



Creative Circle MEDIA SOLUTIONS

Newspaper, magazine
& web design
& redesigns

News, web & advertising
training programs

Reader-oriented
culture change

Management &
strategic consulting

Classified readership
& revenue growth

Outsourcing help

Niche, new revenue &
new product development

mediasiteQ: Flexible news
CMS & hosting solutions

QuickAds: A new, flexible
type of self-service
advertising for media sites

PressReleaseQ: To collect,
organize & monetize
local business news

communityQ:
Social networking &
citizen reporting software

adQ: Intelligent classifieds
web entry software

schoolQ: To capture
youth audiences

directoryQ: A self-service
marketplace platform

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www.adqic.com



Give your weekly a competitive edge

We can make your weekly better in every way.

Creative Circle is a unique and versatile media consulting firm with a very practical focus. We understand budgets are tight, staffs are limited and weekly newspapers are all about the communities they serve.

Our designs, training and consulting help are pragmatic, polished and right for the reader. And that will give you a competitive edge in a tough local market.

Creative Circle team members have redesigned hundreds of publications and are in demand as trainers and coaches worldwide.

Your project team will be selected from this group of top professionals to match your specific needs. And we will keep you involved in every step of the redesign.

'Your new design provides a format that not only makes Town Journal more attractive, but easier to navigate . . . and the community loves it! We are still a work in progress, but you've given us a new direction — and we now have the tools to make us one of the best weekly community newspapers in the region.'

Debi Pittman Wilkey,
Editor, Town Journal

Let's get started!

Call (401) 455-1555 or e-mail Bill@creativecirclemedia.com to find out more.

Some sample before-and-afters

Why hire us?

We listen. We take time to understand your needs. We spend much more time on site than any other media design firm.

Training. The real problem in newsrooms isn't typefaces, but training. We'll devote lots of time to training and make sure your staff has the skills and attitude make your redesign work.

Readers. Have you heard those horror stories about thousands of angry calls after a redesign? We've never had that experience. Never.

Cost containment. We bid all projects as a fixed cost. You won't experience cost overruns or expense bills.

Efficiency. From better workflows to saving newsprint, we make solutions easy on you, your budget and your staff. And, unlike other firms, we deliver templates, libraries and stylebooks instead of asking you to do this work.

Content. We focus on readers and strong content. We'll help you improve your content as well as your design.

Experience. Our teams have helped with hundreds of redesigns, and we'll put everything we've learned to work for you.



TOWN NEWS (Paramus, N.J.)

Revamping a suburban tabloid for a bolder look and feel.



CATHOLIC HERALD (Arlington, Va.)

A fresh design that reaches out to readers spread across half the state of Virginia.



SU GUIA (Passaic, N.J.)

An upgrade on a Spanish language publication to better reflect the demographic of its readership



How our style and philosophy works for you

We involve the entire staff from the beginning, often meeting with every staff member to be sure their goals, concerns and ideas are heard.

Training, team building and culture change are critical to the success of any project. We will commit to develop and improve your staff's skills, knowledge and teamwork.

We build our redesigns in pieces, like building blocks, and seek your input at every step. That means lots of discussion and no surprises.

We believe you should see lots of alternatives. We work in teams and attack projects from multiple perspectives, offering a range of solutions. That means you'll have lots of good ideas to choose from.

We understand print and digital channels and how weeklies can make the most of both.

We work hard and guarantee that what we deliver will meet or exceed your expectations. We love what we do and we will do our best to make the process fun for you, too!