



Corporate Image Development

Creative & Technical Writing

Web Development

Software Training

Print Media

## Your Total Communications Source

### Services...

#### Web Development

- Complete front-end development
- Web Branding
- Database Development (COM and ASP)
- CSS, DHTML, Javascript, Flash
- Search Engine Optimization
- Content Writing and Management Solutions
- Strategic Consulting Services

#### Software Training

- Adobe Products
- Macromedia Products
- Online Training
- Writing Skills
- Master's Series Seminars

Training is also offered at client locations across the United States and Canada.

#### Print Media and Creative

- Logo Development
- Corporate Branding and Identity
- Collateral Material
- Brochures & Presentation Folders
- Trade Show Graphics and Literature
- Photographic Direction
- Copy Editing and Writing
- PowerPoint, Excel & PDF Design

### A few of the web sites we have developed...

www.ferrotec.com  
 www.laserscience.com  
 www.julieindustries.com  
 www.nbtc.com  
 www.misti.com  
 www.sportskids.com  
 www.allhealthjobs.com  
 www.eastprint.com  
 www.powerandsystems.com  
 www.driscollinsurance.com  
 www.fitzgerald-fii.com  
 www.colonialfed.com  
 www.ibis.com  
 www.wcbonline.com  
 www.ficoinc.com  
 www.tompkinslandscape.com  
 www.slingshotecity.com  
 www.atlanticresearchcorp.com  
 www.medwaycoopbank.com  
 www.electricaldynamics.com  
 www.shoedesign.com  
 www.thedbs.com  
 www.yimgifts.com  
 www.optelec.com  
 www.acmeinkjet.com  
 www.capsystems.com  
 www.vikingcontrols.com  
 www.eurothermgauging.com  
 www.devry-keller-university.com  
 www.greatwriting.com

www.longchampselectric.com  
 www.macktech.com  
 www.cambridgeport.com  
 www.doggieday.com  
 www.burlingtonengineering.com  
 www.ebeam.com  
 www.wilevco.com  
 www.leading-consultants.com  
 www.web-graduate.com  
 www.bostoncenterless.com  
 www.fioffice.com  
 www.accuounds.com  
 www.mutualfederal.com  
 www.sigmainc.com  
 www.pubsnet.com  
 www.admix.com  
 www.rashain.com  
 www.doctrain.com  
 www.education-masters.com  
 www.technology-institute.com  
 www.chubb-computer-institute.com  
 www.pinepropertiesinc.com  
 www.bostontechcenter.com  
 www.brannenflutes.com  
 www.interbiolab.com  
 www.tevron.com  
 www.rivcoinc.com  
 www.majillite.com  
 www.tecnu.net  
 www.buyer-one.com

over 300 in total!



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DO



### Your Total Communications Source

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Creative and Technical Writing

Be Your Best

## Our Experience

Founded in 1977 as a copy writing and editing group, The Editors mushroomed during the 1980s into a highly creative, full service design and marketing communications firm with a dominant presence in New England. Following the natural evolution of technological enhancements in communications, we began developing our web development capabilities in 1994, launching our first site in early 1995. Virtually the beginning of the commercial Internet.

We have worked with over 300 companies spread across a wide range of industries, financial strengths and geographical locations. Among the many projects were web sites, collateral materials, and developing or strengthening corporate images. Our senior staff, with over 15 years each of experience, are teachers here at our training facility, at various schools and for many technology and communication conferences.

**This combination gives you a potent team for your project.**

### Kudos

"Excellent job overall, particularly considering the time scales (6 weeks, 150 pages). Great job in keeping the 'feel' of the site in line with our printed material! FYI, 16 people were referred to our site from The Editors site last week. Our stats are running at approximately 180 people spending over 6 minutes in the site per week - a figure that we are very happy with. I will make sure management realizes from this how important it is to keep the web site adequately funded and maintained! (we don't have 180 people read our literature each week!)."\*

Zarina Bhimani  
Ferrotec USA

...We decided on a complete site overhaul. By this time, we had developed strong branding through new literature, ad campaigns, tradeshow graphics, and so forth. We asked The Editors to design a site that extended the brand. Furthermore, as we sold products to high-tech companies, we wanted a trendy, leading-edge look. The art director did a masterful job with the branding and we were proud to be The Editors' first site with a Flash intro. Our site continues to be our most effective sales tool and customers frequently compliment us on its design, content, and ease of navigation.

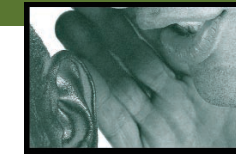
Mary Ann Finch, Ph.D.  
www.laserscience.com

## The Methods

Having so much experience has provided us the tools to create an efficient system. We do not follow the traditional studio practices that often lead to over inflated costs, but have looked at every facet of the process to come up with an efficient method to produce the highest quality product within the client's budget! We are creative with your company's messaging, not with your budget.

- We provide complete time auditing on every job.
- Our acceptance of designs with minor revisions is over 90%
- While we can build out a job in any fashion a client wants, our procedures and methods often realize a savings of up to 30% or more.
- The staff is well trained and allowed to make decisions so that a meeting is not necessary for every change that comes along.
- The staff is accountable for maintaining the budget.

**Let's face it, a 15 minute job is a 15 minute job, not a 2 hour job!**



LEARN



SEE



DO

## The Value

Our strength is in our customers. Many customers. Businesses who have realized their Return On Investment by receiving effective designs and products without the inflated mark ups. This is not a country club, but a business. And we are in the business of improving your company's bottom line.

Due to our vast experience and business friendly approach, our projects often come in at half the cost. When comparing agencies, look at the quote for the number of hours placed on the job relative to the quality of work, and the experience of the people doing the work. The Editors will always come out on top.

**We strive to provide the best design for the investment.**

## Now The Choice Is Yours!

We provide a complete written estimate.

We track hours carefully.

We have the experience and the know how to do it faster and better.

We give you the maximum return on your investment.

More sales, a better image, and some really smart, really nice, dedicated people concerned about your company.

## Stay in Control and Look Your Best

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Creative and Technical Writing

**editors design group**

Be Your Best