

IT'S A SIMPLE CHOICE

BEST CHOICE

YOU

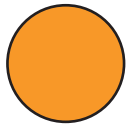


RESULTS:

- **BEST PRICE**
- **BETTER CONSISTENCY**
- **QUICKER AND MORE PERSONALIZED SERVICE**
- **LESS OF YOUR TIME SPENT**
- **BUNDLED SERVICES**

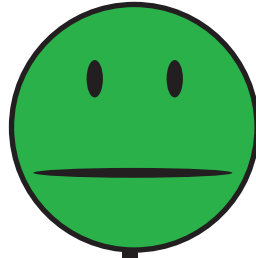


Davenport Design & Advertising



Printer (on occasion)

YOU

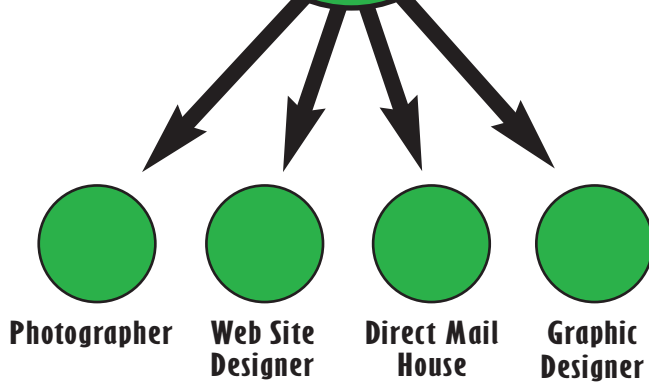


RESULTS:

- **MORE EXPENSIVE**
- Fair Consistency
- Fair Service
- Fair amount of time spent



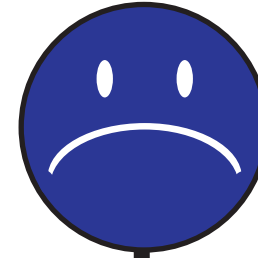
Traditional Agency



Photographer Web Site Designer Direct Mail House Graphic Designer

SUB-CONTRACTED VENDORS

YOU

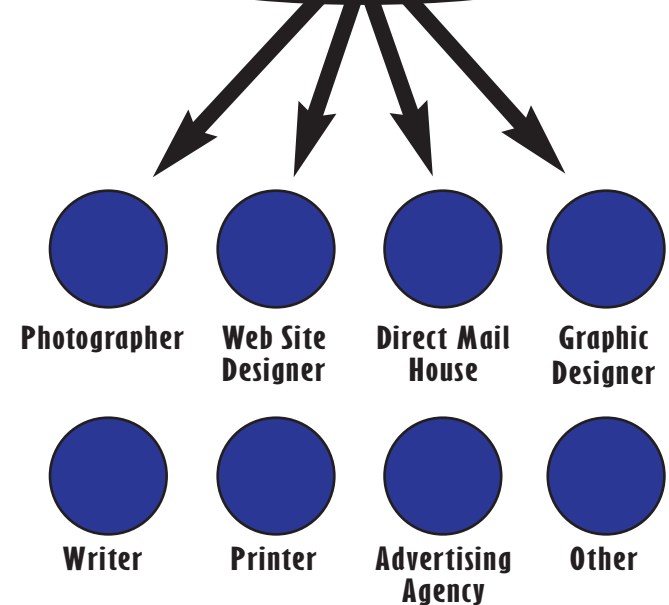


RESULTS:

- Fair Prices
- **INCONSISTENT LOOK**
- Service Varies
- **A LOT OF YOUR TIME SPENT**



MULTIPLE VENDORS



Photographer Web Site Designer Direct Mail House Graphic Designer

Writer Printer Advertising Agency Other