

# LasCasas Graphics, Inc.

## The CMR's Art Department

*How We Got Started*

*Mission Statement*

*What We Do and  
For Who*

# How we got started

Sharon Bodett-LasCasas, owner & art director earned her BFA from Northern Illinois University. Sharon was the head artist for a major publisher's national accounts art department when she started LasCasas Graphics almost 20 years ago. With over 25 years of experience in directory ad design and artist management, Sharon's work is second to none. The consistent creative flair and distinctive quality of our designs is the result of her nurturing guidance.

# Mission Statement

We shall become the premiere yellow pages graphics provider to CMR's, printed and electronic, in the United States. We have a reputation for consistently providing excellent customer service and high quality designs while keeping average turnaround time and costs low. We shall achieve our mission through continuous improvement and we shall maintain our reputation by engaging in only "win/win" relationships with our customers, employees and vendors.

# What We Do and For Who

- We act as the professional directory sales organization's art department. CMR's and publishers count on us to meet their advertisers needs.
- We provide speculative ads that sell.
- We turnaround production orders consistently quickly.
- We do internet graphics for the various internet yellow pages.
- All we do are yellow pages.

## **WE KNOW THE YELLOW PAGES!**

- We will customize order forms and ad approval requests to your requirements keeping your name in front of your customers.

# How We Work for You

Within 24-36 hours of receiving your ad order, the ad is e-mailed as a pdf file to you for your approval. Should ad revisions be needed, let us know. All minor revisions are included until you approve the ad. Once approved, we send the the ad to the publisher as needed. In the correct format and by your Elite system or as needed by the publisher (ftp, e-mail or on a cd with a transmittal and proof). Should a cd be needed, there is a minimal charge.

**Let us be your art department!**

Hire **LasCasas Graphics** to be  
your art department!

Professional Ad Design for  
Professional Advertising Sales Organizations.

# LasCasas Graphics, Inc.

The CMR's Art Department

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