

CAPABILITIES STATEMENT

Hollister Publication Services, Inc.
d/b/a **Hollister Creative** and **Hollister Kids**
3 E. Wynnewood Road, Wynnewood, PA 19096-1917
866.520.0115 toll free • 484.829.0021 local • 484-829-0027 fax
www.hollistercreative.com • contactus@hollistercreative.com

Founded 1990 • DUNS No. 878920933 • CAGE No. 39AT7
NWBOC-certified woman-owned business: Certificate No. RCMA5815

When you work with a creative services firm, you expect creativity — as you should! But creativity is not enough. You also want to work with a team that is focused on results, responsive to your needs and 100% reliable. Listening to clients and delivering for them daily has made Hollister one of the top creative firms in the Philadelphia area.* When you choose Hollister, you choose a potent combination of creativity and competence.

HollisterCreative.com

Hollister's writers, editors and graphic designers are proud to provide award-winning creative services in three areas of specialty:

Custom Publishing

- magazines
- newspapers & inserts
- newsletters & e-newsletters

Marketing Communications

- logo & identity
- print collateral
- websites & online promotions

Educational Publishing

- education outreach
- museum education
- teaching materials

Whether we are taking a project off your hands or working hand in hand with you, our goal is to give you such a positive experience that you will gladly recommend Hollister to others.

Products

- targeted magazines
- newspapers & inserts
- newsletters & e-newsletters
- editorial & advertorial articles
- logo & identity
- brochures & marketing kits
- event guides & signage
- websites & online promotions
- educational publications for children
- teacher guides

Services

- consulting & project management
- reporting & research
- writing (editorial or advertorial)
- editing & proofreading
- photography & illustration
- graphic design & page layout
- advertising design & ad trafficking
- pre-press production
- printing bid management
- website design & programming

* *Philadelphia Business Journal, The List, 2008 top 25 graphic designers*

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Facilities and Equipment

Hollister's 100% digital design studio is equipped with Apple Macintosh computers and current Adobe Creative Suite and QuarkXPress software. We readily embrace new technologies that improve client communications and optimize workflow. Printing is bid out to the printers best equipped to handle the particular project.

Expertise

Kim Landry, who heads up *Custom Publishing and Marketing Communications*, and Peter Landry, who heads up *Educational Publishing*, are communications professionals with more than 20 years of experience. Both come from successful careers in the newspaper business, Kim's culminating as Editor of the daily *Greenwich (Conn.) Time*, and Peter's as a reporter and editor during 13 years with *The Philadelphia Inquirer*. Kim holds a B.A. in American Literature from Middlebury College. Peter holds a B.A. in English from Harvard College.

Managing editor Martha Michaela Brown, a Bryn Mawr College graduate and 8-year Hollister veteran, leads the editorial staff.

The design team is managed by art director Heidi Karl, who joined Hollister in 1993 with a B.S. in graphic design from Drexel University.

Customers

Hollister serves clients in eight major categories: Corporation, Cultural Organization, Education or Healthcare, Event, Foundation or Nonprofit, Newspaper Publisher, Small Business or Association, and Sports Organization. List available.

Clients include Comcast, Exelon, Ford Motor Company Fund, the Wharton School of the University of Pennsylvania, Temple University, Philadelphia Corporation for Aging, the Eastern Technology Council, Penn Museum and The Detroit News & Free Press.

Hollister Kids teaching materials have been used by nearly 300 newspapers across the country, including all of the 25 largest newspapers in America. List available.

Codes

NAICS	SIC	Keywords
541430	7336	graphic design services; graphic arts; communication design services
541511	7371	web (i.e., internet) page design services, custom
561410	7338	editing services

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