

Corporate Capabilities

Company History and Overview

Artistic Digital Services, Inc. (ADS) is a graphic arts and web development agency established in 1994 with extensive experience in print and online design and development, custom programming and imaging. Our studio is based in Evanston, IL and employs five full-time and various freelance individuals. Technical expertise among our staff extends deep into all of the following disciplines; please view our [online portfolio](#) or [samples of web design/development](#).

Print:

- Corporate ID and style guides
- Ad development
- Printed collateral (brochures, annual reports, manufacturer catalogs, etc.)
- Trade show booth and signage graphic development
- Packaging (including die generation)
- Offset, web, specialty and oversized printing services (the only outsourcing we do)

Web:

- Complete web development, various e-commerce (Magento, JCart), responsive design
- Server-side programming / content management systems
- Web-based project management systems, ftp file areas and web-based file managers
- Web hosting services (shared, virtual dedicated or dedicated)
- html e-mail development and e-blasting
- Presentation development (Powerpoint and Flash)

Imaging:

- Photography and photo-realistic re-touching
- Technical illustration, character development
- Hi-end scanning, color correction, image composition
- Photography, photo-realistic retouching, product proto-typing

Client List

Major clients include:

Sears	Precious Moments	7-Eleven
The Bradford Exchange	Levi's	Blackhawk Technologies
Wilton Industries	The Alter Group	Duxler Complete Auto Care
Van Kampen	Cole Parmer	ZS Associates
R.R. Donnely	American Tool	Asahi-Kasai
Griffith Labs	ACCO Brands	Uncle Dan's Clothier
Wisdom Adhesives	Ryobi	Cutting Tool Engineering
Ibbotson	DBR Chamber of Comm.	Coyote Logistics
Elite Printer Solutions	Danaco Solutions	Leo Burnett
The Rigby Group	Award Emblem Manufacturing	Seven Bridges Golf Club
Echo Manufacturing	United Way	Aquafine Corporation

Contact names and phone numbers can be supplied on request.

Print

Design and Development

Hard work and passion reveal how, at it's core, great design catches an eye and conveys an idea in one pass. Focused art with key messaging can motivate; it's in the angle, where subtlety can persuade or strength can convince.

- From an initial interview, our design direction targets your preferences while taking into consideration your market and users.
- Clean, contemporary designs and new bindery and vehicle consideration help position your brand
- Product, facility or staff photography can be provided by our staff
- Streamlining files for output providing optimal quality of image and file formats to suit the selected vendor. Pre-flighting is done in-house.
- Illustration (technical and stylized) and composite imagery are fortés
- We create hi-impact, rich-media Powerpoint or Flash presentations
- 20+ years of experience and a comprehensive vendor pool

Web

Online marketing is vigorous. Fresh content, responsive design and social media integration are satisfying the instant gratification demand in today's market. If you're not addressing these online, your competition may be... and they're only a search away for your next potential client.

- Increased web traffic with content updates (via web-based client admin.) and through SEO/SEM to increase your web footprint and help your site work for you.
- Well-considered sitemaps that facilitate ease of use and modular construction
- Extremely wide breadth of services and product offerings

- Cross-browser, cross-platform functionality for uniform user experience with consideration of load times
- In-house technical support—we own, maintain and operate our own servers and manage email
- Ability to address technical issues inherent with the building of large projects

[See examples of ADS web design/development](#)

Data Center

Our servers are located in a highly secure, state-of-the-art facility with an extremely stable, multi-homed network of Tier-1 providers. It offers redundant networking and power, VESDA fire suppression, and redundant Liebert HVAC's.

Multi-homed, redundant fiber connections and peering with major providers ensure you're connected and that data takes the quickest, most efficient routes. Maintenance and support contracts with all vendors, along with third party consultants, ensure constant uptime and availability.

Power

Uninterrupted power solutions provide constant power to our hardware. A Mitsubishi UPS battery system (a room full) takes over instantly while a diesel generator starts up in the event of power grid loss.

Security

Multi-layer security control procedures staffed 24/7, proximity card readers, and IP video monitoring ensure that our hardware is untouched. Public access is not available unless personally escorted by facility staff or authorized ISP's

Fire

Fire Suppression and VESDA smoke detection, double-action dry-pipe fire suppression

Cooling

Liebert HVAC redundant architecture with overhead air distribution makes sure that our equipment operates at optimum temperatures.

Backup

We currently utilize a complete 1-week cycle of backups, updated nightly as well as CDP R1 "Complete Server" backup; complete snapshots with ALL files for a complete restore. We understand the critical nature of data so we frequently test our backup servers. All our servers run on RAID-0 with mirrored drives. In the case of a hard drive fault, your data is safe and secure on other drives.

Hosting

Managed Dedicated Servers

From a single web server to a comprehensive multi-server solution, dedicated server hosting gives you the hardware and management services you require with the most advanced security and speed available.

Managed Virtual Dedicated Servers

All the power of a dedicated server at a significantly reduced cost. We use the latest in ESX technology to provide our customers with a proven, reliable, and feature-rich platform to deploy from.

Managed Shared Hosting

Shared Unix Web Hosting is an economical, flexible Web solution for both individuals and small- to medium-sized businesses looking to establish an online presence. Using web-based controls, we are able to offer feature-rich hosting packages economically.

Programming

Ecommerce

From first-time e-commerce websites to existing commercial footprints looking to tap into new markets, an online storefront can greatly increase sales. Our cart solutions range from third-party, proven technology to custom cart builds for specific online needs.

Content Management

Up-to-date information is essential. We utilize web-based administrative “dashboards” allowing the manipulation of content on-the-fly. Changing content helps retain traffic as the website becomes a more integral part of your overall marketing delivery system with new products, services and/or pricing. It helps SEO (search engine optimization) as well with more recent industry “buzz” terms, topics and phrases for an easier-to-find online footprint.

Custom Programming

We develop custom web solutions that deliver results. Often tasked to meet unique industry challenges out-of-the-box software is unable to solve, we deliver server-side programming that simply works. From database integration to complex tracking and reporting with graphical charting abilities, our custom programming is flexibility at work.

Search Engine Optimization and Marketing (SEO / SEM)

The program is typically run over a minimum of 6 months and includes analysis of your current website SEO, keyword consultation and development, site modification implementing site submissions, Google Analytics, Google local listings, Google compliant sitemap and robots.txt generation, re-analysis / implementation over the length of the program (6-,12- or 24- months). The following is a list of search engine optimization services included:

- Market analysis/consultation to develop new content and a list of 20 - 50 keywords
- Metadata analysis, implementation, validation
- Keyword-density analysis and implementation using the approved list
- HTML analysis, implementation, validation and basic W3C compliance
- Search engine spider analysis and reporting
- Inbound / Outbound link analysis and implementation
- Online directory submissions and reports

Additional Considerations

Printing Services

There's nothing like old-school WOW; the tangible, palpable approach to solid market messaging. Holding an idea in your hands can illustrate with unparalleled intimacy; photos and art so clean there's no question of concept. An opportunity to innovate with shape, substrate, texture, imagery, ink, content... Print *feels* like nothing else. Our vendors provide a full complement of offset, digital and specialty printing services and these, coupled with one of our great designs, deliver the goods.

Project Management

During the Fall of 2008, we began using **Collab**, an online project management system that centralizes communication, file exchange, proofing, commenting and permissions-based access for projects. **Collab** is another reason to consider using ADS for your project.

Pay-Per-Click / Extended Search Engine Optimization

We have key vendors with proven technologies that will work in concert to implement a pay-per-click campaign and provide additional SEO measures for the best placement of your online content.

We look forward to discussing your needs in the future. Thank you very much!