

FOR OUR CLIENTS

- We pledge to provide effective, full-spectrum advertising and promotional services.
- We help craft a budget framework and maximize the impact of clients' advertising dollars.
- We plan ad campaigns to use resources wisely and encourage efficient green marketing.
- We support and participate in community organizations, and are active members of Dane Buy Local.

FOR OUR COMMUNITY

- We promote products and services that produce long-term benefits for consumers and the community.
- Ads are conscientiously created to present information so the consumer can make wise and satisfying choices.
- Media suggestions include independent publications, public broadcasting, and sponsorship of local arts and non-profit organizations.
- Employees get fair compensation, sick leave, and flexible family leave.

FOR THE EARTH

- Printing projects are quoted on recycled paper stock when possible.
- Equipment and resources within the office are conserved and recycled, and our office was remodeled with reused and sustainable materials.
- The office on Park Street was chosen for its central location, which allows staff to walk, bike, and bus to work on a regular basis.
- We support clean energy through the MGE Green Power program.
- We are members of the MPower Madison program, and are one of seven MPower ChaMpions for 2009.