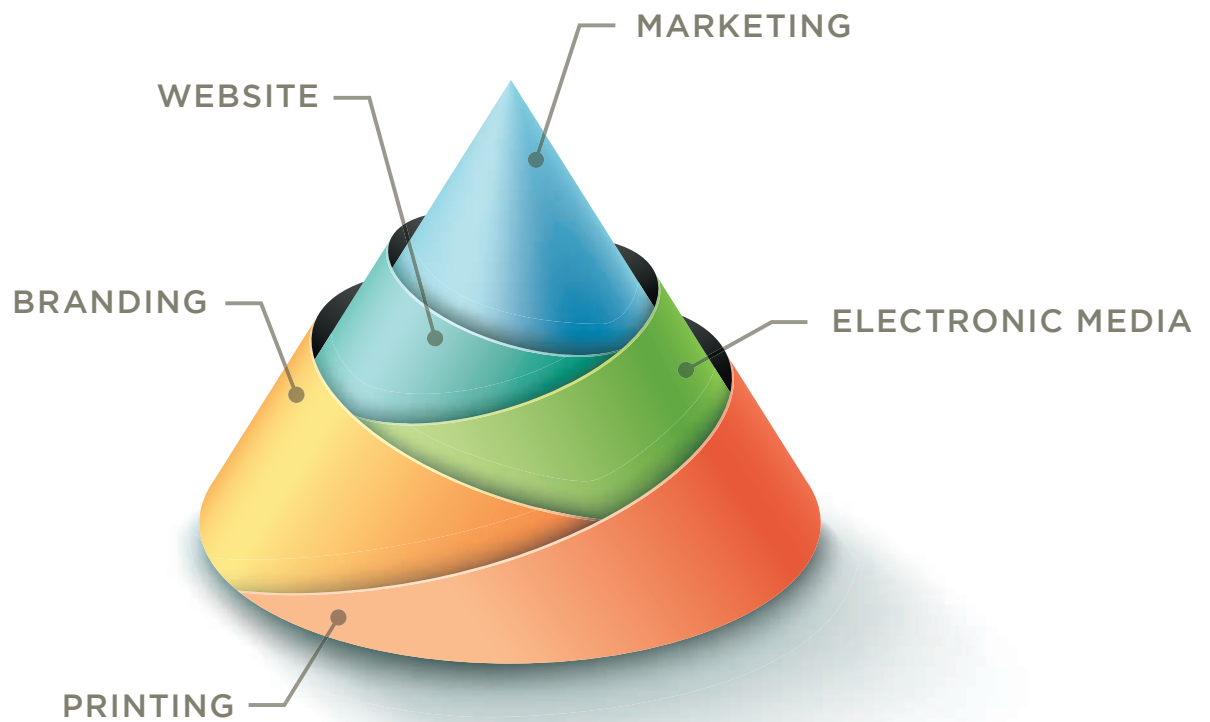


For the many layers of your business





WELCOME TO KOHN CREATIVE

KoHN Creative is a full-service marketing agency in Westminster, Maryland. Brothers Matt and Josh Kohn started the marketing company in the mid-1980's. Since then, KoHN Creative has grown each year, coming up with new marketing strategies to provide our clients with current, cutting-edge approaches and technologies.

*OPPOSITE PAGE:
Zippy the mascot peers out of
the company's foyer window.*

OUR PRODUCT LINES

KOHN CREATIVE is a full-service agency for the many layers of your business. We're a one-stop shop dedicated to making your business look good and succeed.

CARROLL

MAGAZINE

CARROLLMAGAZINE.COM

Carroll Magazine is published every other month in print and daily online. We are proud to represent the best lifestyle magazine in Carroll County, Maryland. More people read *Carroll Magazine* than any other publication in the county.

Attract/digital

ATTRACTDIGITAL.COM

Attract Digital is a full-service digital marketing agency offering flexibility to target a specific audience with whatever digital marketing platform best fits your company. Services include SEO, Google Ads, email marketing, social media marketing and more.



MARYLANDWEBMANAGEMENT.COM

Our experienced team develops and hosts websites, providing you with worry-free web management. In-house servers protect your site with off-site backups located across the country. We use best practices to assure the protection of your data and keep your site running smoothly.



ATTRACTDIGITAL.COM

A division of Attract Digital, PhoneBox provides VOIP (Voice Over Internet Protocol) phone hosting. This cloud-hosted service is cost-effective and features easy plug-n-play installation. A mobile app enables you to direct office calls and video conferences to your mobile device.



BALTIMORESPRINTER.COM

Our number one goal is to be the best online printing company in Maryland by offering only the highest quality prints and the best available pricing. Companies depend on our convenient online printing service and knowledgeable print specialists.



ELECTROLETTER3.COM

Create and send polished and attractive email campaigns in the blink of an eye with assurance that your emails reach the inbox. Easily manage your email lists, track how many customers are opening your email, and how many are clicking through your links.



ACCOUNTANTSVault.COM

Accountants Vault is a fast, simple and very reliable method for storing and accessing commonly used files. Store unlimited files of any file type with secure encryption. Upload, download and share — see how easy it is!

A person in a checkered shirt is seated at a desk, looking at a computer monitor. The monitor displays a dashboard with various charts and graphs. The entire image is overlaid with a semi-transparent green filter. The text "WE MAKE BUSINESS HAPPEN" is centered in the upper right quadrant in a bold, white, sans-serif font.

**WE MAKE
BUSINESS
HAPPEN**

OUR SERVICES

CAMPAIGN DEVELOPMENT

- Development & Budgeting
- Management
- Placement

ELECTRONIC MEDIA

- Web Development
- Social Media (Facebook, YouTube, etc.)
- Pay Per Click
- SEO
- Email Marketing
- Mobile Apps
- Web Hosting
- Competitive Research
- Digital Billboards

VIDEOGRAPHY/PHOTOGRAPHY

- Videography/Photography
- Website & Social Media Videos
- Legal Drone Pilots
- Aerial Photography
- Still Photos
- Portraits
- Production Shots

PRINTING

- Full Color Process
- In-house Presses
- Booklet Making & Folding
- UV Coating
- Custom Trim & Die Cuts
- Business Collateral (Business cards, Stationery, Brochures, Folders, etc.)

PUBLICATIONS

- *Carroll Magazine* (bimonthly)
- *New Movers Guide* (monthly)
- *Carroll Business Quarterly* (quarterly)
- Total Reader Circulation 176,000+
- Interests & Features Target Local Demographics
- Advertising & Profiles Highlight Local Businesses

SIGNS & DISPLAYS

- 4' x 8' Flatbed Printer
- 5' x 400' Banner Printer
- Laser Cutter
- Full Wood & Fabrication Shop
- Floor & Tabletop Displays
- Vinyl Printing & Cutting
- Interior & Exterior Signage
- Corporate & Trade Show Exhibits & Displays

MAILING SERVICES

- Authorized Mailing Center
- Direct Mail Development
- Targeted Mailing Lists
- Variable Data Printing

GRAPHIC DESIGN

- Traditional
- Digital
- Illustration
- Logo & Branding Development

WEB DEVELOPMENT & HOSTING

Our web design blends stunning graphics with code you can rely on. As a result, you get a beautiful, responsive website — unique to **your** business — that will capture your audience and keep them coming back. If you are looking for reliable functionality in your website design, we have a broad range of web hosting and web development capabilities:

- **Online Forms** for appointment booking, event registrations, admission applications, and more.
- **E-Commerce** — online stores where owners can easily manage the inventory themselves. We use secure payment systems so you can be sure your customers' sensitive information will be protected.
- **Memberships, Subscriptions, Run Forums,** and more.
- **Web Hosting** that is secure and reliable — your site's 'front-end' will work with its 'back-end' seamlessly.

We go out of our way to help our clients get exactly the functionality they are looking for in their new website, so if we haven't done it before, our web developers will work with you to develop a custom solution.



ELECTRONIC MEDIA

KoHN Creative has the tools and team for all your digital marketing needs. We perform competitive research to put your business out in front.

- **Email Marketing** using Electroletter.com, KoHN's web-based email marketing service that gets results. Reach your target audience at a *fraction* of the price of snail mail.
- **Search Engine Optimization** to get your website ranked high in the search engines. Our SEO specialists use the latest technology, ideas and keywords to boost website traffic. We also give our SEO clients quarterly reports, so you're able to see the results.
- **Social Media Marketing** using attention-grabbing videos and content-optimized posts that keep your clients engaged and drive customers to your business.
- **Pay Per Click** with Google AdWords and Facebook ads. We carefully target your campaign so that your ads appear at the top of a search page or accurately reach a specific demographic.
- **Mobile Apps** that are customized to your business and keep your shareholders connected and informed of news, events and offers.



VIDEO

Set your digital marketing off the charts with stunning footage and photography captured through a variety of top-of-the-line tools. KoHN can provide photography and videography for print materials, websites, online ads, Facebook, YouTube, and more.

Video is fast becoming the standard form of visual presentation online; it's more engaging and has the opportunity to impart more information and feeling to an online viewer than text and imagery alone. We have the equipment and skills to create polished, engaging videos and imagery to enhance your websites and marketing materials. From interviews to aerial pan-overs, video is a great way to capture the attention of your audience and keep them engaged.

We are one of a few FAA Certified Drone Operators and have a license to fly commercially. Don't be fooled by hobbyists! Our team can talk to you about flying restrictions and walk you through planning the shoot. We have a background in design and photography.

We don't just snap a photo from above: We know what angle will best utilize the lighting and capture the moment.



Phone **BOX**

A DIVISION OF ATTRACT DIGITAL

VOIP PHONE HOSTING

VOIP (commonly known as Voice Over IP) phone hosting takes your connectivity with customers and staff to a new level. The advantage to VOIP is that you really only need one phone line, and that's the internet connection.

Phonebox offers various cost-effective packages based on number of employees or phone extensions needed. Easy plug-n-play setup gets you operational fast. The mobile app lets you send and receive your phone calls and texts on your smart phone as long as you have a cellular or Wifi connection. It's worth its weight in gold when you have to work from home!

DIGITAL BILLBOARDS

Get prime visibility to 55,000+ vehicles per day on the best billboard in Carroll County! Located in Westminster on the highly-traveled Route 140 near the MVA, your message will be seen by thousands of drivers and passengers.

Both east and west sides are available on this large 40-ft wide x 10-ft high billboard. As a shared digital billboard, it yields 72 rotations per day or 2,232 rotations per month, 10 seconds each time.

For an amazing low price, this is the perfect solution to advertise your business, events, product announcements, services and more!

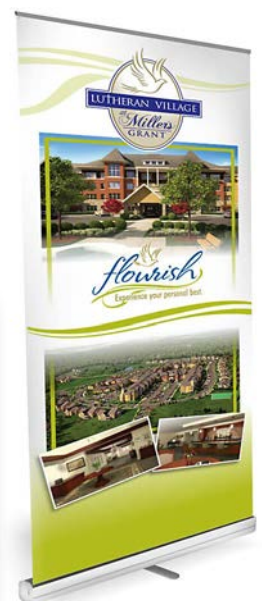


SIGNS & DISPLAYS

From 100' outdoor banners to point-of-purchase displays for retailers, to basic lawn signs, KoHN produces a wide variety of large format printing right here in our shop. Between our digital roll printer and flat bed printer, we can create signs, banners, posters, prints on acrylic, and more! Freshen your office space with branded wall graphics. Need a custom trade show display to set you apart from 250 other vendors? Yes, we can do that too!

With a full wood/metal shop in our office, we have the power to conceive and create exhibits, donor displays, signage, and more. Custom cut vinyl has the power of digital roll printing and contour cutting combined for incredible customization. Laser cutting and extremely detailed etching bring you custom awards, name badges, give aways, and more!

When you need signs, oversized prints, posters and banners, we are here to help. Our quality and design will make you a stand-out.



PRINTING & MAILING

KoHN Creative has the capabilities to handle ALL of your printing services — that's right, in-house. Our digital printing presses can turn out high-quality, full color pieces, and we will print in small, medium, or large quantities with quick turnaround. Our in-house full-size digital printing presses, bindery, perforation, and sorting equipment allow us to take jobs from start to finish. Use Baltimore's Printer, our convenient online printing service, for easy re-ordering of business cards, stationery and more.

We are an authorized mailing center working in tandem with the post office. We not only provide direct mail marketing development, but we also offer variable data printing that personalizes your mail pieces to targeted audiences. Don't have a client mailing list? No problem. We'll provide one for you.





GRAPHIC DESIGN

If you see it ... we can design it. We'll capture your graphic style and design print solutions to meet your goals.

Cutting edge graphic design, effective visual communication, ideas for your next ad campaign – they're all right here. Our graphic design team is a unique mix of seasoned veterans and exuberant newbies, all with one goal in mind – to get your business the attention it deserves.

Starting from scratch? Or, want to give your brand a facelift? We'll develop a brand language and style guides that will speak to your target demographic. We're experienced at crafting logos to perfectly express your brand.



REINVENT YOUR BUSINESS

KoHN's **Restart Your Business Preferred Customer Membership** will help renew your business with a "fresh coat of paint." Or if you're opening a new business, we can help you be prepared and proactive for your grand opening. This membership is \$198 per month and includes 2 hours of design as well as drastic (40%) discounts on other work.

Digital marketing services include:

- Responsive Web Development
- Email Marketing
- Social Media
- Search Engine Optimization
- Pay Per Click Google AdWords and Facebook Ads
- Videography & Photography
- Web Hosting & Backup
- Graphic Design & Printing
- ... and more!



Creative Retainer
KOHNCreative | Attract/digital

DIGITAL MARKETING

\$198 month Was \$165 hr

Includes:
• 2 hours a month of Creative Labor
• Special reduced hourly rate \$99/hr (40% discount)
• 1 year contract w/60 day out clause

Ready to Start your Digital Marketing?
a division of KohN Creative
attractdigital.com | 410-840-3805



Website Refresh Checklist
KOHNCreative | Attract/digital

Is your website working for you?
Or, is it just an Online Brochure?

Your Website

- How's Your SEO?
- Do You Have Video Content?
- Is Your Hosting Safe & Backed Up?
- Are you Leveraging Social Media?
- Is your site Responsive to Mobile?
- Could you Implement a Shopping cart?
- Do You Need To Schedule Stuff Online?
- Can You Take Online Payments?

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Restart Your Business
KOHNCreative | Attract/digital

RESET

Preferred Customer Membership

\$198 month Was \$165 hr

Includes:
• 2 hours a month of Creative Labor
• Special reduced hourly rate \$99/hr (40% discount)
• 1 year contract w/60 day out clause

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PUBLICATIONS

We saw the need and we filled it. Carroll County was ready for a magazine targeted to the local lifestyle and community, and KoHN delivered. Since the start, the response has been tremendous. *Carroll Magazine* is published every other month in print and daily online. We are proud to represent the best lifestyle magazine in Carroll County, Maryland. More people read *Carroll Magazine* than any other publication in the county.

With periodicals, newsletters and other annual, quarterly and monthly publications, you can keep your customers up-to-date and informed. We can even do the mailing & shipping for you.

Find out how your business can reap the benefits of advertising in our magazines. Bundled advertising packages with our variety of publications, billboards, email blasts, web presence, social media, and *Carroll Magazine* app offer opportunities for deep discounts while keeping your customers up-to-date and attracting new ones as well.



Carroll County's largest circulation reaches up to 65,000 households

For more than 16 years, *Carroll Magazine* has presented engaging features and articles to readers that capture the personality of life in Carroll County. In every issue, our engaged readers find information on the people, places and informative articles that define our community.

Because KoHN Creative is the publisher of *Carroll Magazine*, all of our production services have been opened to advertisers at special rates. At no extra charge, our professional designers will work with you to develop the most effective ad, and our photographers will take images that will enhance your ad. Also, all advertisers are given the opportunity to work with KoHN Creative's highly-skilled marketing talent for your other marketing needs.



Reach over 5000 businesses in Carroll County



Did you know that there are over 5000 businesses in Carroll County alone? *Carroll Business Quarterly* mails to all of them. If you own a business in Carroll County, you need this marketing vehicle.

Carroll Business Quarterly is the most widely distributed business-to-business publication in Carroll County. Features include informative articles by experts and professionals to help you navigate the vast realm of owning and operating a business.

While our demographics are businesses, these businesses are also consumers who have buying needs of their own. Imagine mailing a letter to all 5000 companies. The postage alone would cost more than \$2100,

not to mention the printing costs. With an ad in *Carroll Business Quarterly*, you can reach all these businesses at a reasonable cost.

The best way to reach all “New Movers” each month

New Mover’s Guide demographics include those who have either moved into or around the county. This monthly magazine showcases the information these new residents want to learn about, like where to eat, shop and find local brews. Readers will learn where to find parks, fishing and other recreational activities. They will also learn about our museums, galleries and studios that showcase our performers and artists.

Our New Movers lists are fresh every month and include the most up-to-date information. Advertising in the *New Mover’s Guide* is the easiest and most affordable way to get your message out and let new residents to our county know that you are here and ready to do business.



DISCOVER:
Dining, Shopping
and Entertainment
in Carroll County!

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Dining, Shopping
and Entertainment
in Carroll County!



KÖHNCreative

CONTENT MANAGEMENT / MARKETING

kohncreative.com

CARROLL
MAGAZINE

SUPPORTING
LOCAL BUSINESS & COMMUNITY

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