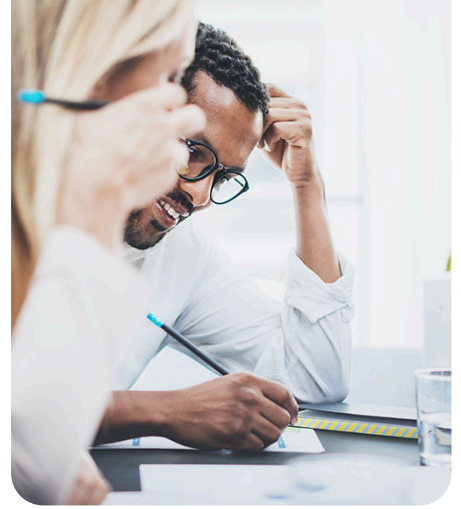


# AMP

## SALES & MARKETING SOLUTIONS



## Who We Are / About Us

AMP Sales & Marketing Solutions is the unified advertising sales force of Sinclair, Inc., one of the nation's largest media companies and a driving force behind local news and sports. We're built to drive solutions that scale to your needs and connect your business to the right audiences in the right ways, across every screen – digital, traditional, local, social, audio, CTV, and streaming. Wherever audiences go, we're there – amplifying your brand's voice and making it impossible to ignore.

### We Specialize In

- Recruitment campaigns for the Military, Law Enforcement, and First Responders
- Public Awareness Campaigns for Health, Public Safety, and Voter Education
- Donation and Fundraising Campaigns for Non-Profits and Non-Governmental Organizations (NGOs)

## What We Provide



Data Aggregation & Market Research

Custom Audience Segmentation

In-House Media Buying

Creative Production

Analytics Reporting

With access to first and third-party data, and AI-powered tools, we enable our clients to make informed, strategic decisions rooted in real-time data and offer predictive insights that are critical for the fast-changing landscape of digital advertising.

We provide custom audience segments that align with targeted audiences, allowing us to pinpoint audience behavior, intent, and brand affinity, ensuring that our campaigns reach the right individual, at the right time.

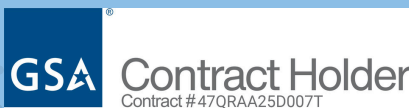
We leverage national broadcast assets and our in-house digital agency to negotiate and place high-impact placements across TV, CTV, social, streaming, and display.

We manage all creative execution in-house through our list of affiliate stations. We promise performance and we prove it. Using powerful platforms we track, optimize, and analyze campaigns in real-time, giving our clients full visibility into what's working and why. It's data-driven marketing that drives results.

## Clients



Sinclair's Government Business Development unit partners with hundreds of state, local and federal agencies. Our mission is to provide agencies with a full suite of traditional and digital advertising solutions to help them communicate with the American public efficiently and effectively.



GSA Professional Services Schedule  
 Advertising Agency and Marketing Consulting Services  
 Contract Number: 47QRAA25D007T  
 Cage Code: 3A4A1, UEI: GHP9UYLK3B83  
[Price List](#)

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