



the **power** of a
partnership:

Gemstone Communications, Inc.
Targeted Media Placement & Representation

PaperChain's newest strategic partner, Gemstone Communications, has come on board to help us raise awareness with ad agencies and achieve our sales goals.

Gemstone's position as a leader in print-media placement will put PaperChain squarely where it belongs: directly in front of some of the top media buyers in the country!

Trevor Hansen, president of Gemstone, is bringing his considerable experience in group representation to our PaperChain group. Gemstone is already a recognized leader in ad placement with the Senior, Hispanic and African-American markets - their main purpose is to support, simplify and maximize niche market communications. With their help, we will organize PaperChain's publications into one easy-to-buy group. When our publishers complete their section of the Gemstone database, Gemstone will be representing our free papers to retailers nationwide!

"Advertising agencies and clients are not staffed to buy individual newspapers. Local community papers are not staffed to sell national advertising. That's where we come in - we come in right in the middle and assist both parties.

We get the job done!"

*Trevor Hansen, president,
Gemstone Communications, Inc.*

Gemstone understands how media buyers think, work and build advertising buys. Media buyers are often staffed by inexperienced personnel who are rushed to get a plan together and execute a buy in a day or less. Gemstone's answer to this dilemma is to make print media the *easiest* part of the media mix for ad agencies & clients through the use of their powerful buying tool: the Juggernaut Database.

Inclusion in Gemstone's Juggernaut database is extremely important to PaperChain.

Juggernaut will organize and aggregate the PaperChain publications so that Gemstone can take it out and show every national retailer how big PaperChain's reach and circulation is and how effective these community papers can be - that's the story that has not yet been told! These powerful, professional multimedia presentations will represent free papers in a whole new light!

Most importantly, Gemstone is dedicated to print media - they believe in the power of print and they believe in the power of PaperChain.

With the PaperChain data available in Juggernaut, Gemstone will raise awareness of free papers to retailers nationwide!