

BE SEEN BE HEARD BE RELEVANT

Cage Code: 95PZ7 DUNS Number: 122470670

NAICS CODES

- 541830: Media Buying Agencies
- 541810: Advertising Agencies
- 54161: Marketing Consulting Services
- 54130: Graphic Design Services
- 541850: Outdoor Advertising
- 541860: Direct Mail Advertising
- 541840: Media Representatives
- 54151: Web Based Marketing
- 541910: Marketing Research and Analysis

CROSSHAIR
MEDIA PLACEMENT

JAMES REED

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502-216-8537

10100 Linn Station Rd. Ste. 110
Louisville KY. 40223

www.crosshairmedia.net

CORE COMPETENCIES

- **Media Placement:** This process includes in-depth quantitative and qualitative research, media planning, negotiating with all types of media, and thoroughly auditing execution and results while re-evaluating media strategies to identify opportunities for improvement.
- **Digital Media Campaigns:** As a full-service media partner, we manage and deploy digital investments across a diverse mix of platforms. Every campaign is strategically tailored—leveraging audience data, platform strengths, and performance insights to align with each client’s specific goals and drive measurable outcomes.
- **Graphic Design:** We develop on-brand creative to captivate and drive engagement with your target audience.
- **Consulting/Planning:** We partner with clients to develop and execute comprehensive marketing strategies grounded in research, industry insight, and business objectives providing clear direction and actionable plans that lead to effective, results driven campaigns.
- **Public Relations:** We help shape and strengthen brand perception through thoughtful, strategic communications. From press releases to social media messaging, we craft narratives that build credibility, increase visibility, and foster meaningful connections with key audiences.
- **Media Consumption Research:** We analyze and cross-tabulate quantitative and qualitative data to develop a clear, actionable understanding of how specific audiences consume media, enabling more precise targeting and smarter media investment decisions.

DIFFERENTIATORS

- All media planning, negotiations, and placements are led by our President and VP of Media, both bringing over 20 years of industry experience. These critical components of campaign success are handled at the highest level, ensuring strategic oversight and expertise throughout. Our support team assists with invoice reconciliation, trafficking creatives and proof-of-performance auditing. We are committed to being exceptional stewards of our clients’ investments, negotiating diligently to maximize the impact of every advertising dollar.
- Our media planners and buyers are trained in advanced buying platforms and leverage trusted tools such as Nielsen data to inform decision-making. Each team member pursues ongoing professional development, ensuring they remain at the forefront of industry trends, particularly in the evolving digital landscape.
- We incorporate a buying process designed to foster strong, long-term relationships with media vendors while maintaining a disciplined and strategic negotiation approach. This balance enables us to consistently deliver optimal value and performance, driving the best possible outcomes for our clients’ advertising campaigns.

PAST PERFORMANCE

- IN Department of Health
- IN Office of the Attorney General
- Indiana Utility Regulatory Commission (811 Call Before You Dig)
- Kentucky Cabinet for Health and Family Services (KYCHFES)
- Minnesota, Indiana, & Kentucky National Guard
- IN Secretary of State
- MN Department of Veterans Affairs
- US Air Force
- Commonwealth Credit Union
- Bachman Automotive Group
- Midway University
- Becker Law Office
- Hosparus Health
- Hawaii Office of the Governor

1. Company Information

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UEI: FMDVDS4S2L93

2. Business Status

Crosshair Media Placement is a self-certified Small Business (SB) as defined by the SBA .

3. Prime Contractor Capability

Crosshair Media Placement LLC has delivered strategic media solutions for more than a decade. We partner closely with clients to design and execute high-performing campaigns, using a disciplined planning process that blends quantitative data with qualitative insights to identify the optimal media mix.

Our team manages every stage of media procurement, negotiating directly with broadcast radio and television groups, cable providers, outdoor billboard companies, and other media partners to secure the most efficient rates and value-driven packages available.

Commonwealth Credit Union (CCU), the second-largest credit union in Kentucky with more than \$2 billion in assets, has partnered with Crosshair since 2014 to manage its media strategy and execution. Over the years, Crosshair has led all aspects of CCU's campaigns, including strategic planning, negotiation, placement, and auditing.

CCU's marketing approach is multifaceted, with distinct strategies tailored to individual products and services. For example, HELOC campaigns require a different messaging and media mix than credit card acquisition efforts. In addition, CCU places a strong emphasis on attracting new members under the age of 30, further diversifying campaign objectives and targeting.

Each campaign is independently planned, executed, and measured to ensure optimal performance. Crosshair conducts monthly performance reviews with CCU, analyzing the previous 30 days of activity and providing data-driven recommendations for optimization. These audits include evaluating digital KPIs, reviewing GRP delivery for television and radio, assessing traffic patterns for outdoor placements, and analyzing circulation data for print media.

Digital campaign performance is measured through a comprehensive set of metrics, including attribution modeling, conversion rates, verified delivery data, and video completion rates, among others. Each creative asset undergoes A/B testing to identify the highest-performing variations and maximize engagement across campaigns. In addition, media weighing across the omnichannel mix is continuously monitored and optimized to enhance overall performance and ensure efficient allocation of resources.

Crosshair Media contracts with 27 state broadcasters' associations to administer and manage each state's Public Education Program (PEP). PEP is an FCC-regulated initiative available exclusively to government agencies and nonprofit organizations. Through this program, Crosshair coordinates statewide campaigns that deliver messaging across every media market within each state, ensuring broad and consistent audience reach.

Crosshair also holds a five-year agreement with the National Alliance of State Broadcasters Associations (NASBA) to administer its nationwide Public Education Program. NASBA's PEP network spans all 210 Nielsen media markets across the United States, including the District of Columbia and Puerto Rico.

Crosshair's PEP partners include a wide range of government and public service organizations, such as the National Guard, Air Force Reserve, Coast Guard, Attorneys General offices, Secretaries of State, Departments of Health, Departments of Natural Resources, Departments of Mental Health, and Governors' offices. For each partner, Crosshair executes fully integrated statewide radio, television, and digital campaigns. Detailed monthly proof-of-performance reports are delivered to each partner, outlining campaign reach, frequency, media value, and return on investment.

To support strategic planning and execution, Crosshair leverages a suite of premium media research and analytics tools. These resources provide insights into both current media consumption behaviors and emerging trends across traditional and digital channels, including social media platforms.

4. Prime Contractor Capability

Crosshair has not served as a prime contractor on a project of this exact scope. However, our capabilities strongly align with the requirements outlined in Section 5.3, Alternative Structures. Crosshair routinely manages complex, multi-channel marketing initiatives that involve numerous stakeholders, vendors, and deliverables, ensuring seamless coordination and accountability across all phases of execution.

5. Unique Capabilities and NCSA Program

Crosshair is uniquely positioned to deliver comprehensive media services, including research, strategic planning, negotiation, placement, and auditing across traditional, digital, and paid social media channels.

In addition, Crosshair offers a distinct advantage through its exclusive relationship with the National Alliance of State Broadcasters Associations (NASBA). Through this partnership, Crosshair enables government agencies to participate in the Non-Commercial Sustaining Announcement (NCSA) program.

This program provides The Army with access to more than 250,000 monthly airings of :30 second or :60 second messages across approximately 6,150 broadcast radio and television stations nationwide. The NCSA program delivers full national coverage, including all 210 Nielsen media markets, the District of Columbia, and Puerto Rico. NCSA is not a PSA program. Rather, broadcast stations have pledged to air NCSA spots through Crosshair's contract with NASBA.

At an estimated investment of less than \$1.5 million per month, The Army would receive a minimum of \$10 million in documented airtime value. When supplemented with targeted spot buys, this approach delivers an unprecedented level of reach and frequency. The NCSA program has been successfully utilized by the National Guard, Coast Guard, and Air Force at the state level, and Crosshair has the capability to scale and implement this program nationally.

6. Subcontractor Management

Crosshair has extensive experience managing subcontractors across a wide range of services, including commercial production and social media management. All vendors are thoroughly vetted, continuously monitored, and audited for performance. Crosshair maintains consistent weekly communication with each partner to ensure campaigns remain on schedule, accurate, and optimized for performance.

7. Technical Expertise

Crosshair brings strong technical expertise in media strategy and execution. We regularly guide clients into emerging and evolving media channels to maximize campaign effectiveness. Our process spans from initial market research through detailed analysis of media consumption habits, incorporating geographic, demographic, and lifestyle data. Both quantitative and qualitative research methodologies are utilized and cross-tabulated to identify the optimal media mix and placement strategy for each market and campaign.

8. Small Business Compliance and Operational Capability

As a small business, Crosshair is fully capable of meeting the requirements of FAR clause 52.219-14 (Limitation on Subcontracting), performing at least 50% of the cost of contract performance incurred for personnel.

Crosshair currently executes media placements across all 50 states and Puerto Rico using a structured and systematic approach. This includes comprehensive media management, post-buy auditing, and full transparency in invoicing and proof-of-performance reporting.