

FOR IMMEDIATE RELEASE

Please credit Alissa Rothstein Design Studio



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ALISSA ROTHSTEIN DESIGN STUDIO (ARDS)

Fact Sheet

Year Founded: 2004

About ARDS: Alissa Rothstein Design Studio helps to effectively market people and businesses by offering complete communication services that include, but are not limited to the following:

Graphic Design

Business Identity (logo, stationery) • Business Cards • Brochures • Booklets • Annual Reports • Advertising • Posters • Signage • Newsletters • Folders • Welcome Kits • Gift Certificates • Postcards • Mailers/Flyers • Invitations • Catalogs • CD-ROMs • Product Packaging • PowerPoint Presentations

Web Design

Website Design and Development • Email Newsletter Design, Execution and Statistical Analysis • Banner Design • MySpace Page Creation • YouTube Video Intergration • Blog Creation & Intergration

Marketing • Public Relations

Ad Campaign Development • Print Collateral Promotion • Advertising Design, Development and Implementation • Brand/Product Design, Development, Marketing and Project Management • Internal Communications • Public Relations • Media Kits • Direct Response Marketing • Loyalty Programs Development and Implementation • Identification of New Marketing Opportunities • Press Releases • Product Research and Pricing • Product Launches • Strategic Planning and Analysis • Competitive Analysis and Pricing • Market Research and Analysis • Marketing Plan Development • Trade show support/ promotion

Web Marketing

Internet Search Engine Optimization (SEO) • Search Engine Marketing • Website Optimization • Meta Tag/Keyword Marketing • Web Analytics-Research & Trend Identification • Google AdWords & Yahoo Search Marketing (formerly Overture) •

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Affiliate Programs • Banner Advertising • Link Development • Opt In Email Marketing • Pay Per Click Advertising • Press Release Marketing • Search Engine Copywriting • Search Engine Optimization • Search Engine Submission • Website Traffic Analytics • Social Media (MySpace, YouTube, Blog) Marketing

Memberships, Awards and Affiliations: Member of the Woodbridge Metro Chamber of Commerce, Listed in the New Jersey Marketingtool.com Directory, Listed in the Woodbridge NJ Design Directory of TopDesignFirms.com, Listed in the Woodbridge NJ Design Directory of DesignFirms.com, Listed in the Woodbridge Township Artists Directory, Proud recipient of the 2006 Woodbridge Township Mayor's Volunteer Award and an approved vendor for UMDNJ.

About Alissa Rothstein: Alissa Rothstein is the President and Principal Designer of ARDS. Alissa brings over 20 years of experience and a vast breadth of knowledge of the design and marketing industries. Alissa started her career as a designer and concept developer in an advertising agency, then moved into an art director/public relations position with a hospitality non-profit organization. Later, she entered the world of medical communications with the American Society for Aesthetic Plastic Surgery, where she developed print and electronic public and patient education campaigns, specific to aesthetic plastic surgery. She also lead and managed the redevelopment of the Society's web site, www.surgery.org, ahead of schedule and under budget.

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For more information on Alissa Rothstein Design Studio, visit: www.alissarothstein.com