

Portfolio

Client:

Arlington Comfort Dental

Problem:

Arlington Comfort Dental has advertised in the quarterly Arlington Heights Almanac publication for many years. For the past few quarters, Arlington Comfort Dental has used the same ad. They contacted Caribou Communications to create a new, eye-catching design for the 2007 winter edition of the Almanac.

Solution:

Caribou Communications created an eye-catching half-page ad promoting Arlington Comfort Dental. We chose to use a large image to make the Arlington Comfort Dental ad stand out among all of the other text-heavy ads in the Almanac. Caribou was limited to using only black, white and red for the ad, so we utilized red for emphasis of important points. The Arlington Heights Almanac is sent to over 21,000 residents of Arlington Heights. Over 4,000 copies are given to more than 300 local businesses.



Dr. Bruce Privatsky

Dr. Gary C. Relias

General and Cosmetic Dentistry

www.arlingtoncomfortdental.com

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