

TONY MISTRETTA

**TM**  
GRAPHICS

DESIGN and  
MARKETING  
SOLUTIONS



560 Lively Boulevard  
Elk Grove Village, IL  
60007  
P: (847) 434-0561  
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tony mistretta graphics

## HOW MAY WE SERVE YOU?

At Tony Mistretta Graphics, we pride ourselves on being your one-stop marketing source for design, media planning, printing, direct marketing, automated mailing and fulfillment. We don't want to be just another vendor...we want to be your three-ring circus...the single source you can depend on for all of your marketing needs. We will jump through hoops to help you plan a marketing program that both fulfills your demands and stays within budget guidelines.

Whether you need a 60 second radio spot or a 30 minute TV infomercial, Tony Mistretta Graphics will create scripts as well as coordinate production...then our media department will strategically place those spots to guarantee you the most eyes and ears for your advertising dollar.

If your needs include a corporate brochure, or package design, we will lead you through the process. We give all our print customers the best printing facility for the finest results, at the lowest possible price.

For direct mail projects, we can furnish or supplement a mailing list for your specific demographics. We have an automated mailing facility which also offers high-speed digital copying, so meeting deadlines is never a problem.

And if you're looking to eliminate tons of paper filing...we can high-speed scan & electronically file all of your data, then supply you with that information on a easily stored CD as well as create an internet database so you can sort through the files and output just what you need.

We offer just about everything except cotton candy and we're definitely not clowning around! Contact us today for a quote on your next project and enjoy one-stop convenience.



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## DESIGN

As our name implies, graphics are a major part of our business. Unlike the other guys who send everything out for service, we have the capabilities and in fact do all of our graphic arts and design in-house. Our facilities are equipped with the most up-to-date MacIntosh equipment providing typesetting, image creation, image reproduction and enhancement, even animation, all performed in-house. Obviously, this type of one-stop design shop is more efficient and less expensive, providing you with easy accessibility and storage of all your design and graphic elements. Among the many graphic services we offer are:

- PACKAGE DESIGN
- PRINT ADS
- LOGO DESIGNS
- CORPORATE IDENTITY
- ANNUAL REPORTS
- BILLBOARD DESIGNS
- BROCHURES, CHARTS & SALES LITERATURE
- FACT SHEETS
- NEWSLETTERS
- MANUALS & INSTRUCTIONAL MATERIALS
- IDENTITY DESIGN (Business cards, letterheads, etc.)
- CATALOGS
- DISPLAY NEEDS
- ILLUSTRATION

## COPYWRITING / CREATIVE

Whether you're looking to create a slogan or a campaign... a brochure or a video... a P.O.P. display or a commercial, our full service creative department fulfills those needs and much more. Our broad range of copywriting services include sales/trade brochures, point-of-sale materials, audio/video commercials and presentations, print ads, direct mail and proposals. Our highly skilled staff will oversee your project from concept through implementation, assuring you the most professional and economical arts package that best serves your needs.



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## TV/RADIO PRODUCTION

As budgets tighten, you need to be more selective about the way your advertising dollars are spent. As you know, TV and Radio Production costs depend on what avenue you choose... film, beta, DAT, animation, art, computer graphics, freelance vs. union, shoot locations, set design, original music vs. needle drop, etc...

Our production staff is superior at analyzing your needs and keeping costs down with radio and television production source alternatives. We'll custom design a production budget using the best sources in the business, keeping quality high and costs low. We'll provide you with storyboards, demos, conceptual materials and constant communication, so what you expect is what you'll get (only better)! As a result, you'll receive an effective, creative high quality, cost-saving audio or video commercial/presentation for optimum results.

## MEDIA BUYING

The ability to effectively buy media without "overextending" the budget, is an art in itself...an art Tony Mistretta Graphics has mastered. Over the past years, our media buying experience has earned us a reputation of respect our clients also share. Your buy will be impactful and cost effective in every aspect. We'll follow up the buy as well to assure accurate placement.



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# DIRECT MARKETING

We offer a full range of capabilities to service all of your direct marketing needs including:

## GRAPHIC ARTS AND DESIGN

### MAIL LIST BROKERING

- Consumer Lists
- Business Lists
- Specialty Lists

### DATABASE MAINTENANCE

- Zip+4, Carrier Route Coding, Postal Pre-Sorting, Merge/Purge and DeDupe Address Standardization and Zip Correction
- Record Input
- Database Analysis, including Cluster Coding, Prizm
- Database Creation

### COMPLETE LETTERSHOP SERVICES

- Xerox Laser Print / Personalization
- Ink Jet
- Mail Sorting
- Chesire Label
- Folders / Inserts, Up to 8 Inserts Per Mail Piece

### FULFILLMENT

- Full Service, including Distribution, Processing, Coupon Programs, Rebate Programs

### PREMIUM AND INCENTIVES

- Hundreds of Premium Items to Choose From
- Travel Related Incentives



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## PROMOTIONS

Obviously there's a lot more to advertising than newspaper ads and radio/television commercials. Our team specializes in a variety of promotional strategies which include combining compatible clients, sampling programs, sweepstakes, rebates and coupon offers, to stretch ad dollars and increase exposure.

Over the years, we've successfully implemented a series of turn-key promotions for a variety of clients, including:

- HEALTHY CHOICE
- SPORTS AUTHORITY
- WOMEN'S WORKOUT WORLD
- COUNTY LINE CHEESE
- LEVY CATERING
- RAVINIA
- COCA COLA
- TECATE
- TOSTITOS

These promotions not only create excitement and impact while splitting advertising costs...they also create a database for future promotions and marketing strategies. We begin with one client's product or service, create a theme, locate other compatible "partners" to participate, then implement the promotion. Don't worry, we're fully aware of the need to keep it simple so consumers, as well as your own personnel, don't get bogged down in unnecessary "work".

As always, we supply:

- PHOTOGRAPHY
- CREATIVE
- GRAPHICS
- IMPLEMENTATION
- FULFILLMENT



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## CLIENT LIST

*We juggle many different types of clients on a regular basis. Please view our client list below to see our wide variety of talents!*

### **AUTOMOTIVE**

Advantage Sales & Leasing  
 Bill Jacobs Auto Group  
 ('01 DESIGN USA magazine award)  
 Bill Stasek Chevrolet  
 Chrysler/Plymouth Dealer  
 Association  
 Hyundai Dealer Association  
 Kozy Cycles  
 Land Rover of Barrington  
 Power Motor Sports  
 PRAST Lincoln/Mercury

### **EDUCATIONAL**

American College of Occupational  
 & Environmental Medicine  
 ('96 DESIGN USA magazine award)  
 Concordia University  
 DePaul University  
 Illinois State University  
 Lake Shore Preparatory School  
 Purdue University  
 University of Chicago

### **FINANCIAL**

Chicago Board of Trade  
 Cornerstone Financial Services  
 Cosmopolitan Bank & Trust  
 Pullman Banks

### **FOOD & BEVERAGE**

Acme Continental Foods  
 Advantage Marketing  
 Al Fredo's Pizza  
 Bartles & Jaymes  
 Beatrice Cheese  
 Cardinal Liquors  
 Catch 35  
 Cyrano's  
 Dominick's  
 Domino Sugar  
 Healthy Choice  
 Hinckley & Schmitt  
 Kenessey's

Kronos  
 Mantuano's  
 ('97/98 DESIGN USA magazine award)  
 Mauna Lai Tropical, LTD  
 Northwoods Inn  
 Rigoletto's  
 Rosebud  
 Terri Lynn  
 Texas Star Fajita Bar  
 Whole Foods  
 Wine Shippers  
 Wisconsin Dairy Association

### **INDUSTRIAL**

Belmont Machinery Co.  
 Chicago Manifold  
 Chicago Powered Metal  
 Conpac Group  
 Fibre-Tec Corrugated  
 Klein Tools  
 Liners Direct  
 Mills-Winfield  
 Pease Acrylics  
 Rexam  
 Sunrise Packaging  
 Tru Link Fence  
 Warehouse on Wheels, A

### **LOCAL/STATE/REGIONAL**

City of Highland Park  
 Illinois Department of Finance  
 Authority  
 McCormick Place  
 State of Illinois  
 SWHEAP Southwest Home Equity

### **MEDIA**

Chicago Tribune  
 NBC  
 SCORE  
 Wedding Pages  
 WJMK  
 WLIT



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## CLIENT LIST (continued)

### MEDICAL

Advanced Hearing Services  
Healthcare Diagnostics  
Marianjoy rehab  
Paragon Clinic  
Reliance Orthodontics

### NON-FOR-PROFIT

Greater Chicago Food Depository  
Habitat for Humanity  
Infant Welfare Society  
Susan G. Komen Breast Cancer  
Foundation

### POLITICAL

Robert Balanoff  
John Cullerton  
Mayor Daley  
Dick Durbin  
Tony Fornelli  
Robbi King  
Glenn Poshard  
John Schmidt  
Ed Smith

### REAL ESTATE

Ares  
Barenbrugge Properties  
Coastal Mortgage  
Coastal Real Estate  
Cushman & Wakefield  
Equity Real Estate  
Fantasia Group, LTD  
Groebe Realtors  
Inland Real Estate Auctions  
(‘03 DESIGN USA magazine award)  
Metropolitan Place  
Miglin-Friedman  
Murdock, Coll, & Lillibridge  
Urban Innovations

### RETAIL

Ace Hardware  
Coursigns  
Emporium Luggage  
Executive Essentials  
Irv's Luggage  
Natural Settings  
Plasma Heaven

Playskool  
RTC Industries  
Sound & Video Consultants  
Sound Unlimited  
True Value Hardware  
Via Paris Boutique  
Walgreens

### SERVICES

Aardvark Landscape Construction  
& Masonry  
(‘01 DESIGN USA magazine award)  
American Star  
Apogee Marketing  
Bathmax  
Blackhawk Heating & A/C  
Carl Gorr Printing Co.  
Competitive Marketing Exchange  
Direct Advantage  
Ekman Stimson  
Empress Banquet Halls  
Fred's Winnetka Service  
IBART  
Image Media  
Impact Media  
J&B Signs  
Lincoln Park Massage Spa  
Mail House, The  
Media Pros  
Media Spiders  
New Horizons  
Oil Express  
Olsten Temps  
Promotion Activators  
Renaissance Hotel  
Retail Concepts

### SPORTS & RECREATION

AMF Marina City Lanes  
Chicago Bears  
Chicago Cubs  
Cinemark USA  
Fort Wayne Wizards  
Powerhouse Gym  
Ray Meyer Fitness Center  
Sherrie's Starsports  
World Cup Soccer