



WELCOME TO horizonmedia

Horizon Media is the largest and fastest growing privately held media services agency in the world.

We have offices in New York and Los Angeles and over 2,000 employees. Within our walls, the motto is

“Business is Personal.”

What does that mean?

It's more than a tagline.

It's who we are and how we choose to work.

It means working with passionate people from all walks of life.

People who speak straight and deliver on promises.

A belief that original thinking will make a difference.

It's about nurturing our people and our culture.

It's about moving mountains for our clients.

At Horizon Media, business is personal.

WHY MEDIA?

Good question!

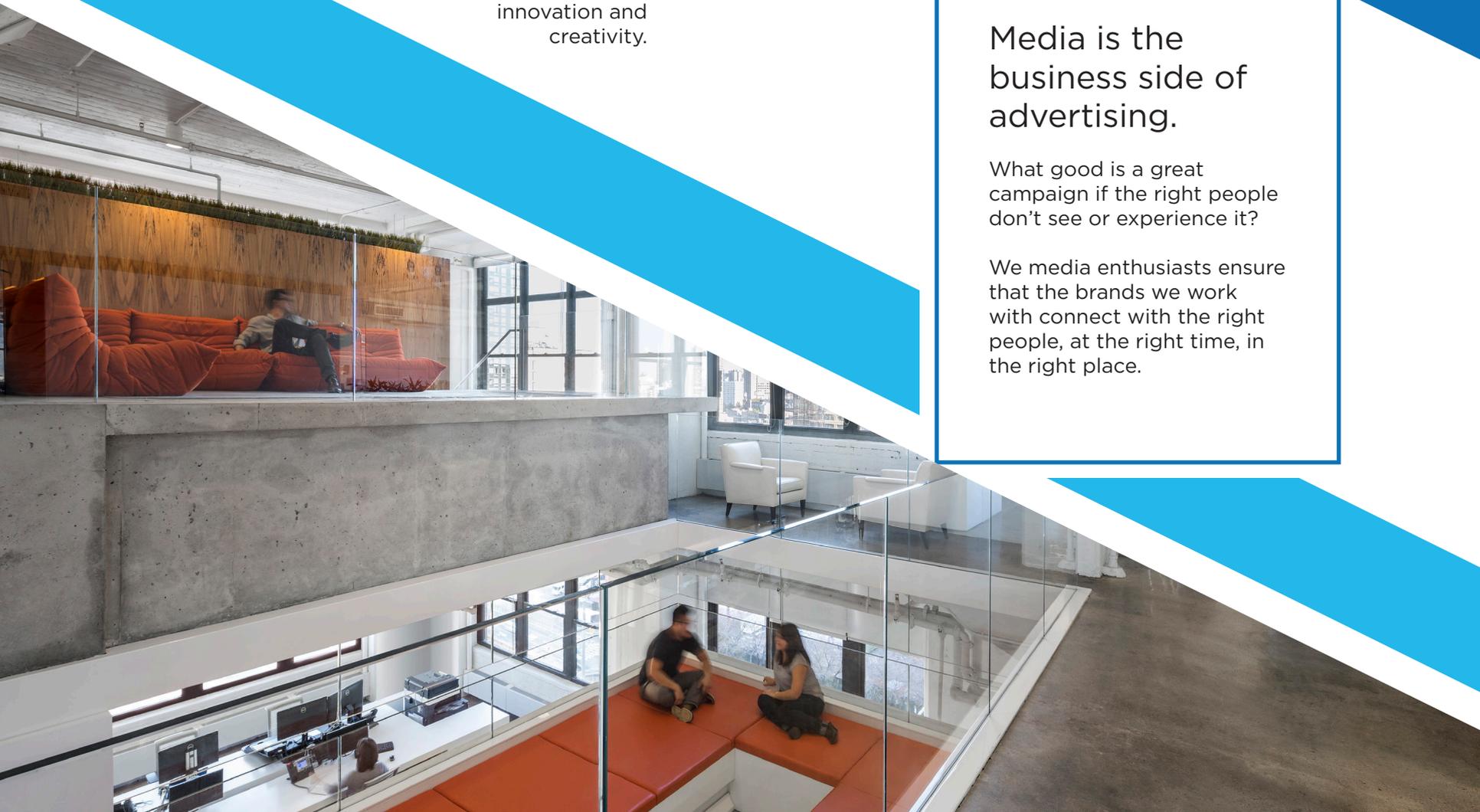
Those that have entered this field come from various backgrounds, but at least one thing they have in common is their passion for media. They love that media is the intersection of strategy, technology, analytics, innovation and creativity.

OK, BUT WHAT IS MEDIA?

Media is the business side of advertising.

What good is a great campaign if the right people don't see or experience it?

We media enthusiasts ensure that the brands we work with connect with the right people, at the right time, in the right place.





WHICH ROLE IS RIGHT FOR YOU?



Brain for Business

Brand Strategy

Central point of contact for our clients and the hub of all activity

Loves Instant Gratification

Horizon Next

Performance focused clients who reap the benefits of driving sales overnight and brand overtime

Math Geek

Data Analyst

Makes sense of data and identifies trends that help our teams to build their media strategies

Tech Curious

Digital (Activation, Mobile, Programmatic)

Specialized units that help develop the right mix of efficient and effective digital investments for our clients

Sporty

SCOUT (Sports & Entertainment)

Amplifies client marketing campaigns in compelling live environments, sponsorships, and more

Dealmaker

Media Buying

Negotiates and secures the best pricing and enhances creativity and engagement for our clients; including first to market opportunities, unique integrations and sponsorships

Geek Squad

Information Technology

Comprised of multiple teams that front-end all technology provided to the company, including administration, workstations, applications and A/V services and support

Do it for the Likes

Social Media

Harnesses the full value of social media for our clients while pushing the boundaries of what's next; includes creative, influencer, strategy and marketplace buying

People Curious

WHY

Consumer Insights - Helps us to understand what really makes people tick and identifies cultural and societal trends

Left Brain

WHERE

Channel Insights - Uncovers insightful, actionable and measureable channel connections that move a business forward

Search & Destroy

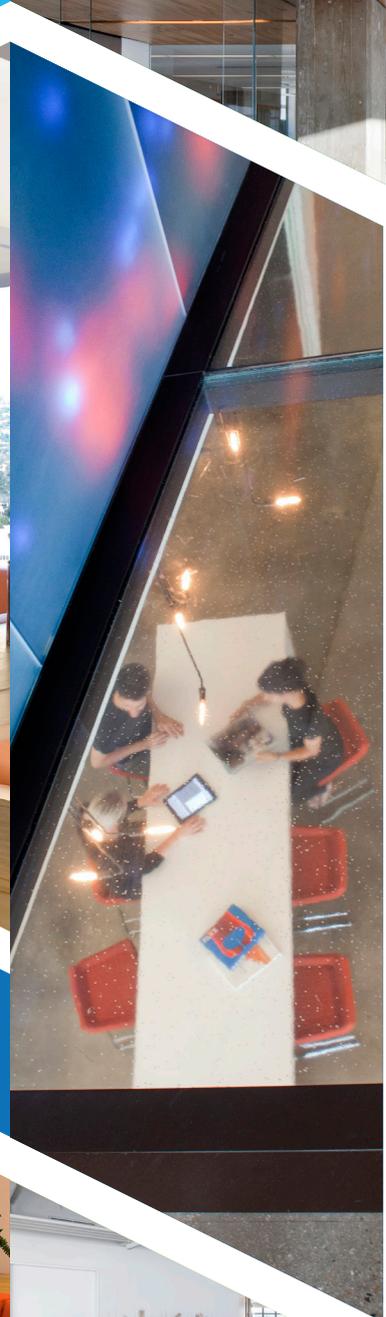
Performance Media (SEO, SEM, Ad Operations, Campaign Management)

Dominate search results and drive the bottom line through auction-based paid search bidding and SEO website optimization

WHERE YOU'LL WORK



LA



NY



A DAY IN THE LIFE

So, what's it like to work here?

We'll let a few of our employees give you the scoop:



ARIANA GARAY
Strategist, Mobile

"I love my job because I get to be on the forefront of all this cool technology and help develop marketing strategies for our brands on these platforms."

- 9:30 AM:** Answer emails from internal teams here at Horizon
- 10:30 AM:** Work on a client-facing educational deck or an internal educational deck
- 12 PM:** Lunch with mobile partners to learn about new technology and innovative first to market opportunities our brands can engage with
- 2 PM:** Join a brainstorm for an entertainment brand to come up with cool activations they can use to market a new TV show
- 3 PM:** Brainstorm mobile/first creative units for campaigns that our brands are working on
- 4 PM:** Help one of our brands with app download strategies and campaigns
- 5 PM:** Meet with brand and activation teams to educate them about new technologies in the mobile space



"I love my job because Horizon cares about me! My team is great! I know that they support me and want me to be the best I can be. Horizon puts a lot of time into nurturing their employees and gives us countless opportunities to pursue what we love and are passionate about. When we're happy, that's when we do our best work!"

STEPHEN CACACE
Assistant Media Planner, Digital
and Former Summer Intern



- 9:30 AM:** Settle in at my desk with breakfast as I catch up on my emails and any updates in the trades (AdAge, Ad Week, Media Post, etc.)
- 10 AM:** Regroup with my team to see what needs to be accomplished for the day
- 10:30 AM:** Check our ad serving software to ensure that all of our live ads are running properly and that we are able to measure delivery
- 12 PM:** My team meets with a new potential partner over lunch to learn about the capabilities of their site and how we can work with them on a future campaign
- 1 PM:** Work with my team to evaluate the proposals from a variety of different sites and other partners in order to put together a recommendation for the client on which partners we should work with as a part of our new campaign
- 2:30 PM:** My team and I brainstorm with the brand team to think of some big ideas with partners like CNN, Spotify, and Xbox that we can use to promote a new show
- 4 PM:** For a campaign that recently concluded, I work on a wrap-up report in Excel and a corresponding PowerPoint deck to be sent to the clients
- 6 PM:** I finish up last minute emails and tasks before heading out for the day



“All my friends are jealous of my job because of what I post on Snapchat. Here at Horizon, we work hard and play hard as well. Horizon encourages creativity through so many different after work programs and forums that anyone can get involved in. We have great happy hours, events, gym classes, free manicures, the list goes on. It’s really important to enjoy where you work because it takes up a huge chunk of your day. I personally don’t want to survive through life, I want to live it!”



TOLUWASE OLADAPO

Assistant Media Planner, Digital
and Former Summer Intern

8 AM: Work out in the Horizon gym: horizon

9:30 AM: Read through all my emails to see if there are any tasks from the previous day I need to follow up on, any task I have to complete that day, or if there is anyone I just simply need to respond to

10 AM: Schedule partner dinners. It’s great to put a face to the emails we get & let’s just say I’ve been to some cool restaurants lately

10:15 AM: My supervisor will send me a list of tasks, we like to call a HOT LIST! (insider). This Hot list has a list of tasks that I should complete by EOD (end of day) or EOW (end of week). They are listed in order of priority, and also have a recommendation on how long it will take to be completed. It is a very detailed task list, which is awesome, because I don’t have to ask as many questions

10:30 AM: Create media plans for upcoming digital marketing campaigns that my client is running in different states and with different partners. I work in a bunch of different programs that help us track our statistics and budget of our current marketing campaigns

(funny, I said I would never work with math in the future, but my job is based on math, so never say never, you might end up liking it!)

1 PM: Attend a Lunch & Learn - where potential partners come to educate us on their product in hope of a future partnership

2 PM: Work on our social campaigns by using different programs to ensure that our social campaigns have launched, and help communicate important information to necessary parties

4 PM: Meet with a partnering department. We discuss our goals for the week and various deadlines for upcoming tasks

5 PM: Ensure I’ve sent out all necessary emails to partners for things we might expect from them the following day

6 PM: Continue working on the Hot List, and write a summary email of all the tasks I have completed on the Hot list

6:30 PM: Head into Chinatown to catch the train home



“I love my job because there is always something new to learn and Horizon provides me with mentors who are willing to take the time out of their schedules to teach me.”

MAYEESA MITCHELL

Assistant Buyer,
Local Video Investment



9 AM: Check email (this is done throughout the day as well but its super important to do when I first get in the office)

10 AM: Check in with buyers to see if they have any special projects or top priorities for me to work on throughout the day

11 AM: Log weekly posts from stations to check if all spots are running and meeting expected ratings

12 PM: Lunch with station reps (great way to establish and maintain relationships with reps)

1 PM: Send out new orders (also known as buys to stations reps)

2 PM: Local TV Media 101 (a class specifically for my department for all assistants to learn how to think like and eventually become a buyer)

3 PM to EOD: Work on discrepancies (it's like putting a puzzle together)

9 AM: Read up on sports news and chat with colleagues about sports news – after all, this is my business so I need to make sure I'm in the know!

9:30 AM: Answer e-mails (I also respond to e-mails throughout the day as they come)

11 AM: Weekly status call with a client to run through topline items and make sure we are on track with their partnerships

12 PM: Lunch with my mentor (who works outside of Scout) – I get to hear about and discuss passions outside of sports, which can be really refreshing!

1 PM: Brainstorm first to market ideas for a client – this is where I get to express my creativity

2 PM: Weekly status call with another client (this time, a client based on the West Coast)

3 PM to EOD: Run an evaluation on a partnership and share findings with my client



“It’s amazing how much I have learned and taken ownership of in only a few short months at Scout. Every day I remind myself of how lucky I am to be surrounded by supportive, passionate people.”

LAUREN LI

Account Coordinator,
Scout

“I love my job because Brand Strategy requires a constant work-ready and future-thinking mindset. We need to always be multitasking, thinking about ongoing projects, making sure all inventory is airing accordingly and smoothly, while also preparing for the future weeks and months in terms of slated inventory to be aired, as well as strategy/planning. The job also requires quick feet and a sharp mind in order to adapt to any on-the-fly situations that may be thrown at us out of nowhere.”

RYAN ROSE
Assistant Brand Strategist



- 9 AM: Morning check-in of advertising and digital/tech news
- 9:15 AM: Assess and organize to-do list
- 9:45: Follow up on outstanding items pending client approval (e.g., ensuring that any creative waiting to be implemented within audio/TV/digital are approved/requested to be revised, to making sure that all processes are flowing smoothly between the client and the activation teams)
- 12 PM: Buffalo Wild Wings client Status Call for local and national teams
- 1 PM: Lunch (could range from Lunch and Learns with vendors to team lunches)
- 2 PM: Internal team status meetings to discuss weekly plans and objectives
- 2:30 PM to EOD: Activation team meetings to detail 2017 planning logistics (i.e., meeting with digital, OOH, audio, & TV activation teams and requesting network, flighting, and cost details)



WHAT YOU'LL GET...



An internship at Horizon **is not** coffee runs and photocopies.

An internship at Horizon **is** an opportunity to get involved in real work with real results.

In addition to your daily work within your department, interns participate in an intern class project that we call Media 101. In addition to giving you an avenue to bond with your fellow interns, this class gives you the opportunity to create a media plan for a real Horizon client.

Not to mention the perks...

Your intern class will have the opportunity to learn from agency executives, participate in department rotations, and even soak up everything you need to know about media and advertising through weekly Media 101 sessions.

You'll even have the chance to get out of the office with visits to big name companies in the industry. Past visits have included NBC and the Food Network.

At Horizon, we get work done, but also like to have fun. Your intern class will have some exciting off-site activities. Last summer, our interns volunteered with City Harvest, worked together to Escape the Room and even attended a Yankees Game!



AS AN INTERN



AS A FULL TIME EMPLOYEE

Where do we begin?

From training and development, to incredible benefits, to a beautiful place to work, to an internal invention program, to extra-curricular opportunities and beyond – working at Horizon is so much more than a day job.

At Horizon, **business is personal** is more than just our mantra – it's a way of living.

Fitness

Do you love sports and fitness? Great! Join our gym, horizen, or one of the dozens of intramural sports teams we offer.

Giving Back

Is philanthropy your thing? Participate in our Horizon Gives Back committee. Whether you want to read books to local school children, or go on a weeklong trip to Peru to help the community – we have a charitable program for you.

Inventing

Got an idea? Submit it to our Invent@Horizon team, and it could become reality. We've already helped our employees launch three standalone businesses. Want to learn to think like a start up? Join UpStartU, our program in collaboration with NYU that teaches you the principles of entrepreneurship.

Mentoring

Are you a little shy? No problem – we've got



MentorME, a program that sets you up with a senior leader to ensure you have the answers you need and that you're living up to your fullest potential here.

Career Development

Part of growing is learning, and at Horizon, we offer you endless opportunities to learn across a multitude of areas. For the class clowns out there, you can take YesAND@Horizon, an improvisational class that helps you think on your feet and optimize your presentation skills. In addition to hosting regular events with industry leaders (such as the likes of Ariana Huffington and Tory Burch, to name a few), our department leads at Horizon have regular summits to keep the agency informed on the latest and greatest trends in media.



Benefits & Perks

Oh, and benefits? We've got them all. And we know that when you're just starting out in the working world, navigating the world of benefits can be tricky (401 what? Retirement? What the heck is an HSA?) – so all of our new hires go through benefits orientation.

And when Friday afternoon comes, join your colleagues for a beer on the terrace. You've earned it.

WHY HORIZON?

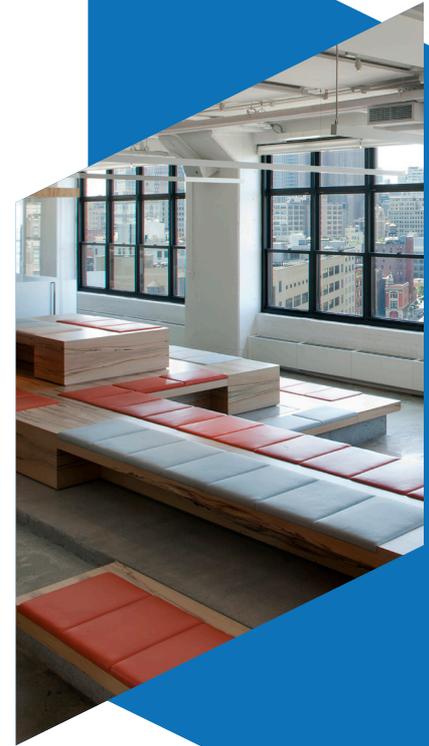


Aren't there a whole bunch of media agencies out there?

Horizon is the only media agency that is regularly awarded and celebrated for its reputation as an amazing place to work.

In 1989, CEO and President Bill Koenigsberg founded Horizon Media with the vision of creating a workplace where Business is Personal. 28 years later, the agency continues to grow without sacrificing that original vision; Horizon is a place full of great ideas and talented people.

How do you know that an agency is happy, healthy, and driving growth in the all the right ways? When you're recognized year in and year out with awards that honor your incredible culture. We're #6 on Fortune's 2016 Best Workplaces in Advertising & Marketing and 100 Best Workplaces for Women lists, have been named to both the Crain's Best Places to Work in NYC for four consecutive years & Los Angeles Business Journal's Best Places to Work in LA lists for the second consecutive year, and were featured as one AdAge's 50



Best Places to Work in 2015. **Business is Personal** defines how we do what we do. We strive to hire top human beings, not just top talent. We want individuals who contribute, share and bring their entire self into our culture.

We have one of the lowest turnover rates in the industry, and we've created an environment where our people are free to invent, explore, share and excel.

SEEING IS BELIEVEING



CRAIN'S 2013
best places
to work
in NYC

CRAIN'S 2014
best places
to work
in NYC

CRAIN'S 2015
best places
to work
in NYC

CRAIN'S 2016
best places
to work
in NYC

Best Places
to Work
2015
LOS ANGELES BUSINESS JOURNAL

Best Places
to Work
2016
LOS ANGELES BUSINESS JOURNAL

Advertising & Marketing
GREAT PLACE TO WORK®
2016
Best Workplaces



SHAYNA WALKER
University Talent Champion
swalker@horizonmedia.com

Want to visit?
Reach out!

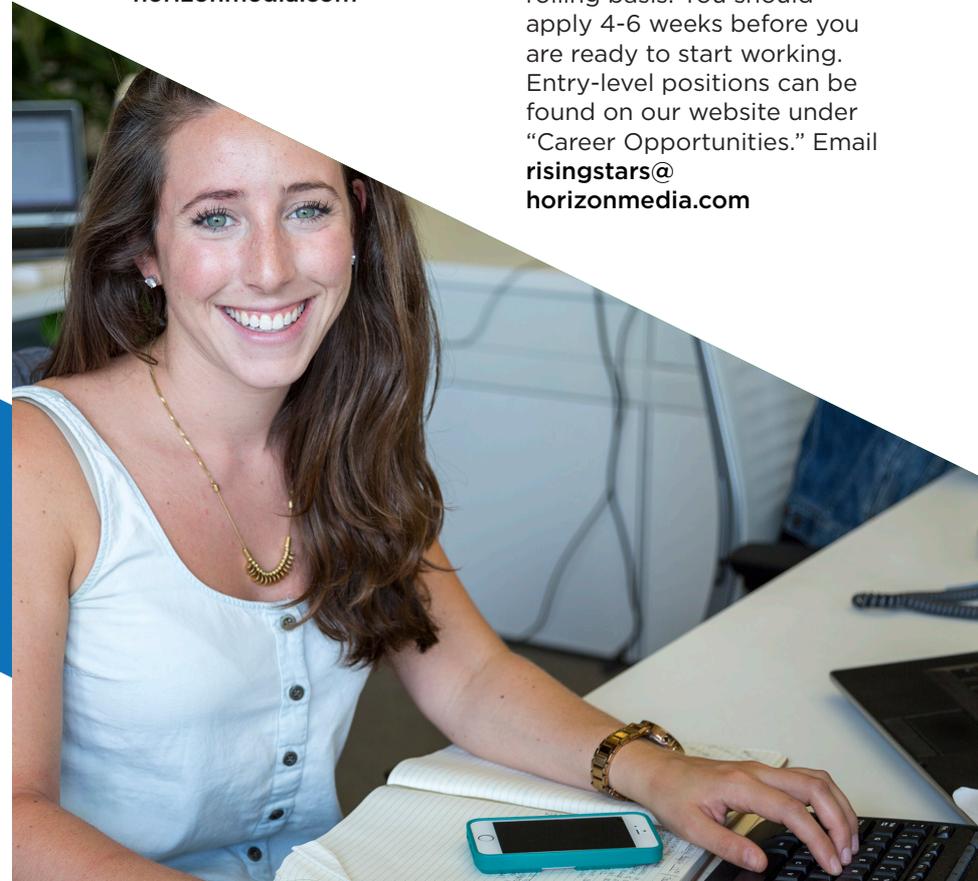
READY TO APPLY?

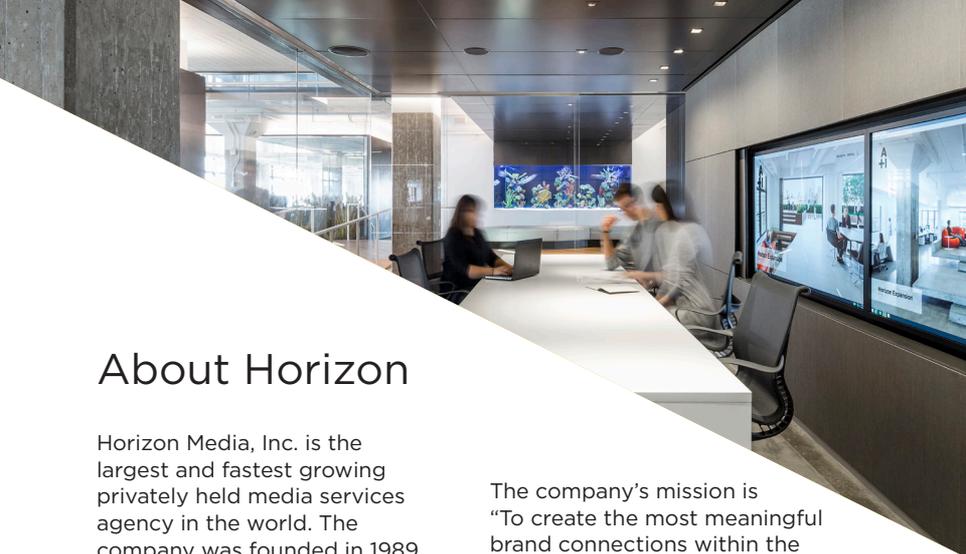
FOR A SUMMER INTERNSHIP

Applications open up in January 2017 and can be found on our website under "Internship Programs." Have a question? Email summerinterns@horizonmedia.com

FOR A FULL TIME POSITION

We hire on an as needed rolling basis. You should apply 4-6 weeks before you are ready to start working. Entry-level positions can be found on our website under "Career Opportunities." Email risingstars@horizonmedia.com





About Horizon

Horizon Media, Inc. is the largest and fastest growing privately held media services agency in the world. The company was founded in 1989, is headquartered in New York with a second full-service office in Los Angeles. The agency is consistently recognized as a best place to work in the industry, and has been named to Crain's Best Places to work in New York City list for three consecutive years; received Advertising Age's Best Place to Work designation in 2015, 2012, and 2011. The agency has been named MediaPost and iMediaConnection Mobile Agency of the Year in 2015, and won the Large Agency O'Toole award for media excellence in 2014. Founder, CEO, and President, Bill Koenigsberg, was named 4As Chair of the Board in 2014, and is the first person from a media agency to hold this prestigious position in the 100-year history of the 4As, the marketing industry's leading trade association. Koenigsberg has been honored with additional industry accolades such including a spot on Variety's renowned Gotham 60 List and AdAge's Industry Executive of the Year award. He is the only person to receive Advertising Age's Media Maven Award twice.

The company's mission is "To create the most meaningful brand connections within the lives of people everywhere." By delivering on this mission through a holistic approach to brand marketing, Horizon Media has become one of the largest and fastest-growing media agencies in the industry, with estimated billings of over \$7.5 billion, over 1,500 employees, and clients that include GEICO, Capital One, Burger King, Corona, A+E Networks, DISH, Turner, LG, Sleep Number, Weight Watchers, Little Caesars, and Lindt to name a few.



Socialize with us!



Horizon Media Inc



@horizonmediainc



@horizonmediainc



@horizonmedia

risingstars@horizonmedia.com