



## CAPABILITIES STATEMENT

### Reid Media Group

#### Core Competencies:

- **Traditional & Digital Media Buying:** Expertise in purchasing advertising space across various platforms, including traditional media and streaming services.
- **Marketing & Advertising Consulting:** Providing strategic guidance to enhance brand visibility and market reach.
- **Social Media Management:** Developing and executing social media strategies to engage target audiences effectively.
- **Media Relations:** Building and maintaining relationships with media outlets to secure favorable coverage.

#### Differentiators:

- **Certified NYS & MD MWBE:** Recognized as a New York State and Maryland Minority and Women-owned Business Enterprise, offering diverse perspectives and solutions.
- **Certified DBE in NY and MD:** Recognized as a New York State and Maryland as a Certified Disadvantaged Business Enterprise.
- **Proven Track Record:** Media placements in all TV markets within New York State, demonstrating significant industry experience.
- **Diverse Clientele:** Serving a wide range of clients, from small businesses to non-profits, with tailored marketing strategies.

#### Past Performance:

- **Notable Clients:** As a subcontractor for Miller Advertising in NYC we have collaborations with organizations such as New York State Office of Mental Health, and NYS OASIS. Managed media buying for local healthcare group Arnot Health, showcasing versatility across sectors.

#### Company Data:

- **DUNS Number: 013385098**
- **NAICS Codes: \*541830 - MEDIA BUYING AGENCIES\*541613 -MARKETING CONSULTING SERVICES\*541810 -ADVERTISING AGENCY**





## Reid Supply Company

### Core Competencies:

- **Industrial Components Supply:** Providing a wide range of industrial parts and supplies to the manufacturing sector.
- **Product Expertise:** Specializing in janitorial supplies and construction materials.

### Differentiators:

- **Quality Commitment:** Adopting a total quality management philosophy, ensuring excellence in all operations.
- **Strong Partnerships:** Maintaining robust relationships with leading brands, ensuring access to top-quality products.

### Company Data:

**NAICS Codes:** 423850 Janitorial equipment and supplies merchant wholesalers  
423990 Other Miscellaneous Durable Goods Merchant Wholesalers

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