



## M. A. D. HOUSE GRAPHICS

Marketing • Advertising • Design

Quality Service

Affordable Pricing

Effective Design

# A Full Service Advertising Agency

## MARKETING & ADVERTISING

### Media Planning

MAD House Graphics will look at your current advertising program, existing promotional materials and the industry specific environment while developing an effective strategy for your company's future. When your program is completed, you'll have a comprehensive marketing strategy that makes sense. With your budget in place, you'll have few reasons to buy ad space midyear.

### Image Improvement

MAD House Graphics has worked with many local and national companies to polish their corporate image. We will provide a cohesive, progressive and sharper look to all your promotional

efforts.

### Mailing Lists

Most companies have mailing lists, few have a handle on them. MAD House Graphics can get that list in shape and turn it into one of your most valuable tools in promoting your business.

### Print and Web

Through a marriage of print media and web promotion, MAD House Graphics will get the most promotional value for your dollar. Often these two mediums are considered separately. Frequently the work is given to separate agencies. The two are important to integrate. You may be able to reduce some of your purchased advertising space while effectively increasing your exposure by carefully adding this exciting and affordable elec-

tronic opportunity to your promotional strategies.

## DESIGN

### Need A Logo?

Logos are the most visible part of your identity. MAD House Graphics will design a clean, straight forward and easily remembered logo to aid your company's public recognition. Logos need to translate to all mediums. If you've got a logo that is 3-D and full color, it might be great on the web, but will it translate to Black and White newspaper print? You might not always buy full color print.

### Signs, Banners & Just about anything

MAD House Graphics has the ability to assist with all of your graphic design needs.

## Publishing

Press Releases, Catalogs, Brochures, Business Cards, Letterhead, Envelopes... not a problem

## Industrial Videos and Photography

Do you need a video showcasing your company's abilities and services, or maybe some still photography? MAD House Graphics will save you money by utilizing our qualified staff to satisfy your photographic and video needs. How about a video to run at a trade show or to send to good prospects or maybe an enlarged photographic poster for your booth? MAD House Graphics will make it happen!

## Computer Consulting

Would you like some assistance with your next computer

purchase? The Staff of MAD House Graphics includes A+ Certified personnel. The computer intensive environment of the design business has resulted in an up-to-date and comprehensive knowledge of computers... test our knowledge base and reap the rewards. MAD House Graphics would be glad to help you get the right machine for the web or office.

## Aquaculture Consulting

Looking to break into the aquaculture business or expand an already existing presence? As former Marketing Director of Aquaculture Magazine, Steve Hart, comes uniquely qualified to attend to your program. If you're new to the industry give him a call and tap into many

information sources. A broad knowledge of industry-specific issues was cultivated during his 6 year tenure as Marketing Director.

## MISSION

### MAD House Graphics

The company strives for effective and creative design at affordable prices. The personal service provided by hiring your own small and progressive ad agency is hard to rival.

## THE DESIGNERS

Steve Hart's *Cum Laude* B.S. degree is in Marketing. His diverse experiences reflect a hunger for the business world, expanding knowledge and exercising creativity. He has a proven

track record of 10 years in the publishing industry.

Nathaniel Boozer joined MAD House Graphics in 2000 and brings with him a degree in Communications, a degree in Music and he is A+ Certified by MicroSoft. He's the resident Video Guru but lends his unique creativity and computer knowledge to all of MAD House Graphics' jobs.

## **PHILOSOPHY**

MAD House Graphics' longtime philosophy of business is becoming cliché, many chant the cheers only to, in the end, pursue only their own gains and the quick score. Business should be about building relationships not short-term profits. The success of these relationships and the success of our clients' businesses is the key to the success of MAD House Graphics.

## **Thank you**

for considering the services of MAD House Graphics.

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