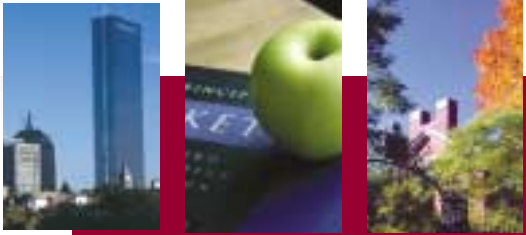


# Inspire Action



## Inspire Action

### Turn to Us For:

- Viewbooks
- Catalogs
- Web site creation or revision
- Newsletters (print or online)
- Direct mail
- Print ads
- Capital contribution campaigns
- Invitations to special events
- Collateral for open houses, college fairs and alumni events



### Want to Learn More?

Our clients in the academic community include respected names such as Boston University, Emerson College and Northeastern University. Let us put our experience to work for you.

To request a free, no-commitment evaluation of your collateral, please contact Metropolis Communications at 617-556-0010 or [info@metropolis.bz](mailto:info@metropolis.bz). You may also review samples of our work at [www.metropolis.bz/edu](http://www.metropolis.bz/edu).



535 Albany Street, Suite #200, Boston, MA 02118  
[www.metropolis.bz/edu](http://www.metropolis.bz/edu)



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## Are Your Marketing Pieces Making an Impression?

Does your school catalog increase applications for admission? Do your solicitation appeals yield generous donations from parents, alumni and businesses?

At Metropolis Communications, we specialize in working with the academic community. Our team creates powerful, targeted collateral that inspires action—and helps you achieve your marketing objectives.

## An Approach That Works

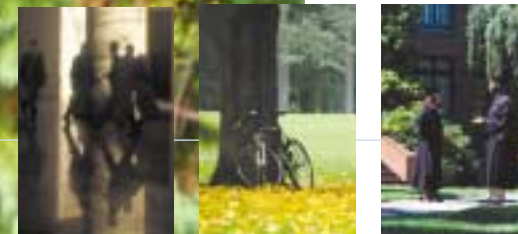
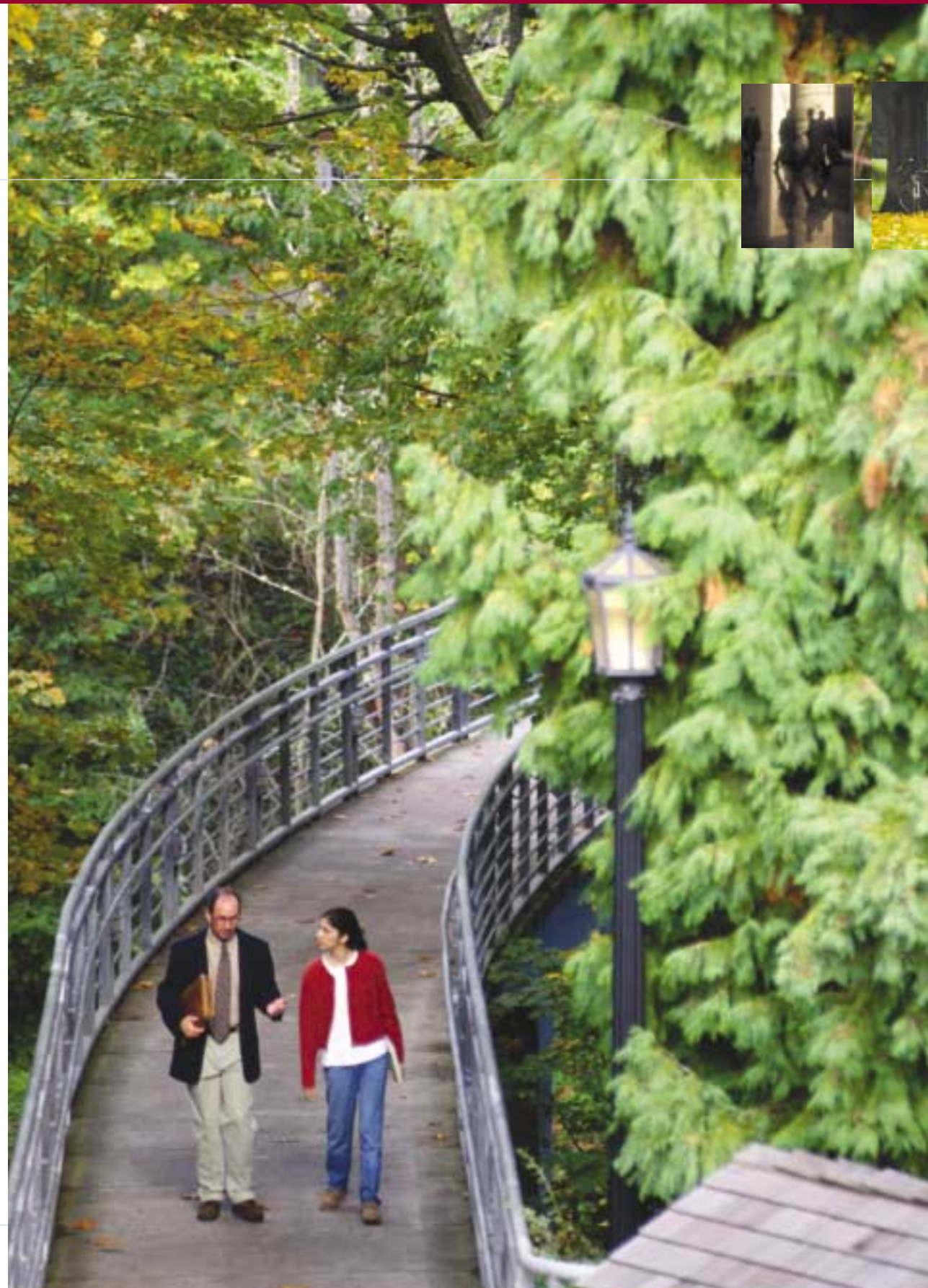
We respect your experience. After all, you know your school best. That's why we seek client input throughout the creative process. Here's a closer look at our approach:

- **Evaluate your existing collateral.** Does it truly reflect your school's identity and tradition? We analyze both content and design.
- **Identify your goals.** What action do you want your audience to take? We work with you to fashion appropriate messages.
- **Recommend a solution.** What type(s) of collateral might you need? We outline the options then develop a plan that meets your goals and budget.
- **Complete the job.** Now our writers and designers work to shape a final product that realizes your vision. (At your request, we'll also manage your relationship with outside printers.)



Please contact us at **617-556-0010** or **info@metropolis.bz** for a **FREE**, no-commitment marketing evaluation.

# Inspire Action



## Creative Minds at Your Disposal

Think of Metropolis as your on-call creative resource.

Outsourcing to us eases the demands on your staff and puts your projects in the hands of communications specialists. Our writers craft clear, concise and effective messages. Our designers produce vivid and suitable imagery for both print and the Web. And the entire team is committed to generating fresh ideas while always meeting deadlines.

At Metropolis, we also take a personalized approach with our clients. That is, the same team members who meet with you also complete your project. So, you can rest assured that people you trust are putting their minds to work for you.

Finally, because we lack the overhead often found at larger agencies, we can offer our services at prices that fit tight academic budgets.

