

Great newsletters without the hassle, start to finish, from TDG

We can make your newsletter a high impact, high quality, loyalty building winner.

Producing a quality newsletter—electronic or print—that supports and promotes organizational goals is a time-consuming task. It's easy to underestimate the time involved in planning, gathering information, writing, researching, and editing articles, designing the layout, proofreading, securing approvals, etc. In-house production may seem cost-effective, but it can actually be more expensive if staff time is accurately measured.

Outsourcing a newsletter to The Davison Group's Media Division takes the hassle out of every aspect of newsletter design, ongoing development, and

production, and frees your staff or department from the many time-consuming tasks associated with turning out a regular publication. We produce high impact, high quality publications that seamlessly accomplish exactly what they're intended to... and, we are proud to say, consistently exceed our clients' expectations. Our award-winning media and publication team has more than 30 years of experience in external and internal communications, including all types of publications and nationally recognized electronic media projects for every

sector: government agencies, courts, school districts, hospitals and healthcare agencies, the television industry, retail and other private sector entities, and nonprofit arts and social service organizations.

Unlike other production houses, agencies, or freelancers, however, we bring to every project our expert knowledge not just of marketing and public relations, but also of organizational needs and dynamics. And we use that knowledge to produce newsletters that fit your organization and its needs as perfectly as a hand-tailored suit.

Call or email us. 717-790-6022 or tdg@fast.net.

We'll jump right in and have the job done before you know it.



Newsletters work because...

They're cost-effective.

Newsletters are more economical than many other marketing strategies, especially purchased advertising space. Your message doesn't have to compete with anyone else's, and you're not displaying it for anyone who isn't part of your targeted audience.

They give you control.

News releases put you at the mercy of editors, who can delete, rewrite, and reinterpret at will. Newsletters, on the other hand, give you control over the information you provide. Your readers see the entire message you wish to convey, as you wish to articulate it.

They build loyalty.

Newsletters help you build valued, ongoing relationships with your targeted audience. They aren't perceived as throwaway. Well produced, content rich, and reliably issued, they quickly become a welcome, trustworthy source of information that consistently reinforces your organization's message.

The Davison Group, Inc.

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Since 1988, consultants to courts and criminal justice, government, healthcare, education, business, and nonprofits.