

# Tombstone and Media Placement



## Tombstone and Media Placement

Mellon Investor Services can expertly assist in a complete end-to-end process in the placement of financial advertisements and news releases.

### Related Services

- Information Agent
- Proxy Solicitation Agent
- Printing and Logistics
- Depository
- Exchange Agent
- Transfer Agent
- StockWatch Services
- Investor Targeting Service
- Communication and Call Center Services

Successfully distributing accurate information describing corporate transactions requires a professional organization with the ability to respond to its clients' needs. Mellon Investor Services offers a premier Tombstone and Media Placement Service. We can help you achieve the maximum effect of your financial announcements and corporate messages relating to corporate actions (such as tender offers, redemptions or rights offers) by expertly placing them in appropriate publications.

Tombstone and Media Placement is part of a comprehensive suite of services and products offered by Mellon Investor Services. Professional expertise, technological capability and commitment to service comprise the foundation on which Mellon Investor Services' solutions have been built.

Our ability to employ cutting-edge technology allows us to work with clients across the table or across the globe. We can also assist in distributing news releases for any required (e.g., Reg. FD or "breaking news") or discretionary announcement where broad distribution is desired. Mellon Investor Services can also provide consultative advice in geographic shareholder analysis, ad formatting, ad placement, media buying and news release distribution.

We offer a complete end-to-end service from the drafting stage through final release. When it comes to helping clients communicate effectively, Mellon is the answer.

### Client Benefits

- *Experience* ~ Mellon Investor Services' highly experienced team of professionals can flawlessly execute advertisement production and placement or distribution of clients' media, where and when needed, on time and on target.
- *Integrated Capabilities* ~ One of the many advantages of using Mellon Investor Services for media placement is that we can effectively coordinate this function with other services such as Information Agent, Tender Agent, Redemption Agent and Rights Subscription.



**Mellon**

A Wealth of Solutions<sup>SM</sup>

Mellon Investor Services  
85 Challenger Road  
Ridgefield Park, New Jersey 07660  
[www.melloninvestor.com](http://www.melloninvestor.com)

Sales 888.647.8889

### Regional Offices

Atlanta, Chicago, Dallas, Hartford,  
Los Angeles, New York, Pittsburgh,  
San Francisco, Seattle, St. Louis