



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

MAIN OFFICE

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E-MAIL

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WEB SITE

www.creativecirclemedia.com



We're not just another bunch of designers

Why are we different?

- We invest more time to get to know your staff and market.
- Our process is completely unique, participatory and team-oriented.
- We focus squarely on content: headlines, photo content and writing.

Creative Circle is a unique and versatile media consulting firm with a very practical focus. We draw on the talent of dozens of top working media professionals. Each project involves a different team selected to match your needs. And we keep you involved in each step of the redesign process.

Our group is led by Bill Ostendorf, Creative Circle's founder and president, who has helped redesign more than 400 publications and Web sites and has been a featured speaker at more than 500 workshops in 39 countries. He actively participates in all our projects.

'[Creative Circle] actually helped, at the Bermuda Sun, to build bridges between key people with long histories of distrust. You can't fake this level of involvement — they genuinely care about their clients.'

Tony McWilliam,
Editor-in-chief,
Bermuda Sun

Let's get started!

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

Before and after samples

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. Our open process ensures your design is right for you and your market.

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

Training. The real problem in newsrooms isn't typefaces, but training. We devote more time to training – and do it better – than any other firm.

Readers. Have you heard those horror stories about thousands of angry calls after a redesign? Our clients have never had that experience. Never.

New revenue. We've helped newspapers find new ways to make money, even in these tough economic times.

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.

Longevity. Our close work with your staff assures your redesign will work better and last longer.



TELEGRAPH HERALD
(Dubuque, Iowa)
Redesign and training program, including classified.



THE RECORD
(Hackensack, N.J.)
Redesign and training program, classified redesign.



THE DECATUR DAILY
(Decatur, Ga.)
Redesign & training program.



How our 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 are committed to improving your staff's skills, knowledge, attitudes 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 clients should see lots of alternatives. We work in teams and attack projects from multiple perspectives, offering solutions from at least three designers. That means you'll have lots of good ideas to choose from.

We guarantee that our work will meet or exceed your expectations. We'll work hard until you are happy.

We love what we do and will do our best to make it fun for you, too!