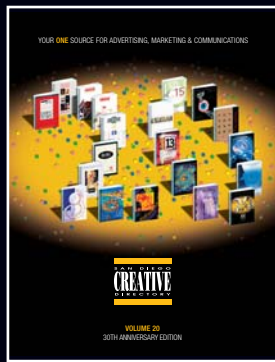
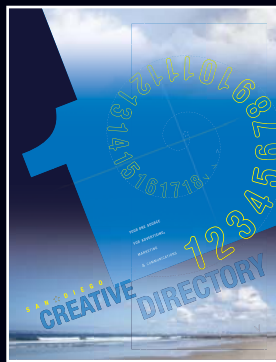
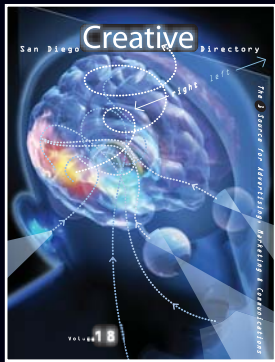
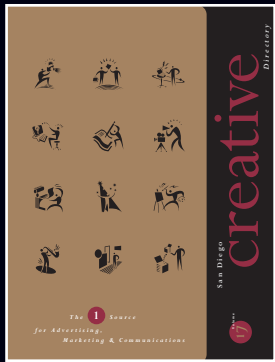
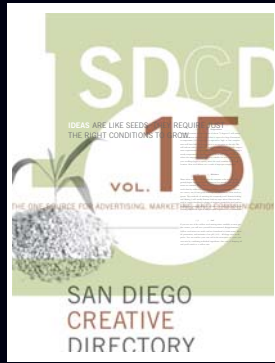
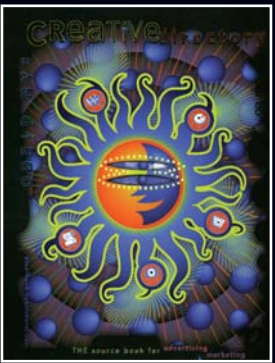
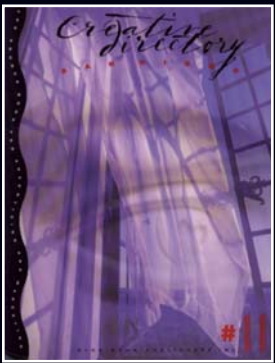
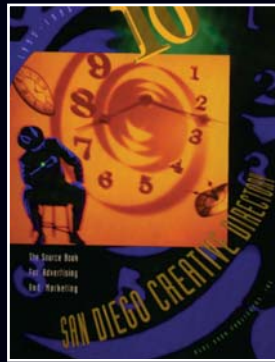
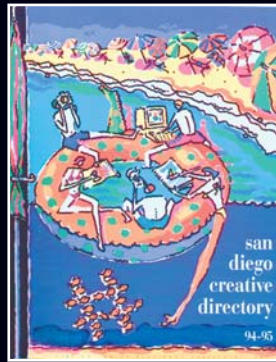
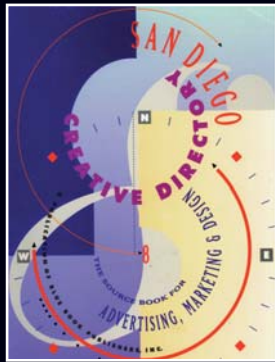
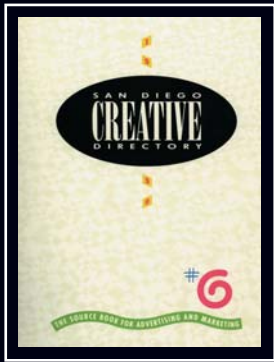
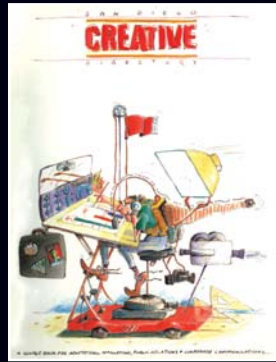
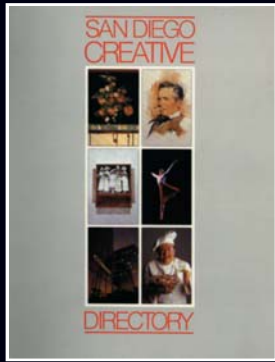
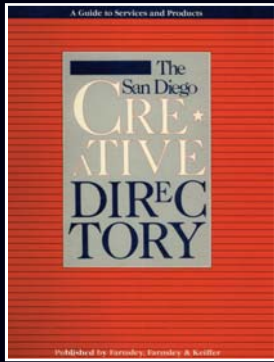


# Long-term Relationships Take Commitment.



Matching San Diego Talent With Corporate Decision Makers For 30 Years

# Now That's Commitment!

For information call San Diego Creative Directory 858.454.9665

[www.sdcreativedirectory.com](http://www.sdcreativedirectory.com)

# Want To Increase Your Visibility?

# Want To Increase Your Client Base?

# Want To Increase Your Income?

*The San Diego Creative Directory has been matching corporate buyers with creative talent and services for 30 years!*

## **Who receives and uses the San Diego Creative Directory?**

The San Diego Creative Directory is used daily by more influential corporate buyers and decision makers in San Diego County than any other creative marketing resource. Our distribution list includes corporate leaders from the area's top industries such as biotech, high tech, healthcare, manufacturing, tourism, gaming, retail, and many more. Each year we update our entire distribution list and add new companies that need creative talent and services. Make sure your clients and clients-to-be find you in the San Diego Creative Directory. Book your space today.

## **What is the San Diego Creative Directory?**

The San Diego Creative Directory is an easy-to-use desk reference and online directory for corporate buyers of creative services. This A-Z source book showcases the work of local creatives with full-color portfolio pages as well as detailed listings. Make sure you're in the spiral-bound book that's direct mailed to and used by top decision makers! Once you place your ad in the San Diego Creative Directory, you're included on our website as well.

## **When can I reserve my space?**

There's no time like the present. We are currently booking space for our upcoming edition. Remember, the sooner you book your space, the better your rate will be! We offer rate incentives to those who contract early, and best of all, you will be added immediately to our online directory. Call us today with any questions.

## **Where can I sign up?**

You can place your order right now! The ad sizes, listing information and rates are on the last two pages of this booklet. Please call us at 858-454-9665 with any questions.

## **Why advertise in the San Diego Creative Directory?**

It works! And it's been working for 30 years. There is no other reference in the San Diego market that places the best creative talent on the desks of local qualified buyers who need your services 365 days a year. Be where buyers look first when they need creative goods and services.

## **How do I provide listing information & display ad artwork?**

Detailed Digital File Submission Specifications and a Listing/Professional Box Submission Form will be e-mailed to you for completion upon space reservation.

# San Diego Creative Directory

[www.sdcreativdirectory.com](http://www.sdcreativdirectory.com)

7911 Herschel Avenue, Suite 205 • La Jolla, CA 92037 • 858.454.9665 • Fax 858.729.5306

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# What Decision Makers Say About The San Diego Creative Directory

**A**s a marketing director for a manufacturing company in San Diego with a marketing budget of more than \$2,000,000, I use the San Diego Creative Directory WEEKLY to find local talent. I have found illustrators, talent, designers, agencies, writers, multimedia and a host of creative services in the San Diego Creative Directory.

— Marketing Director, Manufacturing

**I** use the San Diego Creative Directory EVERY WEEK for so many things from event planners to mailing services, Internet and everything in between.

— Marketing Specialist, Medical Manufacturing

**O**ur company has 1,800 employees with a marketing budget between \$1,000,000 & \$2,000,000. I use the San Diego Creative Directory every week for branding, exhibits, printers, marketing and signs. PLEASE KEEP IT COMING.

— Community Relations Specialist, Publishing

**F**rom ad agencies to EVERYTHING, I use the San Diego Creative Directory weekly and have found many creative talent providers to help with our business needs.

— Art Director, Software Developer

**O**ur company employs 9,000 people and we use the San Diego Creative Directory every month for Graphic Design, Digital Services, Illustrators, Internet Displays and MANY MORE.

— Marketing Manufacturer, Telecom

**W**ith more than 1,000 employees. we have a BIG MARKETING BUDGET. I use the San Diego Creative Directory often for ad agencies, graphic designers and printers to find creative talent for my company.

— Director of Advertising, Education

**W**e receive many copies for various departments. I personally use it at least every week to find local creative companies such as ad agencies, film & video, graphic designers, illustrators, web companies, display exhibit companies and mailing services. KEEP ME ON YOUR LIST!

— Community Services Director, Government

**A**s a local company we hire outside contractors for branding, design work and printing. The CD is HANDS DOWN the best starting point at which to locate talent in a variety of the directory's sections. I use it every week and love it.

— Marketing Director, Education

**W**e use the San Diego Creative Directory weekly for ALMOST EVERYTHING. We have hired innumerable companies from virtually every category in the book.

— Marketing Manager, Manufacturing

**T**he SD Creative Directory is great because it condenses all the resources I need into one volume. Trying to find the right phone book is a hassle and a time waster. I use it as my FIRST REFERENCE to find all kinds of marketing communication support services.

— Creative Services, Biotech

# CD20 Categories

## A

Advertising Agencies  
Advertising Agencies: Asian Specialties  
Advertising Agencies: Automotive  
Advertising Agencies: Business-To-Business  
Advertising Agencies: Computer & Electronic  
Advertising Agencies: Direct Response  
Advertising Agencies: Financial  
Advertising Agencies: Foreign Language  
Advertising Agencies: Hispanic Markets  
Advertising Agencies: Interactive Agency  
Advertising Professionals For The Trade  
Advertising Agencies: Medical  
Advertising Agencies: Real Estate & Development  
Advertising Agencies: Web & Multimedia  
Advertising Space Sales  
Advertising Specialties & Promotional Items  
Advertising Specialties: Awards & Trophies  
Advertising Specialties: Badges, Buttons, Pins  
Advertising Specialties: Bumper Stickers  
Advertising Specialties: Corporate Gifts  
Advertising Specialties: Decals  
Advertising Specialties: Embroidered Sportswear  
Advertising Specialties: Imprinted Sportswear  
Advertising Specialties: Incentives, Premiums, Fulfillment  
Advertising: Outdoor  
Animation  
Art Books & Periodicals  
Art Supplies  
Artist's Rep  
Audio: Duplicating Reel-To-Reel  
Audio: Podcasting  
Audio: Post-Production Facilities  
Audio: Production  
Audio: Radio Commercials & Program Production  
Audio: Recording Studios  
Audio: Tape & Duplication  
Audio: Sound Effects  
Audiovisual Equipment: Sales, Service, Rental  
Audiovisual: Multi-Image & Slideshows  
Audiovisual Production  
Awards & Recognition

## B

Balloons: Party  
Bands & Orchestras  
Banners  
Bar Coding  
Brand Development  
Buses, Charter

## C

Camera Services: Color Proofing & Color Proofing Systems  
Camera Services: Graphic Arts  
Camera Services: Graphic Arts Special Effects  
Camera Services: Photo Engraving  
Carnival & Fair Supplies & Services  
Cd & Dvd Duplication  
Color Management  
Color Separators  
Communications & Paging Systems

Computer-Based Training  
Computer Consultants  
Computer Equipment & Supplies  
Computer Graphics  
Computer Graphics: Video Generating  
Computer Medium Conversions  
Computer Rentals & Leasing  
Computer Software Developers  
Computer Systems & Networks  
Conference Management & Planning  
Containers: Paper, Plastic, Metal, Foam & Clamshell  
Copying & Duplicating  
Corporate Events  
Costume & Wardrobe Design, Sales, Rental

## D

Decals  
Delivery Services  
Desktop Publishing  
Desktop Publishing: Color Proofing  
Desktop Publishing: Equipment & Supplies  
Desktop Publishing: Graphic Design  
Desktop Publishing: Illustration  
Desktop Publishing: Newsletters  
Desktop Publishing: Page Layout  
Desktop Publishing: Postscript Programming  
Die Cutting  
Digital Fine Art Printmaking  
Digital Imaging  
Digital Imaging: Equipment & Supplies  
Digital Printing  
Digital 3d Modeling  
Display Design & Production  
Display Fixtures & Supplies  
Drafting Equipment: Sales, Service, Rental

## E

Employment Information For The Trade  
Envelopes  
Employment  
Event Planning  
Event Planning: Attendee Gifts  
Event Planning: Banquet & Corporate Meeting Facilities  
Event Planning: Boats, Cruises & Yachts  
Event Planning: Booths, Displays, Exhibits (Contractors & Decorators)  
Event Planning: Caricatures & Portrait Artists  
Event Planning: Casino Parties  
Event Planning: Catering Services  
Event Planning: Clowns, Mimes, Jugglers  
Event Planning: Comedians  
Event Planning: Communication & Paging Systems  
Event Planning: Convention & Meeting Hotels  
Event Planning: Convention Centers & Tradeshow Facilities  
Event Planning: Disc Jockeys  
Event Planning: Entertainment  
Event Planning: Florists, Plants & Balloons  
Event Planning: Gift Baskets  
Event Planning: Handwriting Analysis  
Event Planning: Lighting & Electrical  
Event Planning: Magicians  
Event Planning: Music Talent, Bands & Orchestras  
Event Planning: Party Supplies  
Event Planning: Permits  
Event Planning: Photography

Event Planning: Production Management  
Event Planning: Promotional Items  
Event Planning: Rentals  
Event Planning: Security Guards & Crowd Control  
Event Planning: Speakers  
Event Planning: Team Building  
Event Planning: Transportation  
Event Planning: Waiters, Waitresses & Bartenders  
Events: Sports & Special Events  
Exhibit Design & Production  
Exhibit Design & Production: Museums  
Exhibit Design & Production: Portable Exhibits  
Exhibit Design & Production: Showrooms

## F

Film Scanning  
Film, Video, Multimedia Production  
Film & Video: Aerial Support  
Film & Video: Animation  
Film & Video: Art Directors  
Film & Video: Bio Science Videography  
Film & Video: Camera Crews  
Film & Video: Camera Operators  
Film & Video: Camera Operators, Assistant  
Film & Video: Cd & Dvd Duplication  
Film & Video: Cd & Dvd Production  
Film & Video: Duplication  
Film & Video: Cinematographers  
Film & Video: Corporate Video  
Film & Video: Digital Training  
Film & Video: Director Of Photography  
Film & Video: Directors  
Film & Video: Disc, Interactive, Production  
Film & Video: Distributors  
Film & Video: Editing  
Film & Video: Eng/Efp  
Film & Video: Equipment Sales, Service, Rental & Repair  
Film & Video: Film To Tape Transfer  
Film & Video: Key Grip  
Film & Video: High Definition  
Film & Video: International Standards Conversion  
Film & Video: Lighting & Grip  
Film & Video: Location Scouting  
Film & Video: Medical Videography  
Film & Video: Medium Conversions  
Film & Video: Mobile Uplink/Production Trucks  
Film & Video: Motion Graphics  
Film & Video: Motorhome Rental  
Film & Video: Music Composition  
Film & Video: Non-Linear Editing  
Film & Video: Post-Production Facilities  
Film & Video: Production Assistants  
Film & Video: Production Coordinators  
Film & Video: Production Facilities  
Film & Video: Production, Underwater  
Film & Video: Script & Screenplay  
Film & Video: Sound Technicians  
Film & Video: Special Effects  
Film & Video: Steadicam  
Film & Video: Stock Footage  
Film & Video: Studios  
Film & Video: Teleprompting Services  
Film & Video: Television Commercials  
Film & Video: Television Program Production  
Film & Video: 3d Animation  
Film & Video: Titles & Graphics  
Film & Video: Training Films & Videos  
Flags & Sewn Banners  
Forms & Forms Systems Design  
Forms: Tax, Legal, Medical, To-The-Trade  
Framing

Freelance: Graphic Design

## G

Gift Baskets  
Graphic Design  
Graphic Design: Announcements & Invitations  
Graphic Design: Annual Reports  
Graphic Design: Art Directors  
Graphic Design: Books & Periodicals  
Graphic Design: Branding  
Graphic Design: Catalogs  
Graphic Design: Cd Roms  
Graphic Design: Comprehensive  
Graphic Design: Corporate Identity  
Graphic Design: Multilingual  
Graphic Design: Decorative Paper  
Graphic Design: Environmental Graphics  
Graphic Design: Freelance  
Graphic Design: Newsletters  
Graphic Design: Packaging & Point-Of-Purchase  
Graphic Design: Posters  
Graphic Design: Presentation Graphics  
Graphic Design: Production Artists  
Graphic Design: Showcards  
Graphic Design: Sign Design  
Graphic Design: Stationery Packages  
Graphic Design: Temporary Agencies  
Graphic Design: Trial Exhibits  
Graphic Design: Urban Planning  
Graphic Equipment & Supplies: Sales, Service, Rental

## H

Hispanic Marketing

## I

Illustration  
Illustration: Airbrush  
Illustration: Architectural Renderings  
Illustration: Cartoonists  
Illustration: Children's  
Illustration: Courtroom  
Illustration: Fashion  
Illustration: Logo  
Illustration: Medical  
Illustration: Product  
Illustration: Stock  
Illustration: Storyboards  
Illustration: Technical  
Image Consultants  
Industrial Design  
Interactive Information Systems  
Interior Design: Corporate  
Internet Services  
Internet Based Training  
Internet: E-Commerce  
Internet: Interactive Agency  
Internet: Interactive Flash Design  
Internet: Web Based Tool Development  
Interpretive Planning  
Internet: Web Marketing  
Internet: Web Site Development

## L

Lamination  
Legal Services  
Lettering  
Litigation Support Services

# CD20 Categories

## M

Mailing Equipment: Sales, Service, Leasing  
Mailing Lists, Brokers, Consultants & Compilers  
Mailing Services  
Maps, Map Makers  
Market Research & Surveys  
Market Research, Focus Group Consultants & Facilities  
Marketing: Business-To-Business  
Marketing Consultants  
Marketing: Direct Mail  
Marketing: Direct Response  
Marketing Firms  
Marketing: Fundraising  
Marketing: Hispanic Asian & Foreign  
Marketing: Hospitality  
Marketing: Interactive  
Marketing: Internet  
Marketing: Medical  
Marketing: Partnerships & Co-Op  
Marketing: Political Campaigns  
Marketing: Search Engine Marketing (Sem)  
Marketing: Sports  
Marketing: Tradeshows  
Media Buyers  
Media: Cable  
Media: Columns For The Trade  
Media: Columns, General Interest  
Media: Feature & Wire Service  
Media: For The Trade Directories & Reference Books  
Media: For The Trade Publications, Local  
Media: Magazines  
Media: Newspapers, Community  
Media: Newspapers, General Interest  
Media: Newspapers, Special Interest  
Media: Outdoor Advertising  
Media: Radio Stations  
Media: Shoppers  
Media: Specialties  
Media: Television Stations  
Media: Yellow Pages & Business Directories  
Media-Related Services: Air Checks  
Media-Related Services: Clipping Services  
Media-Related Services: Rating & Auditing Services  
Medical Videography  
Meeting Planning  
Mimes  
Model Making (Manufacturing)  
Multimedia  
Multimedia: Cd & Dvd Production  
Murals, Wall Graphics, Sculpture  
Music: Composers & Arrangers  
Music: Jingles  
Music: Libraries  
Music: Licensing  
Music Production: Post-Production Facilities  
Music Production: Recording Facilities  
Music Talent, Bands & Orchestras

## O

Organizations & Societies  
Outdoor Advertising Design & Production

## P

Package Design & Manufacturing  
Packaging: Bags, Custom Paper & Plastic

Packaging: Paper Box Design & Manufacture  
Packaging & Fulfillment Services  
Paper Companies  
Paper: Decorative  
Photo Backdrops  
Photo: Boat Rentals  
Photo: Business Cards  
Photo Equipment: Sales, Service, Rental & Repair  
Photo Equipment: Underwater  
Photo: Hand Coloring  
Photo Labs: Black & White  
Photo Labs: Color  
Photo Labs: Digital Output  
Photo Labs: Photo Cd Services  
Photo Labs: Prints From Slides  
Photo Labs: Quantity Printing  
Photo Labs: Transparency Duplicating  
Photo Murals  
Photo Props  
Photo Retouching  
Photo Retouching: Computer Photography  
Photography: Action  
Photography: Advertising  
Photography: Aerial  
Photography: Architectural  
Photography: Art Direction  
Photography: Catalog  
Photography: Corporate & Annual Reports  
Photography: Digital  
Photography: Event  
Photography: Fashion  
Photography: Fine Art Reproduction  
Photography: Food  
Photography: Gallery  
Photography: Historical  
Photography: Horticultural  
Photography: Industrial  
Photography: Internet & Virtual Reality Imaging  
Photography: Legal  
Photography: Location Scouting  
Photography: Product  
Photography: Production Coordinators  
Photography: Public Relations  
Photography: Restaurant Interiors  
Photography: Special Effects  
Photography: Stock  
Photography: Studio & Stage Rental  
Photography: Underwater  
Photojournalists  
Plastics  
Point Of Purchase Displays  
Premedia Services  
Prepress Services  
Presentation Graphics  
Printing  
Printing: Annual Reports  
Printing: Bindery Services  
Printing: Books  
Printing: Brokers  
Printing: Business Forms  
Printing: Catalogs  
Printing: Checks  
Printing: Coupons  
Printing: Direct Digital  
Printing: Engraving  
Printing: Envelopes  
Printing: Fine Art Reproduction  
Printing: Labels  
Printing: Large Format  
Printing: Laser  
Printing: Letterpress  
Printing: Numbering  
Printing: Offset  
Printing: Offset On Plastics  
Printing: Point Of Purchase

Printing: Postcards  
Printing: Posters, Large Format & Signs  
Printing: Print On Demand  
Printing: Production Management  
Printing: Screen  
Printing: Screen On Plastics  
Printing: Thermography  
Printing: To The Trade  
Printing: Variable Data  
Printing: Web  
Printing: Web Heatset  
Printing-Related Services: Advice/Print Production  
Printing-Related Services: Bindery & Collating  
Printing-Related Services: Custom Binders, Book Covers, Presentation Folders  
Printing-Related Services: Divider Tabs  
Printing-Related Services: Document Enlargement  
Printing-Related Services: Embossing, Foil Stamping  
Printing-Related Services: Envelope Manufacturers  
Printing-Related Services: Laminating  
Printing-Related Services: Laser Engraving & Cutting  
Printing-Related Services: Laser Foil Printing  
Printing-Related Services: Paper Coatings  
Printing-Related Services: Pop-Ups, Die Cut  
Printing-Related Services: Printing Supplies  
Printing-Related Services: Reprographics  
Printing-Related Services: Uv Coatings  
Product Development & Assembly  
Production Artists  
Promotion & Special Event Consultants & Services  
Promotional Specialties: Awnings & Canopies  
Promotional Specialties: Balloons, Hot-Air  
Promotional Specialties: Blimps  
Promotional Specialties: Inflatables  
Promotional Specialties: Mobile  
Promotional Specialties: Trained Animals  
Props & Sets: Construction, Design, Rental  
Props & Sets: Furniture Rental  
Public Relations  
Public Relations: Computer & Electronic  
Public Relations: Crisis Management  
Public Relations: Real Estate & Development  
Publishers: Books, Directories, Guides & Manuals  
Publishers: Fine Art & Posters  
Publishers: Greeting Cards  
Publishers: Post Card

## R

Resume Services  
Rubdown: Dry Transfer

## S

Sales Training  
Scanning  
School Supplies  
Schools  
Schools: Career Training For The Trade  
Schools: Conferences & Workshops For The Trade  
Schools: Modeling & Acting

Schools: Singing  
Schools: Television & Video  
Schools: Voice & Speech  
Sculptures & Sculpting Materials  
Search Engine Optimization  
Service Bureaus  
Signs: Design  
Signs: Instant Print  
Signs: Production & Manufacture  
Silk Screening  
Speakers  
Stamps: Rubber & Plastic  
Strategic Planning  
Stylists  
Stylists: Food  
Stylists: Make-Up, Hair, Wardrobe

## T

Talent & Model Agencies  
Talent: Actors & Actresses  
Talent: Animal Actors  
Talent: Announcers & Voice  
Talent: Casting Services & Facilities  
Talent: Celebrity Endorsements  
Talent: Coaching  
Telemarketing Services  
Tradeshows Consultants  
Tradeshows Graphics  
Tradeshows Graphics: Portable Exhibits  
Translating  
Transportation: Charter  
Transportation: Helicopters  
Transportation: Limousine Service  
Typesetting  
Typesetting: Computer-Linked  
Typesetting: Display Type  
Typesetting Equipment: Sales, Service, Rental  
Typesetting: Foreign Language  
Typesetting: Mathematic, Scientific & Technical

## V

Video Equipment: Sales, Rentals & Leasing  
Video Equipment: Service & Repair  
Video Tape Duplication  
Virtual Reality

## W

Web Agency  
Web Site Design & Development  
Writers  
Writers: Advertising Copy  
Writers: Advertising Copy, Radio  
Writers: Annual Reports  
Writers: Catalog Copy  
Writers: Cookbooks, Food Articles, Menus  
Writers: Editing & Proofreading  
Writers: Indexing  
Writers: Jokes & Humor  
Writers: Medical & Scientific  
Writers: Newsletters  
Writers: Press Releases  
Writers: Script & Screenplay  
Writers: Speech  
Writers: Technical & High Tech  
Writers: Travel  
Writers: Web & Interactive

# Display Ad Sizes & Dimensions

## Two-page Spread

—Actual Trim Area—  
Each page 8.5" x 11"  
—Actual Live Area—  
Each Page 8" x 10.5"

**Note: Live copy must be at least .4375" in from binding edge to ensure it will not be punched during the binding process.**

(Available in full color or black & white)

## Full Page

—Actual Trim Area—  
8.5" x 11"  
—Actual Live Area—  
8" x 10.5"

**Note: Live copy must be at least .4375" in from binding edge to ensure it will not be punched during the binding process.**

(Available in full color or black & white)

## Half Page Vertical

—Actual Live Area—  
3.5" x 10.25"

(Black & White Only)

## Half Page Horizontal

—Actual Live Area—  
7.5" x 5"

(Black & White Only)

## Quarter Page

—Actual Live Area—  
3.5" x 5"

(Black & White Only)

### Professional Box (with Logo)

—Actual Live Area—  
3.5" x 2"

Note: →

Professional Boxes appear in the listing columns positioned alphabetically within the category and have a set format and layout for copy and logo placement. Professional Boxes are produced by the San Diego Creative Directory production staff.

## Display Ad & Listing Specification Information

**ALL ADS** The San Diego Creative Directory is created disk to plate. Film will not be accepted. Color pages run on 8-page signatures and while every effort is made to match color, publisher and printer acknowledge color variances from supplied match prints are to be expected. Detailed Digital File Specifications instructions will be e-mailed to you together with a Listing/Professional Box Submission Form upon space reservation. Do not submit ads without the Digital File Submission Checklist and Match Print.

**INSERTS** Must furnish 5,300 copies printed on stock within the range of 80# gloss text to 100# gloss cover and trimmed to 8.5" x 11". Bound edge must be clearly indicated on live sample and live copy must be at least .4375" in from binding edge.

**REPRINTS** Four Color advertisers receive 1,000 reprints of their ad at no charge. All two-page spread reprints will be delivered as two 8.5" x 11" sheets. Reprints of full page Black & White ads are available at an additional charge.

**LISTINGS & PROFESSIONAL BOXES** Information appearing in Professional Boxes and Listings have a set style and information format which cannot be altered. Please review Creative Directory for samples. Detailed Style Sheet Rules will be e-mailed to you.