

### CREATIVE SERVICES

Spotlight Creative Services, the marketing communication division of Westchester Magazine. We provide a variety of business with a full-range of original, effective and cost-efficient print development services- design, copy, production- for marketing and internal communications.

Spotlight Creative Services will make sure they understand what you need and that you understand what they deliver.

#### A Meeting of Minds

The process starts with a preliminary discussion of the project to determine what kind of communication you require, its contents and its scope. During this time, we also make sure that the end product will be what we can do for you and what it will cost. In other words, what you are getting for your money. Once the project is defined and assigned, we start the process of market and product research and familiarization. It may be as simple as listening and asking meaningful question while you describe your product you market and your objectives. We may have to do some extensive research to clearly understand what the significant elements of communication are for your product and market, from here we start the creative work, defining the problems, working out solutions and establishing criteria for cost-effective communication.

#### Positioning & Editorial Content

After the criteria for the communication are established, the next step is to develop the ideas and copy that create an effective platform for the communication to make clear what your customers need to understand about you and your product or service, dramatically point out the strengths of your product or service, effectively communicate the reasons for customers to respond positively.

This comes from our copy and editorial people, experienced professionals who know how to get the most out of every word, headline, sentence and paragraph they write. The process includes constant review that melds your input and ideas with ours to create a successful communication piece.

#### Design & Images

This is the one point in the process where we recommend taking more than one step at a time. Once the criteria are set and as the platform and the words are being developed, our design staff will be working with the writers to create images that component, support and in some cases lead the words and the platform. You will be working with a professional staff, in the process of review that will meld your input and their ideas to create images that will move your market in the right way.

#### Printing & Production

This is an area of particular strength for us. As editorial publishers and producers of large volumes of collateral material, we have extensive experience and expertise with printing and ongoing relationships with printers that enable us to deliver the highest quality work at very competitive prices. That expertise and competitiveness extends to pre-press preparation and scans as well. In addition, working with the professional staff of Spotlight Creative Services staff throughout the full process assures continuously that preserves integrity of the concept and its objectives from initial criteria right on through to the final product.

If the final product is to be disturbed through the mail or print advertising, we will work with you to make sure you get the most for your media dollars.

Updated 12/12/07