**River City Media**

Would you serve the finest wine in a plastic cup? Then why promote your high-quality program or cause with only mediocre design effort? The professional designers at River City Media can apply stellar graphic design techniques in the creation of a variety of promotional materials—everything from brochures to magazines to display tables to web sites. Trust us to take your marketing to the next level.

At River City Media, we excel in just one thing, which is pushing your product or service to the front of the pack. When you contract with us for your promotional needs, we provide high quality support in the areas of photography, Web communications, media relations, and print material. Combined, those efforts will create a complete marketing package that truly differentiates your effort in a sea of competitors.

Photography

An excellent photo can silently say everything you need to say. It can sell your service. Our lead photographer has more than 30 years of professional photographic experience, including a stint providing photographic support for National Geographic. Through her lens, she can tell a story, paint a picture, and create a mood that sells. We are certain that with your product or service in Misty Haviland’s skilled hands, the resulting photographic package will be beyond anything you might have expected. As part of a total marketing effort, photography sells!

Web Communications

More often than not, the Web site through which many of your visitors first encounter your product is the front door to your business. It is often the first source of contact, which is why we know it is hugely important that it attract and maintain communication. Such doorways must be welcoming, attractive, easy to maneuver, and informative. Our Web communications staff is specially selected, with each member possessing both the required technical expertise, and the interpersonal ability and awareness of design techniques that results in an excellent Web presence for our customers. We are always seeking new ways of reaching your target audience with the very latest in online media.

Media Relations

Often overlooked as a promotional source, coverage by local media outlets can greatly improve your reach. Our news staff maintains contact with a variety of local, regional, and national media, providing news stories and promotional material on a regular basis. If you don’t think you have a story, think again. It doesn’t take a sizeable award or a multimillion-dollar grant to make headlines. The best stories are often the simplest, most unassuming ones. Although media coverage may not be appropriate for every product and service, it just might serve you well in many cases.

Print Material

Printed promotional material includes brochures, flyers, newsletters, articles, and specialized items. Print continues to be a major source of marketing, and although not as flashy as a dynamic Web site, it is definitely a ready source of information for much of the population. The American Marketing Association recently awarded our exemplary print shop with two gold stars as a Quality Partner. In our print facility, we can produce full-color promotional material on quality paper stock and finish, so that your effort is shown in the best light possible. We truly have the complete package when it comes to printed material.

Ready to Get Started?

For a free consultation, please visit http://www.rcmedia.com/service and complete a request form. You can also reach us at 509-555-0072 or by email at rcmedia\_ny@outlook.com.