



# Company Profile

## OVERVIEW

Reuss New Media is a multi-media design boutique that helps small businesses and nonprofit organizations communicate with their audiences in a more affordable, effective and enjoyable way.

## SPECIALITY

While we specialize in web design and development, we also help our clients communicate through other media like CD-ROMs, email newsletters, brochures and business cards.

## EXPERIENCE

Since 1999, we have collaborated on projects for Fortune 500 companies, international nonprofit organizations, advertising agencies, freelance designers and tech start-ups.

## AFFORDABILITY

Our low overhead and efficient project management allow us to provide an affordable \$60/hour rate without sacrificing quality. We also offer a 50% discount for nonprofit organizations.

## SUCCESS

We are proud that over 90% of our work comes from repeat business and client referrals. We love what we do and our clients love us for it!

## FOUNDED

1999

## STRUCTURE

California S Corporation privately owned and funded

## STAFF

Ben Blakley and Ashley Gamble

## CONTACT

Ashley Gamble

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800-680-3012 Phone

800-680-1536 Fax

## Process

We follow a production process that allows us to work efficiently and effectively—ensuring that client objectives are met. Together with the client, we discuss (through meetings, conference calls or emails) the topics listed in the planning stage (detailed below). After which, we then have the information necessary to estimate the project's scope, costs and production schedule.

- Planning

Before an accurate estimate can be made with a specific project definition and cost, the client and Reuss will discuss the following topics. Questions are listed as examples and may not be relevant to each project.

- Define objectives

- What is the client's mission statement?
- What is the project's objective? (How will the project help fulfill the client's mission statement?)
- Who is the audience?
- By what date should the project be completed?
- How will success be measured for this project?

- Define structure

Create a flowchart or ordered list of all the pages of the site in a hierarchical structure.

- Define content

For each page defined in the structure document, note from whom or from where the content/copy will come. That is, which pages are being migrated from an existing site "as is", which are being migrated with changes and which are new? If modified or new content is being used, who is responsible for authoring/collecting it?

- Define functionality

For each page defined in the structure document, define the page's user interactivity, database interactivity, relation to other pages, etc. (e.g. "Search page that allows the user to search the site's PDF downloads." or "Contact form that allows users to submit their name, phone number and email address in order to request more information." or "News page that displays the latest 10 press releases from the press releases database.").

- Define content management

For each page defined in the structure document, define how the page will be updated. That is, what information will be static (updated manually) and what information will be dynamic (updated by the client directly through the content management system or generated automatically by the web server).

- Define technology
  - Where are the technical specifications for the website's existing hosting provider (operating system, database management systems, server space, bandwidth transfer, etc.)?
  - What database software will be needed, if any?
  - How much server space will be required (estimate)?
  - How much transfer bandwidth will be required (estimate)?
- Define creative context
  - Will the client's brand (logo, logotype, colors, typography, etc.) be redefined as part of this project?
  - Are there existing photographs/images that will be used for this project?
- Estimate agreement

With the project's scope solidly defined, Reuss will estimate associated costs and schedules. The estimate will be submitted for client approval.
- Design
  - Brand design

If the client chooses, the existing brand of the client/project will be redesigned.
  - Interface design

Static mockups will be designed to establish the general direction of the visual look.
  - Interface prototype

After the best mockup design has been refined to the client's specifications, additional mockups will be designed to represent the other pages/sections/functionality of the website.
- Development
  - Production

With the interface prototype approved, each page of the site will be coded to match the prototype's specifications. Those pages that require updatability by the client will be coded to pull data from a database. These pages will then be updated through a password-protected content management system (CMS) accessible via web browser. Using the CMS, the client will manage the content through simple, intuitive form-based interaction.
  - Testing

The site will be published throughout the production phase to a testing web server for client and developer testing.
  - Publishing

With final client approval, the site will be posted for public viewing.

## Testimonials

"My team and I are very satisfied with the work achieved by Reuss New Media as it was very professional and timely. All the deadlines were met promptly and the company was very flexible in adapting to our demands and requests. All the team members hope to be able to work with Reuss New Media in future projects."

*Christine Chamoun, Project Officer  
University for Peace*

"You did a terrific job designing and creating our new website and sales tool. Not only did Reuss make the design and development process streamlined and collaborative, you also delivered way more in terms of communication strategy than I had expected – an approach that is truly client friendly. "

*Jan Sinclair, Chief Marketing Officer  
Graviton, Inc.*

"Well the decision is unanimous here in the Room to Read headquarters.... we love the new look and feel. You don't know what a difference this will make in our ability to tell our story more effectively! I am truly happy with it and appreciate your hard work on our behalf!"

*Erin Keown, Chief Operating Officer  
Room to Read*

"Great work. [The new website] looks fantastic."

*Kris Aasted, Managing Partner  
Aasted & Associates*

"Working with Ben Blakley from Reuss New Media was a great pleasure. He catered to our every whim and gave us inspiring ideas and feedback. The design aspect of his work is as impressive as the technical part. All in all Reuss New Media was a great asset to our project and I am already planning our next collaboration."

*Gudrun Dogg Gudmundsdottir, Director  
Icelandic Human Rights Centre*

"[The CD-ROM] looks great. As usual."

*CJ Ramirez  
Bellstar Marketing*

"[The new website] looks fabulous! You guys are the best. Many, many thanks."

*Kristin Mayer, Principal  
Brand Betty*

"Reuss New Media brought memorable creativity and impact to our website and marketing pieces. The project was executed in a timely and professional manner... highly recommended."

*Christa Keyser-Brown, Co-Founder  
The Five Elements*



## Contact

For more information about Reuss New Media and the services we offer, please feel free to contact us:

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Thank you for your consideration.