



Keeping web sites in step with the news

# We'll blow the doors off your current web site!

## Switching to Creative Circle is a big win

### NEW REVENUE

- Four native news options.
- Classified, directory and marketplace platforms.
- Flexible, powerful pay wall.
- e-commerce capability.
- Self-service web display ads.
- Powerful open source ad server.

### CONTENT

- Built for real, changing news content and better engagement.
- Responsive design.
- Native video integration.
- Far better packaging of content.
- Custom designs by top-level designers.
- Multiple story formats and alternative story forms.
- Photo galleries and slide shows.
- User-contributed content.
- Self-service scoreboard module.
- Interactive calendars with multiple formats.
- PDF e-edition viewer.

### SUPPORT & COST

- Better, more inclusive support.
- Newer code and concepts.
- Aggressive new development.
- Free software upgrades.
- Unlimited training.
- Equal or lower cost. No hidden fees or charges.

The screenshot shows the homepage of 'The Wilson Times'. At the top is the masthead 'The Wilson Times' in a large, stylized font, with the tagline 'MORE THAN A NEWSPAPER. A COMMUNITY INSTITUTION SINCE 1896.' below it. A navigation bar contains links for HOME, NEWS, SPORTS, OPINION, LIFESTYLES, OBITUARIES, and YES! CLASSIFIEDS. The main content area features a large article titled 'Graduates celebrate their big day in style!' with a photo of graduates. To the right is a sidebar with an 'iab.' logo and a sub-headline 'Local schools score higher in state tests'. Below the main article are three columns of smaller news items: 'Mets soar into Fall Classic on strength of Murphy's bat', 'Bond lowered for friend of suspect in black church massacre', and 'Taste of Clarendon may move indoors'.

**NEWS SITES AREN'T BANK SITES.** We shouldn't look the same every day. Instead of being locked into a format that is the same as everyone else, mediasiteQ let's you flex your site to fit the news, not the other way around.

### WORKFLOWS

- Non-technical technology. Easier to learn and run.
- More open and accessible code and templates.
- Integration with any system or workflow.
- Reverse publishing.
- Dramatically more flexible. You can design and build landing pages in minutes.
- Control over navigation and categories.

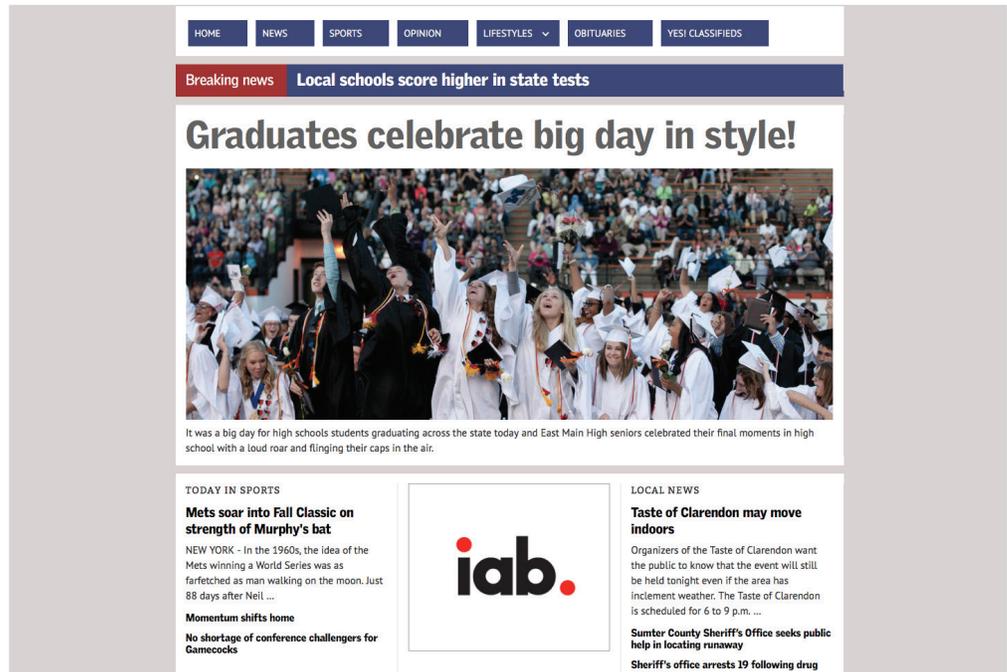
**We got into the software business in 2004** because we felt the web software our consulting clients were dealing with was complex, limiting and inflexible. We knew newspapers needed better solutions to survive and thrive.

**Our goals were straightforward:**

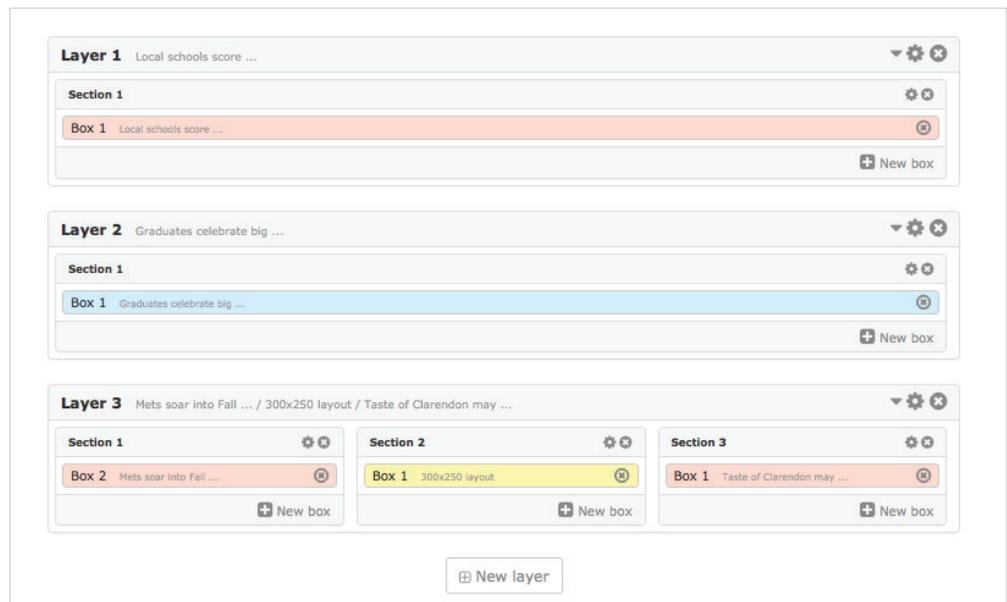
- Create software that is non-technical and easy-to-use. Take the mystique away from running a web site.
- Create a web CMS that is flexible and can easily reflect the news. Make web news display as flexible as print design.
- Bring relevant print design concepts like story packaging and relationships to the web.
- Build powerful self-service and user-contribution platforms because interactivity is critical.
- Provide for an easy flow of content between print and digital workflows.
- Make mobile and video native and easy.
- Develop solutions no one else is providing. Find new answers.
- Make excellence affordable.

We think you will love what we've done. Let us show you the future of the web.

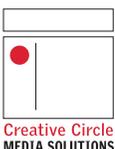
# Switch your web site in just a few mouse clicks



**IN A FEW CLICKS**, you can move ads, change the layout, resize the photo and more. Change the number of ads and stories and emphasize content dynamically.



**USING OUR PAGE BUILDING**, CMS module, you can drag and drop stories or ads, re-shape content and package news or ads together.



**Call (401) 455-1555 for a demo, or e-mail [bill@creativecirclemedia.com](mailto:bill@creativecirclemedia.com)**

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 ENERGIZING TRAINING & CULTURE CHANGE • NEW PRODUCTS & REVENUE IDEAS • HIGH-END OUTSOURCING SERVICES**