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**Ventura Marketing, Inc. Adds Media Financing Service to Assist Clients With Direct Response Products**

*Ventura Marketing, Inc. now provides a media buying service that gives them the capability to buy and place media for direct response products.*

**/24-7PressRelease/** - LONG BEACH, CA, April 16, 2008 - Ventura Marketing, Inc. is pleased to announce the addition of their media buying service, NuRevenue Media Financing, that gives them the capability to buy and place media for direct response products. Ventura has the immediate funds to purchase television, cable, radio and online media.

Ventura Marketing is seeking clients who have a direct response product or products and who have completed a media test with at least a 1.8 MER (Media Earnings Ratio). If the client has not performed a 1:8 MER, Ventura can help increase their existing marketing campaign to reach the 1:8 ratio.

Upon approval, Ventura Marketing is prepared to provide 100% of the media funding. Ventura Marketing provides the experience and know-how to negotiate rates, search for special opportunities for added value, and handle all billing and invoicing transactions.

"Our goal at Ventura is to be an all encompassing marketing agency to fulfill all of our client's needs" says Brenda Wunsch, CEO of Ventura Marketing, Inc. "Supplying the funds for those clients with direct response products is one more solution we now have that not only enhances our services but gives our clients more ways to build their business."

Ventura Marketing, Inc. recently released another product that helps clients who have online shopping carts reclaim lost transactions. NuRevenue Ecommerce Technology re-markets to lost customers that did not complete the purchasing process, handles credit card processing, handles shopping cart functions, and generates sales reports. NuRevenue Ecommerce Technology and NuRevenue Media Financing were created to work hand in hand with each other.

In addition to these new products, Ventura Marketing provides web-marketing solutions, branding, design, media and production services to small and mid-size businesses, non-profits, start-ups and large enterprises.

"We are constantly evolving and adding services so that our clients are better served. We want to see our clients succeed in business, big or small, so we need to stay on top of and provide what will help businesses thrive in our fluctuating economy," says President of Ventura Marketing, Inc., Kaiko Johnson.

For more information on these products or Ventura Marketing's services, please visit [www.venturamk.com](http://www.venturamk.com) or email questions or comments to [Brenda@venturamk.com](mailto:Brenda@venturamk.com).

**About Ventura Marketing**

Ventura Marketing is a full service marketing agency offering compelling marketing and branding services to small and mid-size businesses, non-profits, start-ups and large enterprises.

We develop strong, comprehensive marketing programs that make our clients dominant and dazzling leaders in their industry. Our high-impact design solutions and creative executions are fit for long-term success.