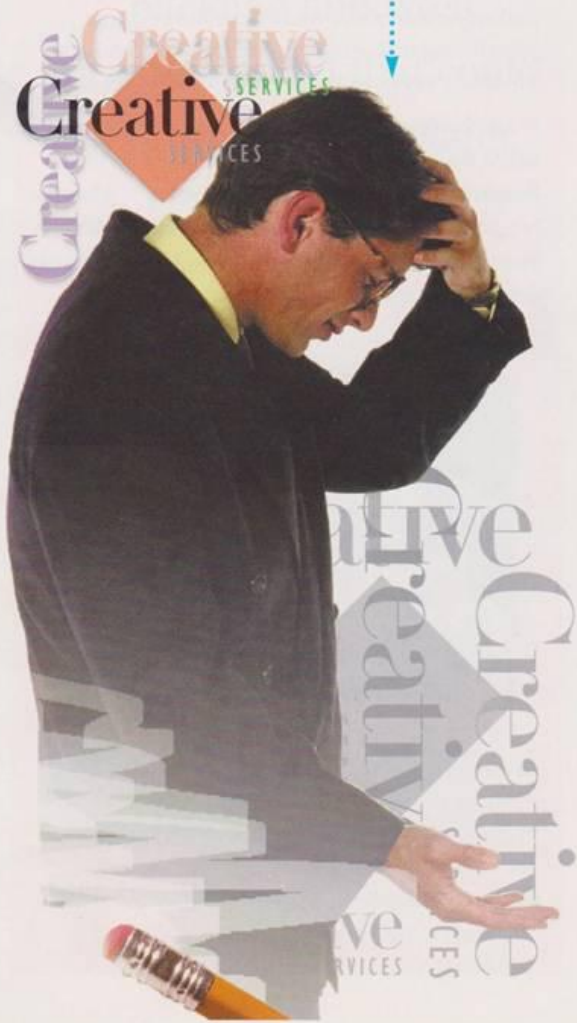


WE START FROM
YOUR
SCRATCH





Our staff of diverse talents creates equally great ads.

Our talented staff adds innovation and artistry, from concept to completion. The philosophies and goals of our customers are blended with the experience and expertise of our staff to create revenue-producing ads. And, ad design is just one of the many services we provide, which include:

- ⇒ Logo Development
- ⇒ Original Artwork
- ⇒ Computer-generated Ad Design
- ⇒ Speculative Ad Design
- ⇒ Speculative Promotions
- ⇒ Brochures
- ⇒ Specialty Tabloid Sections
- ⇒ Information Fact Sheets
- ⇒ Customer Presentations
- ⇒ Customer Product Sales Development
- ⇒ Annual Reports
- ⇒ Membership Directories
- ⇒ Customer Sales Calls
- ⇒ Consulting



Diversity of talent ensures that our list of accomplishments and services will continue to grow.... by design!



• **Christopher Lucock** Creative Services Director
 Educated in England, Christopher moved to the USA in 1983. He worked at a design firm for five years before arriving at the Providence Journal-Bulletin in 1988. His experience there gave him considerable insight into the creative and prepress environment, which is essential in the newspaper industry today.

• **Betsy McClintock** Creative Services Manager
 A graphic designer in the advertising division of the Providence Journal-Bulletin since 1978, she oversees the day-to-day running of that department as well as assisting the sales staff and advertisers with questions about preparation of ad materials.

• **William R. Earnshaw** Creative Services Specialist
 William has participated in numerous award-winning staff projects. An employee of the Providence Journal-Bulletin since 1967, he served in the Advertising Production Department before joining the Creative Services Department.

• **Beth Heaney** Creative Services Specialist
 Beth came to the Journal-Bulletin Creative Services Department in 1987. A 1978 graduate of Providence College with a degree in Art Education, Beth taught in Woonsocket, Cumberland, and Warwick before launching her designing career in the graphics department of a Providence typesetting house.

• **Kathleen Stamp** Creative Services Specialist
 Kathleen has been with the Journal-Bulletin Creative Services Department since 1985. Before coming to the Journal-Bulletin, she was an assistant art director at the Providence-based advertising agency Duffy & Shanley, a graphic artist with Trinity Repertory Company, an advertising copywriter for the Outlet Company, and art director for the Coventry Reminder.

• **Kathleen DeVault** Creative Services Specialist
 Before coming to the Journal-Bulletin Creative Services Department in 1993, Kathleen worked as a graphic artist and designer for six other area newspapers. She also worked for the Lyons Advertising agency in Attleboro Falls, MA.

• **Andria Lee Palange** Creative Services Specialist
 When Andria came to the Journal-Bulletin Creative Services Department in 1995, she brought more than 14 years experience as a newspaper layout artist with her. She also taught children's art classes for several seasons at the Attleboro Museum.

• **Cristina Martuccelli** Creative Services Artist
 A member of the Providence Art Club and Rhode Island Watercolor Society, Cristina specializes in watercolor paintings and pen & ink drawings. She started work in the Journal-Bulletin Creative Services Department as a layout artist in 1980 and was promoted to illustrator in 1989.

The Crew



Who done it?

Our award-winning Providence-Journal Creative Service department, that's who! We've been solving the mystery of creating

revenue-producing advertisements for our advertisers for years.

