

Everything a newspaper needs to succeed.

Design. Content. Software. Training.

Creative Circle has its roots in **25 years of consulting for more than 350 media clients on three continents**. We have **redesigned more than 500 newspapers, niche products and web sites** and trained thousands of publishers, journalists and ad sales staffers in 41 countries.

We know great content and design will prevail. We understand that staffing is tight and time and flexibility are essential to your success. And we believe that user-generated content and advertising will be cornerstones of successful media companies in the future. We also know the industry and its vendors are moving too slowly.

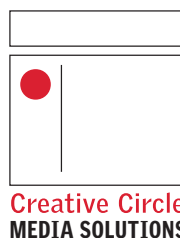
We were fed up with the weak software choices for our clients, so we launched a software company to help our clients grow on the web. In this environment, **copying what other newspapers or newspaper vendors are doing is like following a lemming over the edge**. We set out to do no less than create the next generation of web software for media companies. And we took some very different approaches.

We are moving quickly and developing software that is superior to existing alternatives because we're much more than just another technology firm. We bring all our experience to every project and have lots of ideas about how to generate revenue and grow audiences. Our sites outperform industry norms in almost every category. **You can outsource virtually all your web needs to us, save money and keep your focus on content.**

While we work primarily with family owned media firms, our clients include companies of all types and sizes – from the Chicago Tribune to small weeklies and niche publications.

And we haven't given up on print, either. If you need help with culture change or new ideas for your newsroom or ad department, we should talk. We're ready with leading-edge solutions for new revenue, outsourcing, niche products and just plain user-focused training.

In short, we can help you thrive in print or online.



communityQ

communityQ is designed to make web sites more **interactive and facilitate communities and user-contributed content**. We let your audience tell their own stories and comments, post photos and video, host blogs and calendar items. It can be used to create sub-sites of all the communities you serve (cities and towns) or topic-based communities (pets, farmers, hunters or baseball). Our social networking tools let users designate friends, rate stories, track viewing and communicate with each other directly. **communityQ** can be deployed at a separate url "hosted" by the paper or as an integrated part of your existing site. **Ask about our new tourism platform, too!**

mediasiteQ

mediasiteQ is a web site **content management system designed to make media sites more dynamic and flexible**. News sites are different. They should not look like bank sites, which can be static and work best when they look the same from day to day. We felt media site staffs should be able to **change the layout of news sites based on news content** without any knowledge of html or other technology – just like newspapers do on page one.

schoolQ

schoolQ will allow you to **host high school newspapers or yearbooks** online. This is a great new option for newspapers to encourage local kids interested in journalism. But it opens the door to much more! Anyone in school can add their photos and stories to the pool of images in these online galleries. We'll help you with contests and content. And at the end of the year, our reverse publishing tools **will allow each student to publish their own yearbook supplement**, either virtually online or in hard or soft cover books.



sportsQ

sportsQ allows you to **host high school or rec sports** sites that can track stats for any team, sport or athlete. Users can check scores, standings and schedules and drill down to any stat for any sport in just a few clicks. There are home pages for each sport, school, league and athlete and we can integrate our citizen journalism, social networking or your high school sports coverage as well!

PressReleaseQ

PressReleaseQ is a great new concept to **help newsrooms manage press releases and turn them into a new revenue stream**. Press releases are more critical in a world with fewer reporters. Our solution helps your reporters stay on top of what's happening while helping businesses get the word out about their services. **It's designed to monetize your SEO and site traffic**. This platform will make both your newsroom and your advertising department happy! **We can even handle your initial sales efforts for you.**

Coming soon: contestQ to manage a range of interactive contests!

directoryQ

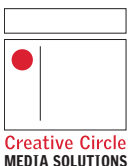
directoryQ sets a new standard for online, **self-service directories**. Advertisers can create their own online ads using our simple, easy-to-follow workflow, pay for and schedule their listings and they can return at any time to update or modify their listing. We can handle credit card payments and provide customer support. Upsells include extra photos, e-mail links, video, PDF files, Google maps, coupons and user ratings and comments. **Unlike other directories, everything can be self-service and pre-paid.**

adQ

adQ: Intelligent classifieds, our first software title, is designed to help users post effective classified ads.

We discovered that up to 70% of people who try to place a classified ad on a newspaper site give up. Most of that abandonment happens when advertisers are confronted with the page that says "Write your ad here." Many don't know what to say. adQ uses hundreds of customized drop downs and thousands of tips to dramatically cut down on abandonment. **Our independent testing indicates that adQ closes 50% more ads than any other online entry system.**

This software helps users post classified ads, pay for them or update them as necessary. And this is also important: The ads placed through adQ are more likely to be well written and complete – ads that will sell. Most technology companies didn't understand THAT was the real mission. **adQ Display showcases your classified ads in an attractive, flexible format** that can accommodate a wide range of upsell opportunities. We now offer bulk advertiser uploads for auto dealers and real estate agents directly into our system as well as video classifieds.



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