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WILKINS Celebrates 20th Anniversary

Atlanta, GA – Out-of-Home media specialist Wilkins Media Company announces the beginning of their 20th year under the direction of Bill Wilkins, President & C.E.O.

Wilkins began his career in the out-of-home advertising industry with the Foster & Kleiser Company in 1960 and has served on the Board of Directors for both The Advertising Council and The Outdoor Advertising Association of America (OAAA). He has also acted as an Advisor to the Association on National Advertising (ANA) and American Association of Advertising Agencies (AAAA) Out-of-Home Media Committees. In the fall of 1997, he received the highest marketing award presented by the OAAA, the L. Ray Vahue Memorial Award, and was inducted into the Outdoor Advertising Hall of Fame.



Originally conceived as Associates of the Bell Company in 1965, the company's focus was on traditional outdoor advertising, primarily 30-sheet posters and bulletins. When Wilkins purchased and renamed the company in 1987, it established the foundation to expand the company into the multi-faceted organization it is today.

Under Wilkins' direction, WMC evolved to handle all types and varieties of out-of-home media formats, and today places national/regional business for a wide range of agencies and advertisers. Gross billings have increased tenfold over the 20-year period, and staffing has increased accordingly. The ongoing commitment is to provide one source for all out-of-home media formats while remaining flexible and adaptive to the industry's ever-changing offerings.

Of the 20th anniversary, Bill Wilkins says, "With so many changes in the out-of-home industry and the advertising community itself since 1987, I am extremely proud of the ability of our company and staff to adapt to the ever-changing media landscape. It is also important to note that the company has existed continuously since 1965; a testament to not only our longevity and durability, but also the ongoing need for the services we provide."

Headquartered in Atlanta with offices in New York and St. Louis, Wilkins Media Company simplifies out-of-home media buying, allowing advertisers and agencies to explore all available out-of-home options within individual markets anywhere in North America. Wilkins' comprehensive Web site can be found at www.wilkins-media.com.