

# Media companies choose us **for good reason...**

Today, the media industry is faced with myriad challenges. The ever-changing media landscape coupled with the downturns and changes in the world economies has made competing for available dollars from your customers while maintaining cash flow even more complex. Collecting your accounts receivable as quickly as possible is paramount to your success, and sometimes you need the help of a collection agency that truly understands your business. Media Receivable Management **specializes in collecting media-related accounts receivable — magazines, newspapers, TV, radio, and outdoor and digital media.** Whether you need help just with the **"tough accounts"** or need to **outsource the entire collection function**, you will find our expertise and **experience in media, state-of-the-art systems and innovative technologies, competitive rates and highly-trained staff**, able and available to make a positive difference in your cash flow and bottom line.

“Media Receivable Management has been an integral part of our collections process. Your team has managed to cut our DSO nearly in half, as well as collect on receivables well over 120 days that would have otherwise resulted in bad debt. I highly recommend Media Receivable Management for those looking to outsource their collections!”

—Jason Smith, Accounting Director  
Ziff Davis, Inc.

“Outsourcing with Media Receivable Management is a win-win situation, for both our company and our advertisers. Our receivables are collected much faster, improving our cash flow, while our customers are kept satisfied.”

—Garry Duell, Publisher and CEO  
HCP/Aboard Publishing  
a division of The McClatchy Company

“You have been able to collect on some accounts I thought were impossible!”

—Jim Perszyk, Accounting  
Manager, Lessiter Publications

“I do recommend MRM to other media people. I love the way you guys do business, and I say that about once every 20 years. Thanks for defending my bottom line.”

—Patrick O'Bryan, Executive Publisher  
TS Media, LLC

“Your collections have been outstanding over the years and I am sure that the low percentage of bad debt I experience is due to MRM's effectiveness and efficiency.”

—Chris Ralston, Publisher  
Destination Publications



## **PROTECTING YOUR PROFITS**

**Don't wait until you have a serious collection problem.** The best way to protect your profits is the early identification and referral of doubtful accounts.

# This is no ordinary **collection agency**

Media Receivable Management was founded in 2001 and is managed by John Serafine and Dean Churack. Combined, they have more than **50 years' experience in the collection industry and more than 40 years' experience in managing media-related accounts receivable** in the United States, the Caribbean, Mexico, South and Central America, and Europe. Media Receivable Management was born of their vision to provide the media industry with a specialized, highly effective alternative to the traditional collection agency.

## **OUR MISSION**

Our mission is simple—to collect our clients' money as quickly and professionally as possible. Media Receivable Management is dedicated to assisting our clients—our colleagues in the media industry—by protecting their profits through the use of **highly effective collection techniques**. We strive to maintain and rehabilitate their client bases, ensuring future business by employing only professional, respectful tactics.

## **OUR PHILOSOPHY**

The **key to effective collections is educating the debtor**—your client—as to why it is in its best interest to resolve the delinquency. Most people and companies want to pay their debts, but different factors motivate different people. Our success is based on **finding the motivating factor for each debtor and using high-impact communication techniques to actually move the debtor to action**—the action of paying the debt.

## Services tailored to **fit your business objectives**

### **➤ CONTINGENCY COLLECTIONS**

**No collection, no fee.** It's that simple. Never any placement, start-up or maintenance fees. No risk, and nothing out-of-pocket. Recovering written-off accounts is your key to increased profits.

### **➤ OUTSOURCING**

From cradle to grave, we handle it all, and often for **less than what it would cost to do it in-house**. Just contact us for the specifics and a quote. Take advantage of our economies of scale to reduce your collection expense.

### **➤ CONSULTING**

**Learn how to reduce bad debt and effectively manage** your accounts receivable in-house. Our fees are reasonable and our work will make a world of difference. Put our experience to work in your own collection department.

### **DETAILED REPORTING**

With online referrals and reporting, you **never have to wonder about what's happening with your accounts**. Get detailed information on the accounts you refer online—easily and efficiently.

# The **Media Receivable Management** difference

- 1.** We **specialize in media collections**, so we are intimately familiar with the many nuances of recovering this type of debt. Our management team and associates all hail from credit and collection positions in the media industry.
- 2.** We have **state-of-the-art automated collections systems**, and we provide detailed online collections reporting to our clients.
- 3.** Our sliding-scale contingency fees are very competitive. We also give **discounts for larger volumes** of accounts. **We only get paid when you get paid.**
- 4.** We have **successfully collected debts in every part of the United States**, as well as in virtually every country and territory in the **Caribbean** and throughout **Mexico, Central and South America** and **Europe**.
- 5.** **You get paid faster.** We process two check runs per month for collection payments.

“ Working with your agency has been an absolute pleasure. Your professionalism, accuracy and keen communication system have allowed our company to have peace of mind with every transaction.”

—Ana L. Coronel, Business Manager  
Gulfstream Media Group

“ Over the past ten years I’ve worked with Media Receivable Management on many accounts. Their services have been top-notch, and we have been pleased with their work and results.”

—Isora Fanshawe, Director of Credit & Collections, Onboard Media

“ MRM gets an A+ for persistence! Their recovery percentage is high. MRM has an extremely professional staff. They are very knowledgeable, have great reporting and are willing to provide extra assistance beyond the scope of the agreement. MRM has done a great job for us, and we really appreciate it.”

—Marti McKeown, Business Manager  
Orlando Business Journal

We're your **partners**  
We're your **advocates**

We're here to help  
**You succeed**

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For **additional information** on our services and fees or to place accounts with us, please call Dean Churack at **(646) 478-8580** or e-mail him at **deanc@mediareceivablemanagement.com**.



**INDUSTRY KNOWLEDGE**

**John Serafine** and **Dean Churack** have a thorough understanding of the unique nature of media collections. Their remarkable success results from media industry knowledge and a **keen balance of customer relations and tenacity**.