



NOW

*There's a Printer
that KNOWS
the Publishing Business*

**MultiAd
Print Solutions**

**Serving Publisher Printing Needs
from YOUR Perspective**

MultiAd

Total print and imaging capabilities for publishers...and much more

▶ Now you have a printer that knows the publishing business...

Whether you publish business, consumer or association magazines, special-interest how-to books, directories or catalogs, the publishing experience we have at MultiAd means we understand the requirements and challenges **you** face in the publishing arena...and that can mean a lot in delivering the best possible product to **your** audience.

MultiAd has over 50 years of printing experience, but *what clearly sets us apart from most printers is our experience in the publishing industry.*

You see, we've been where you are. We understand what your editors, art directors and advertising salespeople require...and what your readers and advertisers expect. That's why when you choose MultiAd to print your publication, you not only get exceptional, affordable printing; you also get our publishing expertise that can assist you and serve your needs before your audience receives the publication.

We understand the importance of your customers' advertising message—correct color reproduction and “dead-on” registration for the editorial layouts and ads—and we check many other areas during the process to ensure the problems that can give publishers fits, don't happen.

Because MultiAd has a Print Solutions group with publishing experience, we deliver more than the typical printer can offer. **AND THAT'S NOT ALL!** *MultiAd also brings an extensive list of unique advertising and marketing services to help increase your revenues and build more marketing partnerships with your customers...innovative solutions no other printer can offer.*

MultiAd

▶ Award-winning printing backed by years of experience

MultiAd has produced quality printing for more than 50 years, earning prestigious industry awards from *PRINTING IMPRESSIONS* magazine (top 200 U.S. printers), *Pre* magazine (top 10 U.S. prepress facilities), the *Chicago Tribune* (Outstanding Supplier Award) and Management Plus Gold and Silver awards from The National Association of Printing Leadership and *American Printer* magazine. Over 300 employees, headquartered in Peoria, IL, help make MultiAd one of the top printing and marketing support corporations in the nation.

We know how important your publications are to the success of your company. Through experience gained serving some of the top companies and ad agencies in the world, like...

- Herman Miller
- Mitsubishi
- Kraft Foods
- DaimlerChrysler
- Deere & Company
- Isuzu
- American Greetings
- Bozell Worldwide
- J. Walter Thompson
- BioGuard
- Girl Scouts of America
- Honda Power

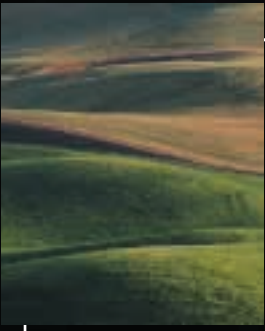
MultiAd can produce the top-level printing that you expect.

From printing projects for nationally recognized college and professional sports teams to directories and marketing support materials for leading hospitals and healthcare organizations to business, consumer and association magazines...MultiAd will deliver the highest quality publication for you—with the bonus of our knowledge of the publishing business.



Total print and imaging capabilities for publishers...and much more

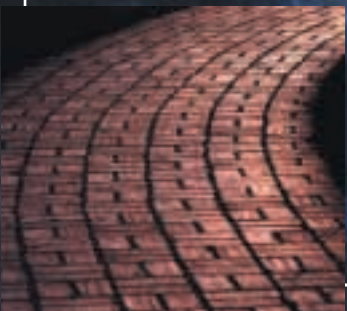




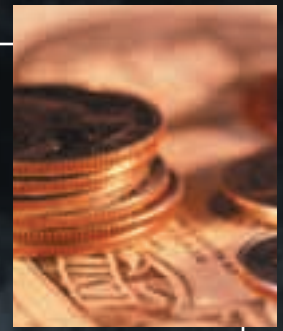
▶ SOLUTIONS THAT GO BEYOND PRINTING

MultiAd's diversity of expertise offers you many resources all under one roof. As a valued print customer, you have access to:

- AdBuilder® electronic advertising creation and planning system
- ReCAS co-op advertising system
- Asset management tools
- Publishing consulting
- Design and layout services
- Web site design and Internet services...for you or your advertisers
- Marketing content development
- Hi-res scanning and manipulation
- Digital photography and over 50,000 hi-res food and automotive images available in the Kwikiee® Systems
- Interactive multimedia
- World-renowned illustration service



▶ **SELL MORE ADVERTISING WITH MULTIAD'S EXCLUSIVE ADUILDER® ADVERTISING SYSTEM**



Imagine helping your customers drive consumer sales at the local level and selling more advertising in your publication at the same time. You can with MultiAd's AdBuilder® electronic advertising creation and planning system.

AdBuilder consolidates many MultiAd products—ads, images, software, data and search functions. All of the materials are newspaper-ready and royalty-free to media subscribers. Local newspapers use AdBuilder to create and sell ads or special sections to area retailers and dealers who promote products to consumers.

By offering a value-added presence on AdBuilder to your advertisers who increase or begin ad schedules in your publication, you've provided an innovative way to help them sell their products or services to consumers at the local level. By utilizing AdBuilder, you become more than a publisher with an advertising vehicle—you *become a marketing partner with your advertisers by helping complete their sales cycle from retailer/dealer distribution to final consumer purchase.*

▶ **ADUILDER® ReCAS FINDS ADVERTISING DOLLARS**

The ReCAS (Retail Cooperative Advertising System—a co-op recovery and market information system) section of AdBuilder *provides subscribers with over 13,500 manufacturer co-op plans and promotions.*

Subscribers can receive a direct link to manufacturer-approved ads and images for various consumer products from AdBuilder's material warehouse.

Your advertisers' co-op programs can be listed here too. And since you also have access to the site and MultiAd's staff, you may also find co-op advertising dollars for your current and potential advertisers to use toward advertising programs in your publication. It's another advantage MultiAd offers to publishers that no other printer can!





▶ ASSET MANAGEMENT TOOLS

Over the years of publishing, your design, advertising and editorial departments have probably accumulated many images and files...so many, in fact, that you may not know where they all reside, or if you do, access and retrieval of the files may be a complicated and time-consuming process. Canto Cumulus® from MultiAd, a publication asset management product, allows you to *organize, find, use and reuse your content faster and easier*. And Cumulus can make the files immediately available to the Internet for use by your writers, freelance designers or customers. It's a great management solution for editorial and creative departments.

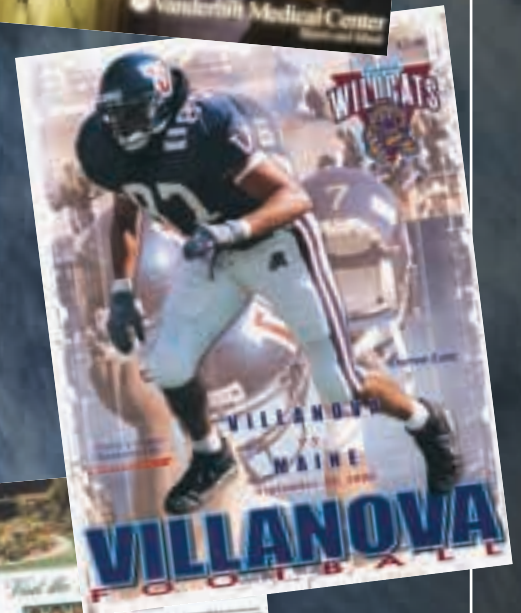
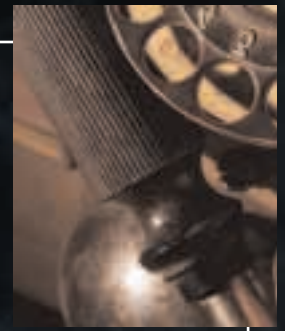


► PUBLISHING CONSULTING

Do you need suggestions for a cover design or editorial layout; assistance with ad rate analysis, circulation promotions, value-added or marketing ideas for your advertisers; editorial mix; apperception studies; situation analysis; magazine acquisition; media kit revamps; custom publishing ideas; ad sales meeting planning and presentations; market analysis; prototyping; or readership studies? As a MultiAd print customer, you can tap into our publishing experience and *get the advice you need to make your publication or advertising sales effort even better.* Few printers have this background, but it's available with your printing contract at MultiAd.

► DESIGN & LAYOUT SERVICES

MultiAd's award-winning design department can assist you with *cover designs, ad creation, editorial layouts, media kit design, logos, catalogs, complete marketing packages and brochures.* Here, an experienced publishing graphic design team can develop visual concepts that meet your needs using the most recent Macintosh computer technology (as well as PC) and high-end design software—all with your publication's image and business success in mind.





▶ WEB DESIGN & INTERNET SERVICES

MultiAd is one of the first companies to work with client partners to *create a new kind of Web site*—based on the creation, organization, access to and distribution of massive amounts of content: Web sites that create dynamic, interactive communities. Web sites that work. A MultiAd-designed Web site can offer links to your advertisers' sites or distribute manufacturer/advertiser-approved marketing material to your audience—another MultiAd solution that goes beyond printing.

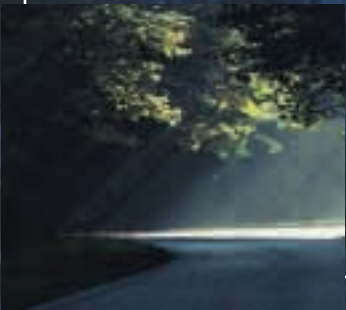
▶ MARKETING CONTENT DEVELOPMENT

Do your current and potential advertisers or their ad agencies need assistance producing marketing materials to support their products or services? Utilize the resources of MultiAd's Content Management Group to provide the creation, enabling and delivery of marketing content to their distributor and dealer groups.

Give your advertisers what Ford, Buick, Toro, La-Z-Boy, Honda Power, Andersen Windows, Bates USA and many others have already discovered...MultiAd provides marketing solutions to strategic challenges, whether through a total manufacturer/dealer communications

program, a full-scale electronic and print ad planner system, a Web site or interactive CD, or a variety of other ways in which **we help create, organize, enable, distribute and sell!**

Also available is MultiAd's exclusive AdCreator™—a point-and-click system that lets people with virtually no design skills put together professional, manufacturer-approved retail ads. Offer your advertisers another MultiAd solution that goes beyond printing with AdCreator and deliver an effective way for them to get their approved ads to their retailer and dealer groups online.



▶ Hi-Res Scanning and Manipulation

Most printers lack hi-res scanning and manipulation capabilities, but not MultiAd. We frequently work with client-supplied film and electronic files. From removing distracting images to combining photographs to form a single, striking visual effect, *the MultiAd imaging team can provide any level of manipulation requested using state-of-the-art equipment.*



▶ DIGITAL PHOTOGRAPHY

Need a resource for high-quality photography? Digital image capture is the standard for MultiAd's photographers. In fact, hundreds of digital photographs are regularly produced by MultiAd for Kraft, General Mills and over 300 other consumer packaged goods manufacturers.

Inside our state-of-the-art studio, the latest equipment is used to supply *high-quality photography without the costs associated with traditional film techniques.* Besides being economical, digital photography allows for instant image editing or color correction. MultiAd's digital photography studio can take product shots for your editorial layouts, ads and circulation promotions. Plus, you'll have access to *over 30,000 hi-res images for your use or for your retailers/dealers and advertisers.*





▶ INTERACTIVE MULTIMEDIA

Become an even more effective marketing resource for your advertisers by offering interactive multimedia, but let MultiAd do the design and programming for you. By offering another marketing vehicle for your advertisers through MultiAd, you tap into marketing budgets where you may not normally have access. But more importantly, you position your publication as a leader in delivering *more advertising and marketing solutions for your advertisers*. The end result can be major players in your market spending the bulk of their marketing and advertising dollars with the leader—you.

▶ ILLUSTRATION SERVICE

In addition to illustrating advertising materials, MultiAd is *the world's largest illustrator of brand-name product artwork*: Unilever Home & Personal Care, Dial Corp., ConAgra, Coca-Cola USA, Ford Motor Co. and New Balance shoes are among hundreds of companies that choose MultiAd for their art production because they expect high quality and demand the best. For that unique editorial layout, dramatic front cover or special advertisement you're producing in-house, turn to MultiAd's wide range of art styles from cartoons to photo-vectored renderings, in both traditional and hand-vectored (computer-aided) formats.



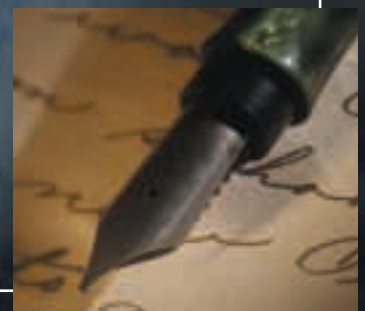
▶ **YOUR PUBLICATION'S LOOK IS IMPORTANT TO ITS SUCCESS...COUNT ON MULTIAD TO DELIVER OUTSTANDING PRINTING YOU EXPECT WITH...**



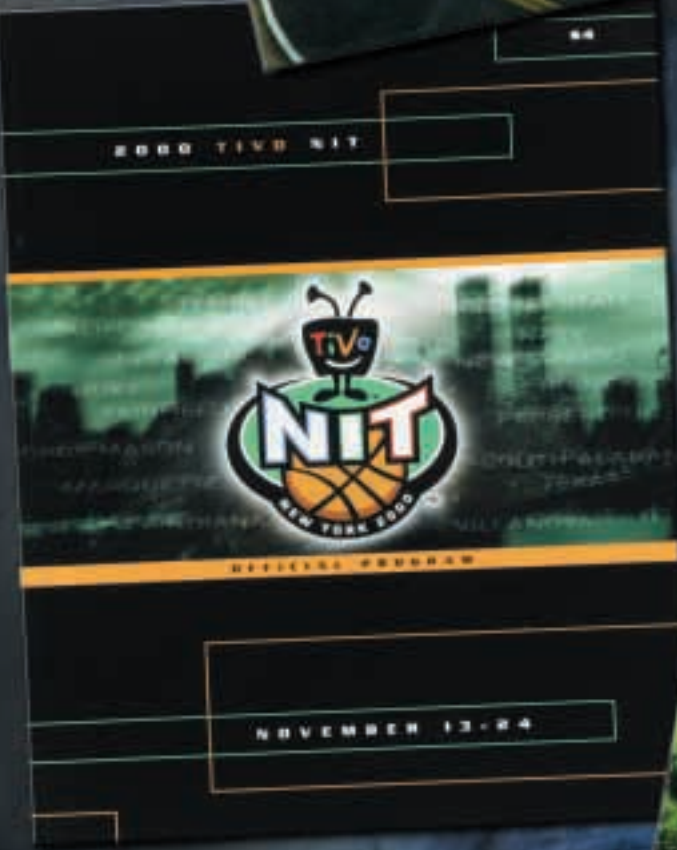
- Complete pre-press services
- Quality control team to ensure accuracy
- Full-design services
- Digital photography
- Digital imaging specialists who use hi-res, state-of-the-art equipment
- PDF workflow
- Online file transfer and proofing services
- Unique MultiAd marketing services
- Information technology services
- Co-mailing, fulfillment and storage services
- Sophisticated Heidelberg sheet-fed offset printing equipment
- Complete in-house finishing capabilities
 - ▶ collation
 - ▶ lamination
 - ▶ perfect and saddle-stitch binding
 - ▶ assembly
 - ▶ tabs
 - ▶ clearcoat/varnish
 - ▶ die-cutting
 - ▶ folding

MultiAd will produce the highest quality printing for your publication backed by publishing know-how. No other printer can deliver total printing and marketing services options that can help increase your revenues and build marketing partnerships with your customers. Put MultiAd's advantages to work for you.

Call us at (800) 348-6485, ext. 5126, to learn how MultiAd can combine all that we do...and print it too!



MultiAd Print Solutions



MultiAd

1720 W. Detweiller Drive
Peoria, IL 61615-1695

Phone: 800-348-6485, ext. 5126

asetterlund@multi-ad.com

www.multi-ad.com