River City Media

Would you serve the finest wines in a plastic cup? Then why present your high-quality programs or causes 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 magazine 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, these 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 tell your story. Our professional photographers have more than 50 years of professional photographic experience, including a wide range of photographic support. Through his lens, she can tell a story, present a picture, and create a mood that sells. We are certain that your product or service is better than your skills at hand, the resulting photo will package will be anything you might have expected. As part of a total marketing effort, photography relays the message.

Web Communications

More often than not, the Web site through which many of your clientele first encounter your product is your front door to your business. It is often the first source of contact, which is why it is so important that it attract and maintain communication. Our designers 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 looking for 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 have to be a massive award or a million-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 prove you well in many cases.

Print Material

Printed promotional material includes brochures, flyers, newsletters, studies, and specialized items. From design to print, to mailing, to follow-up tracking, time and effort, and money, it makes sense to invest in printed material.

Ready to Get Started?

For a free consultation, please visit the Web site at http://www.rivermedia.com/service and complete a request form. You can also reach us at 800-555-0072 or by email at rivermedia_sales@earthlink.net.

FIGURE 1.51 River City Media Draft

a. Open the w01p1Media document.
The words [Compatibility Mode] in the title bar inform you the document was created in an earlier version of Word.
b. Click the File tab, and then click Save As. Change the file name to w01p1Media_LastFirst. Click in the Save as type box and select Word Document. Click Save. You will be presented with a dialog box letting you know the document will be upgraded to the newest file format. Click OK.
c. Ensure that nonprinting characters are displayed by clicking Show/Hide in the paragraph group on the Home tab. Press Ctrl+Home to ensure that the insertion point is at the beginning of the document. Check the document for errors:

- Click the Review tab and click Spelling & Grammar in the Proofing group. The photographer’s name is Haviland, so it is misspelled. Click Ignore.
- Correct any identified spelling or grammatical errors. Click OK when the check is complete.
- Review the document again, checking for errors the spell check might have missed.