

Advertising Internship Opportunity

Cramer-Krasselt Advertising/Milwaukee is currently accepting resumes for
Media Department Spring 2008 Intern.

The Agency

Cramer-Krasselt is one of the fastest growing agencies in the country, with billings now exceeding \$560 million. The agency has quadrupled its billings within the last decade.

Founded in 1898 in Milwaukee, Cramer-Krasselt is the fourth oldest ad agency in the U.S., with full-service offices in Chicago, Milwaukee, Phoenix and New York. Cramer-Krasselt is a charter member of the American Association of Advertising Agencies (AAAA) and is a member of the International Communication Agencies Network (ICOM).

The Position

The Spring media internship is a **part-time paid position** in C-K's downtown Milwaukee office which exposes candidates to the media planning, buying and stewardship process through hands-on involvement and observation. Candidates should complete the term with an understanding of the media department's role within an advertising agency.

In addition to involvement in special projects, intern duties include:

- Gathering and analyzing syndicated research
- Gathering and analyzing competitive activity reports
- Processing media contracts
- Information gathering from magazine, newspaper, TV, radio and Internet media vendors
- Maintaining magazine and media kit files in the media library
- Approximately 20 hours per week (to be determined)

The Perfect Candidate

We are seeking candidates who:

- have successfully completed, at minimum, introductory advertising coursework
- have an interest in learning about the Media Department's role in the advertising process
- possess strong verbal and written communication skills
- have an enthusiasm for learning about advertising and the role of the agency media department
- Familiarity with Microsoft Office products (especially Excel) a plus

Thank you for your interest in Cramer-Krasselt. Please send resumes to Laura Hinrichsen, Media Supervisor at lhinrich@c-k.com or call at 414-227-3416.

Find out more about us at www.c-k.com.