
- Digital White Board Activities

- Email Campaigns
- Employee Engagement
- Field Testing
- Focus Groups
- Magazines/Digital Magazines
- Market Research
- Mobile Apps
- Newsletters/e-Newsletters
- Online Content & Games
- Sampling

- Stickers
- Study Guides
- Take-Home Literature
- Teacher Training Programs
- Video Production
- Viewer's Guides
- Wall Charts
- Webinars
- Websites

