



Web Design Printing Banners Posters Direct Mail Catalogs Newsletters Brochures

COMPANY OVERVIEW EXPERIENCE

Since 2006, Horizon Concepts has created, designed, produced & printed hundreds of *National and Regional Award Winning* pieces. The majority of our work is for universities, colleges and community colleges across the country.

From layout and design, to creative solutions, to print and direct mail campaigns, and web-site design, we have mastered all aspects of print, direct mail & web.

When working with a customer, we brainstorm, discuss and develop a comprehensive plan that covers all available avenues of exposure that will obtain the best results. Some of our specialties are:

Designing and creating printed materials, i.e., Annual Reports, Newsletters, Brochures, Catalogs, Calendars, Direct Mailings, and Postcards

- **Photography, Copywriting, Logo Design, Branding Materials**
- **Complete creative and Graphic Design Services**
- **Complete Direct Mailing & Fulfillment**

We have been designing, producing and mailing newsletters for over six years, for customers all over the country, including the County of Santa Clara



REFERENCES

Onondaga County, Syracuse City Schools, NY

421 Montgomery St., Syracuse, NY 13202

Mike Henesey – Phone (315) 435-6541

Date: September 2013 to present

Printing and Mailing of Newsletter

Pemberton Township Board of Education

Pemberton, NJ

Mike Pinto – Phone (609) 893-8141

Date: May 2014 to present

Printing and Mailing of Newsletter

Springford School District

857 S. Lewis Rd, Royersford, PA 19468

Maryann Lorenzo – Phone (610) 705-6245

Date: November 2013 to present

Design, layout and printing of Newsletter 25.5” x 11”

Clarkstown Central School District

62 Old Middletown Rd, New City, NY 10956

Justin Sandomir – Phone: (845) 639-6426

Date: June 2014 – present

Printing of Magazines & Newsletters

Rockland Community College

145 College Rd., Suffern, NY 10901

Dennis Callinan – Phone: (845) 574-4481

Date: June, 2013 – present

1) Summer/Fall Class Schedule Book - Newsprint

2) Calendars, Letters, Envelopes, Direct Mailing

Newsletter creation, production and printing

Mercer County Community College, NJ

1200 Old Trenton Rd, West Windsor, NJ 08550

Joe Emanski – Phone: (609) 570-3249

Date: June 2014 – present

Printing of College Voice Newspaper

DESIGN & PRODUCTION

A Project Coordinator and Strategist meet with the appropriate team for each project.

The Production Manager works with the Account Executive and Production Team to coordinate the timing and work schedule for the necessary components of each service provided.

For each of the following, goals are set and adhered to, to ensure we meet the project-end deadline.

- Concepts and concept revisions
- Client concept approvals
- Client revisions (if necessary)
- Specifications of service
- Design and production of service
- Generation of proof, staging site approvals (on-line), screenings (multimedia)
- Finalization of client proof
- Preflight files
- Proof matching
- Pre-production proofing
- Quality checks
- Launch/Production

Communication Formats & Art Direction

- Web, including main site, Facebook, etc.
- Video presentations, i.e. seminars, tradeshows, conferences, etc.
- All Print formats

Art direction begins in the initial stages of production. Depending on strategy, concept, target market and goal, the appropriate artists are placed on the appropriate teams.

Throughout the creative process, the Art Director, Graphic Artist, Strategist and Account Executive meet to determine if art direction is on course with the concept.

We strategically obtain images from our own various image banks, with approximately 8,500 Images available and more can be obtained if necessary. At times, client photo shoots are more appropriate and may be recommended.



EQUIPMENT LIST

Prepress:

Artwork systems Nexus workflow
FTP drop site
Macintosh servers and workstations
Various digital proofing systems
Various direct-to-plate imaging systems

Press:

2 - six color Heidelberg Speedmasters CPC Tronic W/tower coater
2 - five color Komori Lithrone PQC Consule W/tower coater

Bindery:

2 45 inch Prism MC fully computerized cutters
Various continuous feed folders, saddle stitchers, collators, punchers
and shrink wrappers

Shifts:

Currently 2 shifts
Printing 6 days a week
Overtime on demand



STAFF FOR DESIGN & PRINT

The following group of personnel would be dedicated to and responsible for the creation, design, production, printing and mailing of all your needs.

Steve Okon – Creative Director - Print & Web

Steve has been designing and producing award-winning graphic projects for over 25 years. His initial expertise came with the printed piece, in all forms, including newsletters, brochures, booklets, newspaper and magazine advertising, etc., and then blended into the electronic display arena. Between conceptual design, copywriting, color coordination, pre-press expertise, press-run experience and campaign development work, Steve has mastered the entire creative scenario. He has worked for such companies as Lord & Taylor, Canon USA, Newsday/Cablevision and then started this company in 2005.

Sue Prevetti – Production Manager

Sue has been working with Horizon for almost 4 years now, and is the complete print production wizard in all facets of the process. She worked for two Long Island magazines prior to coming to Horizon, and has worked on magazines as large as 124 pages. Her award-winning pieces encompass newspaper and magazine, catalogs, and brochures.

Chris Kalny – Asst. Production Manager/Graphic Designer

Chris has been with Horizon since the beginning. His main focus in the creative group is design conception, copywriting and production. Chris has been creating graphic design projects for almost 15 years and works with the pre-press group and press personnel to ensure that everything that is printed, looks exactly the way our customers want it to.

Carol Okon – Project Coordinator

Carol joined the company in early 2010, bringing with her almost 10 years of experience in the advertising and printing fields. She is education savvy and works with the design and print staff to ensure that the product is being reproduced exactly as desired.

Maria Scimone – Sr. Web Designer and Developer

Maria has over 10 years of technical and design experience with the web. She not only can write script and format a page, she can design a format, create content and provide maintenance and troubleshooting for the server network.

Additional Print Staff

The remainder of the printing staff consists of 4 pressmen, 2 pre-press & 3 bindery personnel.