



**COMMUNICATIONS, INC.**

*Veteran Owned Business*

### Wayne Purville, CEO

More than 20 years of experience  
in Manufacturing and Distribution  
[wp@cerofirst.com](mailto:wp@cerofirst.com)

## CAPABILITY STATEMENT

**CERO Communications** is a diversified, veteran-owned marketing company delivering integrated print, direct mail and digital advertising solutions that help organizations clearly communicate their message, reach the right audiences and drive measurable customer acquisition across physical and digital channels.

**Mission Statement** – Our mission is to connect organizations with their audiences through high-impact communication and customer acquisition solutions, combining print, direct mail, geo-fencing and programmatic advertising to deliver meaningful, measurable results.

### Capabilities

- Fulfillment Programs
- Print Solutions
- Graphic Design Options
- Visual media production including printing, signage and branded materials
- Graphic design and creative services for print and digital campaigns
- Fulfillment and distribution programs
- Multi-channel marketing across print, direct mail, mobile, desktop and connected TV
- Direct mail and audience targeting
- Geo-fencing advertising using location-based mobile and digital targeting
- Programmatic advertising using automated, data-driven ad delivery in real time across mobile, desktop and connected TV

### Value Proposition

CERO integrates traditional print expertise with advanced digital advertising technology to bridge offline and online engagement. This approach allows brands to reach the right audience, in the right place, at the right time while maintaining clear visibility into campaign performance and results.

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### PROGRAMMATIC MARKETING

AUTOMATE YOUR ADVERTISING

- TARGET YOUR AUDIENCE**  
Automatically deliver ads to the right user.
- MAXIMIZE EFFICIENCY**  
Optimize your ad spend in real-time.
- BOOST RESULTS**  
Increase ROI with data-driven ads

### Geo-Fencing

TARGET CUSTOMERS WHERE THEY ARE!

- Virtual Perimeter: Set up a digital boundary
- Track Movement: Monitor customer visits
- Special Offer! 20% Off Today!
- SALE Nearby!

### Westchester's BEST Summer Camp!

**CONCORDIA Summer Camp**

PROGRAMS FOR SAFETY CHILDHOOD & GRADES 1-9

www.concordiasummercamp.org  
914-395-4848

### Noticias para clientes

Invierno 2025

**¿Necesita ayuda con su factura?**  
Si tiene problemas para pagar la factura, queremos ayudarlo:  
• Establezca un acuerdo de pago flexible u obtenga una extensión si necesita más tiempo para pagar la factura. Vaya a [conEd.com/PaymentPlans](http://conEd.com/PaymentPlans) e inicie sesión en su cuenta.

**Perspectivas de la factura de invierno**  
Los clientes residenciales probablemente experimentarán un aumento del 0.3% en los costos de calefacción a gas este invierno. Los costos de