



Creative Circle MEDIA SOLUTIONS

mediasiteQ CMS
& hosting solutions

QuickAds to provide
low-cost business web ads

adQ: Intelligent classifieds
web entry & display

communityQ
social networking &
citizen reporting software

PressReleaseQ to organize
& monetize press releases

schoolQ & sportsQ
to capture youth audiences

directoryQ self-service
marketplace platform

travelQ sites
to promote tourism

DESIGN • TRAINING • CONSULTING

Web site, newspaper,
magazine & classified
design & redesigns

News, web & advertising
training programs

Management
& strategic consulting

New revenue & product
development

Outsourced media
production, content,
design & editing

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Advertising workshops that can generate more revenue now

The problem

Are you losing advertisers because their ads just aren't working for them?

Too many newspapers are.

First, many papers have failed to fully understand the needs of advertisers and readers.

Then they have not invested in the talent, training or resources to create effective ads.

Too many sales reps and artists don't understand how to sell good design. They need training on the proven impact that typography, headlines, visuals and design have on ad readership and response.

The average newspaper reader scans a spread in three seconds or less. Are your ad designs working that fast?

The solution

Creative Circle can provide customized, interactive workshops that will help your team create ads that are more effective and consistent.

This is a chance to bring your sales staff, artists and production folk together to do a better job for your advertisers. Oh, and your advertisers are invited, too.

Our workshops are energizing and fun and will get everyone thinking and talking.

These workshops will improve communication between reps and artists and emphasize improving response rates for advertisers, who will in turn purchase larger ads for longer schedules.

We'll cover topics like how people read, clarifying each advertiser's "niche" and creating an "irresistible offer" as the centerpiece of every ad. We'll also cover headline writing and effective use of visuals and color.

The result will be ads that work better and advertisers who are more willing to spend on advertising because they see results!

Let's get started!

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