



GET TO KNOW US



Expect more from your branding, website and marketing. Don't settle for cookie-cutter. Get a custom, professional website, advertising and graphic design services from a team of experienced designers and marketers who truly wish to be your off-site marketing and art department! We've got ideas. Let's talk about your goals.





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ABOUT US



OUR MISSION

“To empower businesses and organizations through the successful creation of quality branding, design and marketing projects handled with efficiency, professionalism, and an upbeat attitude each step of the way.”

- Shannon Sankar, Owner/Founder

OUR VISION

#KindDesign



COMPANY PROFILE

Standout Arts is a professional website design, graphic design and marketing services provider. Today, we are the #1 Rated Website Design company on Google Reviews for our home base area of Waynesboro, Virginia. Founded in 2013 by Shannon Sankar, Standout Arts works with clients who represent diverse industries, nationwide.

We build and reinforce great brands by listening to our clients, generating ideas, thinking outside the box, and remaining flexible in all that we do.

A few things that help us STAND **OUT**:

In-House Photographer: We know that images are the key to the visual aspects of a great website and attractive visuals. Kim Emerson is our in-house photographer with decades of professional experience in photography.

We Understand Content: Having a copywriting background is imperative to delivering successful website content. We bring our professional experience in advertising copywriting to all of our website projects, ensuring that copy is not only appropriate to the brand and the medium, user-friendly and easy-to-understand, but also suitable for effective on-page SEO.

We Understand Social Media: Websites are the “home base” to your online presence. With that in mind, we’ll ensure that your website is the proper representation of your brand, working in tandem with any social media campaigns that you may be strategizing.

We Understand Traditional Advertising: We have worked with countless businesses, organizations and non-profits over the course of the last 20 years - assisting with advertising campaigns from broadcast to print to digital.

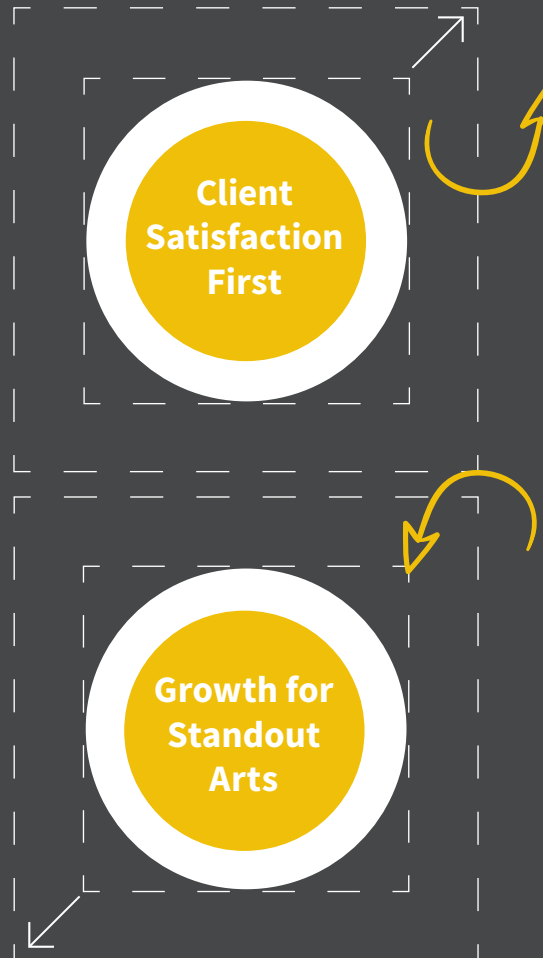


just a few **CLIENTS**

- Grand Caverns (Grottoes, VA)
- Anthony Haskins, *Dr. Phil Show* (Los Angeles, CA)
- Town of Luray (Luray, VA)
- Town of Grottoes (Grottoes, VA)
- Town of Stanley (Stanley, VA)
- Rockingham Cooperative (Harrisonburg, VA)
- Pathways Paver (Salt Lake City, UT)
- The Village Inn (Harrisonburg, VA)
- Waco, Inc. (Richmond, VA)
- Virginia State Bar Association
Young Lawyers Division (Richmond, VA)
- First Choice Home Health (Harrisonburg, VA)
- Lenhart Pettit (Harrisonburg/Charlottesville, VA)
- Fun Services North Carolina
(Wake Forest, NC)
- Bed & Breakfast Association of Virginia (VA)
- Potomac Highlands Wounded Warrior
Outreach (Franklin, WV)
- Fun Services of Virginia (Nokesville, VA)
- Mens' Disciple Making (Pensacola, FL)
- Domino's Pizza (Locally-Owned)
- Animal Hospital of Waynesboro
(Waynesboro, VA)
- Ashby Animal Clinic (Harrisonburg, VA)
- All About Paws (Harrisonburg, VA)
- Shirlington Real Estate (Arlington, VA)

OUR PRIORITIES

We are dedicated to creating long-term value both within the designs and projects that we complete and the relationships that we build with our clients. We believe that a passion for client satisfaction will not only support a sustainable business for us at Standout Arts, but also allow our clients to experience growth from their branding and marketing efforts for many years to come.



Projects for Success

When we design products that build and reinforce our clients' brand, our clients experience results. This leads to repeat business, long-term client relationships and stronger opportunities for the creation of projects that work cohesively



Referral Business

When we work with a goal for excellence on each project, for each client, we repeatedly receive referral business from our trusted clients and colleagues that allow us to organically expand our reach, discover new opportunities and grow our services to better serve all of our clients while sustaining our business in an efficient and community-minded way



CLIENT REVIEWS

“ We are just getting started with building our website and Standout Arts has been outstanding to work with. Shannon, the owner is knowledgeable and very skilled; but more than that, she is a fantastic person of quality character. She listens to our desires and adds delightful professional touches to everything we suggest. Standout Arts is awesome to work with and I would recommend them to anyone. I can hardly wait to see our finished site! Thanks, Standout Arts! You have taken the stress and worry out of building a website. ”

- E. Michal Gayer,
Author, Painter



“ Shannon and Standout Arts are nothing short of brilliant. One of my best business decisions was bringing them on board to consult and guide the direction, content, and presentation of my brand. They have taken me and my brand to the next level and I am beyond excited to see how far we expand and build as we continue to work together. ”

- Anthony Haskins,
Resource Director, *The Dr. Phil Show*

“ Standout Arts have completely changed the face of our business and have helped me with some of the oddest projects you could imagine. Shannon, the owner, has taken an invested interest in Grand Caverns, our business. We wanted to find someone who would be able to take on a large tourist attraction and re-brand ourselves into a more modern/attractive look for all who see us. She's able to provide any and all services, from flyers for an event to complete website redevelopment and overhaul. You won't be disappointed. ”

- Nathan Garrison,
Tourism Director, Grand Caverns

READ MORE



www.standoutarts.com



SERVICES

We are the off-site art department for our clients. We partner with business owners, marketing directors, and internal committees to get to know your business or organization, understand your goals, and offer strategic solutions for an efficient course of action.

We are involved as much - or as little - as is right for you. All of our partnerships are created to suit the needs of our clients.

Whether we're working with you on a monthly basis to handle all or a significant amount of your marketing and graphic design or website maintenance projects or simply assisting you with an event flyer, company brochure, or developing a corporate website as a single project, we take our relationship with your business seriously. We work to remain true to your brand and maintain consistency within all of your marketing projects.

BRANDING

- Company Name
- Slogan/Tag Line Development
- Color Selection
- Logo Development
- Website Design & Development
- Social Media Platform Setup
- Social Media Graphics
- Apparel Artwork
- Vehicle Graphics

COLLATERAL MATERIALS

- Business Cards
- Brochures, Flyers, Rack Cards
- Letterhead, Envelopes, Folders
- Newsletters (Digital and/or Print)

COPYWRITING

- Website Content (SEO-Minded)
- Advertising Copy
- Press Releases

ADVERTISING

- Campaign Development
- Campaign Strategies
- Print Ad Design
- Broadcast Campaign Design & Scripting

WEBSITE DESIGN & DEVELOPMENT

- Unique, Customized Web Design
- Content Strategies & Review
- User-Friendly Design
- Responsive Design
- Mobile Optimization
- Dynamic Effects
- Back-end Development
- On-Page SEO
- Image Optimization
- Image Editing
- Integrations for e-Commerce
- Domain Name Registration
- DNS Support
- Hosting Facilitation
- Content Management System
- Editor for in-house updates
- ADA Features
- Specialty Integrations
- Stock Photography
- On-Site Photography

DIGITAL MARKETING

- Social Media Management
- Search Engine Optimization (SEO)
- Email Marketing

PHOTOGRAPHY

- Headshots, Team Photos, Product Photos
- Location Photography (indoor & outdoor)
- Real Estate Photography
- Aerial Drone Photography

EVENTS & PROMOTIONS

- Consulting
- Posters, Banners, Yard Signs, Direct Mail
- Promotional Items (branded)
- Video Creation (YouTube, Social Media, Websites)



PRICING

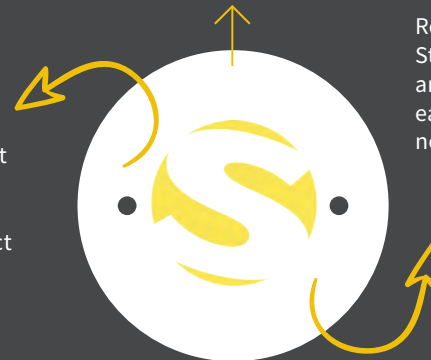
We understand that one size doesn't fit all. We offer our services either by the hour, at a packaged price, or as part of an ongoing partnership between your business or organization and our team at Standout Arts.

We will work with you at the level that's right for your needs and will explain "what's included" with each of our service agreements.

Our FREE, no-obligation proposal can help you to learn more about all of the unique opportunities in partnering with Standout Arts. We will specify the options that relate to your specific project or marketing goals and advise you as to the option or options that may be best suited to ensure that you receive exactly what you need.



YOUR GOALS



Receive added value each time that you work with Standout Arts. We have a reputation for prompt turn-around on our projects, reliable communication through each project, and flexibility to regroup and revise, as needed.

We will help you to understand the ways that you can achieve your goals through specific projects with Standout Arts. Our FREE, no-obligation proposals will outline each project or partnership level to help you receive the most value for your investment

YOUR BUDGET

We work to provide versatile solutions to help you to maximize your budget. Website projects start at \$1500 with the actual cost of your website to depend on your specific goals, size of the site, and overall scope of the project. Other services are available either on a flat-rate, per-project basis, by the hour, or as part of your monthly service agreement with Standout Arts. Our standard, commercial hourly rate is \$125 per hour. Discounted rates for churches and non-profit organizations are available. Discounted, pre-purchased block hours are also available. Monthly retainer options provide the best overall value for our clients through a variety of specific services, each month - such as social media management, professional website maintenance, design of promotional materials, copywriting, photography and consulting services - all through a flat, monthly rate.



OUR COMMITMENT

We are very proud of our reputation. We dedicate ourselves to each project that we take on.

When you partner with Standout Arts, you can be assured that you will receive reliable communication, a vested interest in your goals and success of your business, and a commitment to ensuring your satisfaction in our work.

If you have a specific need that we can't handle in-house, we will help connect you with resources that may be better suited for your project.

If we make a mistake, we will do everything in our power to promptly make a correction. If you're ever unhappy with our services in any way, shape or form, you can count on us to do everything that we possibly can to make things right.

Our top goal is always a successful end result of which we can both be proud.

OUR TEAM



Shannon Sankar, Owner and Creative Director. Shannon founded Standout Arts in 2013 after over a decade in professional advertising, copywriting and graphic design. Shannon has expertise in content development, creative design, copywriting, on-page SEO copy, project management, consulting and client communication. After working in graphic design throughout college and later serving as Creative Director for a five-station radio group in Harrisonburg, VA, Shannon formed Standout Arts as an opportunity to focus her attention on advertising and marketing projects from a visual perspective. An Art Major at Bridgewater College, Shannon has decades of experience in website design and development, graphic design, copywriting, marketing campaign strategies, and project management. Shannon resides in Waynesboro, Virginia with her husband and son. Shannon enjoys drawing, writing, listening to music, jogging, singing in the church choir at Calvary United Methodist Church in Stuarts Draft, VA., traveling, and watching classic television - especially the commercials!



Kim Emerson, Art Director and Photographer. Kim has expertise in layout and design, image editing, photography, typography, proofing and editing. Joining our team after more than 10 years as Assistant Studio Manager at Gentry Photography in Harrisonburg, VA, Kim brings her creativity and attention to detail to every project! A talented artist, Kim works to develop attention-grabbing, creative designs with attractive images and visuals to help ensure that each and every project can truly STAND OUT! Kim resides in Fishersville, Virginia with her husband and enjoys painting, photography, crafting projects and spending time with friends and family, including her church family at Central Point Christian Church in Waynesboro, Virginia.



Brandon Mosco, Web Developer & Digital Marketing Consultant. Brandon has vast and diverse expertise in website development including expertise in web programming languages, website platform structures, CMS structures, web design, website integrations, research, responsive testing and troubleshooting, and is certified in digital marketing and social media marketing including Google AdWords, Google Analytics, Facebook, Twitter, and Instagram. Brandon resides in Latrobe, Pennsylvania where he enjoys learning new technologies, working out, and visiting vineyards and craft breweries with friends and family.



Christopher McVey, Social Media Specialist & Account Manager. Chris has more than 10 years' experience in professional, skilled, comprehensive social media marketing. After developing an idea that became part of a nationwide marketing app for a nationally renowned sports bar, Chris has worked to learn, grow, and expand his expertise in social media strategies. Chris also has a background in web development and branding. Chris resides in Waynesboro, Virginia and enjoys sports, music, and spending time with friends and family.



Jarod Sankar, Videographer & Digital Design Assistant. Jarod is a college student working towards earning his degree in architecture. A talented artist with experience in social media and graphic design, Jarod provides a variety of services for our clients, including: video editing, graphics for social media, platform and application account setup, as well as assistance in a variety of photography, videography, and graphic design projects. Jarod lives in Waynesboro, Virginia and enjoys drawing, social media, music, traveling, spending time with friends and family, home construction projects, and watching Real Estate-related television programming.

2

BRANDING



LOGO DESIGN

The first visual impression of your business or organization begins with your colors and logo. In fact, branding is one of the most important aspects of your marketing and the development of your business or organization, as a whole.

A logo, for example, should never be something taken lightly. We've heard people discuss "throwing together a logo" or using "clipart" - and while almost everything is about preferences, we advise our clients never to take shortcuts with their branding and logo development. Instead, partner with a design team who takes time to get to know your business, your goals, and your personality. At Standout Arts, we consult with you to understand the message behind the logo and the people behind your business or organization. We can advise you on colors, fonts, tag lines/slogans and help you to tie it all together with your logo.



PMS: 7406 C

Font Type 1 : Source
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4



PMS: 130 C

Font Type 2: Minion
Pro Bold

5



PMS: 118 C



EXAMPLES OF OUR LOGO DESIGNS



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COLLATERAL MATERIALS

Once your logo is established, complete your branding with complementing collateral material that helps to tell the story of your business or organization.

Carry through with your colors, logo, and font types on internal and external pieces such as:

- Letterhead
- Envelopes
- Folders
- Business Cards
- Brochures
- Flyers
- Presentational Items
- Signage

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3

WEBSITES



DESIGN MATTERS

Do you need a website? YES! *"But I have a Facebook page, so I don't need a website, right?"* **WRONG!**

Today, it's imperative that ALL businesses and organizations (and many individuals) have their own website! Why? Social Media is awesome - but it's rented space. You have no control over its look, format, how your content will be displayed - or even if it'll be displayed at all in the future. Your website, on the other hand, is YOUR property...and it's often **the first impression** that your business or organization can make. It's essential that your website properly reflect YOUR BRAND and your accurate information in a manner that's unique and customized to YOUR goals!

This is precisely why your website needs to make for a fantastic representation of you! The look, functionality, representation of your brand, and accuracy of your website's content must all be stellar. And successful performance and user-friendliness across today's mobile devices are critical.

<https://>

It's their first impression...



....



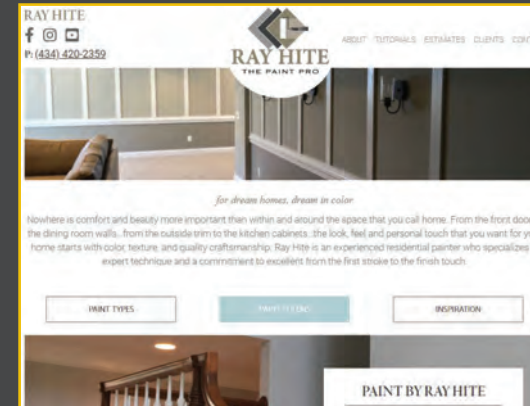
DON'T DIY

Unless you're a professional, it's unlikely that you would try to build your own brick and mortar structure for your business or organization. You realize that proper construction is necessary. Things must be up to code. It must be safe. The space that you choose and the size of your structure must be appropriate for your customers and clients. The appearance and welcoming presentation are usually important. And, you want people to be able to find you! All of this is equally applicable to your website, too!

Unfortunately, DIY Website platforms come with severe limitations - either in appearance or functionality...but usually both. Additionally, the "code clutter" associated with 'drag and drop' platforms is often a problem for search engine optimization (SEO) and sometimes you have little to no control over how to position or display content. DIY platforms that promise ease-of-use usually fail to live up to those claims, costing you hours of time and typically result in the need to, in the end, hire a pro to ensure that it's done correctly.

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A Few Examples of Our Websites





DEVELOPMENT

The code behind your website determines how it will perform and function across the World Wide Web.

We ensure that our websites are developed to meet today's demands for CSS and HTML while working to accommodate browsers and a multitude of devices.

Our team of website designers and developers will work cooperatively to maintain the look and style of your website without ever sacrificing functionality or compatibility.

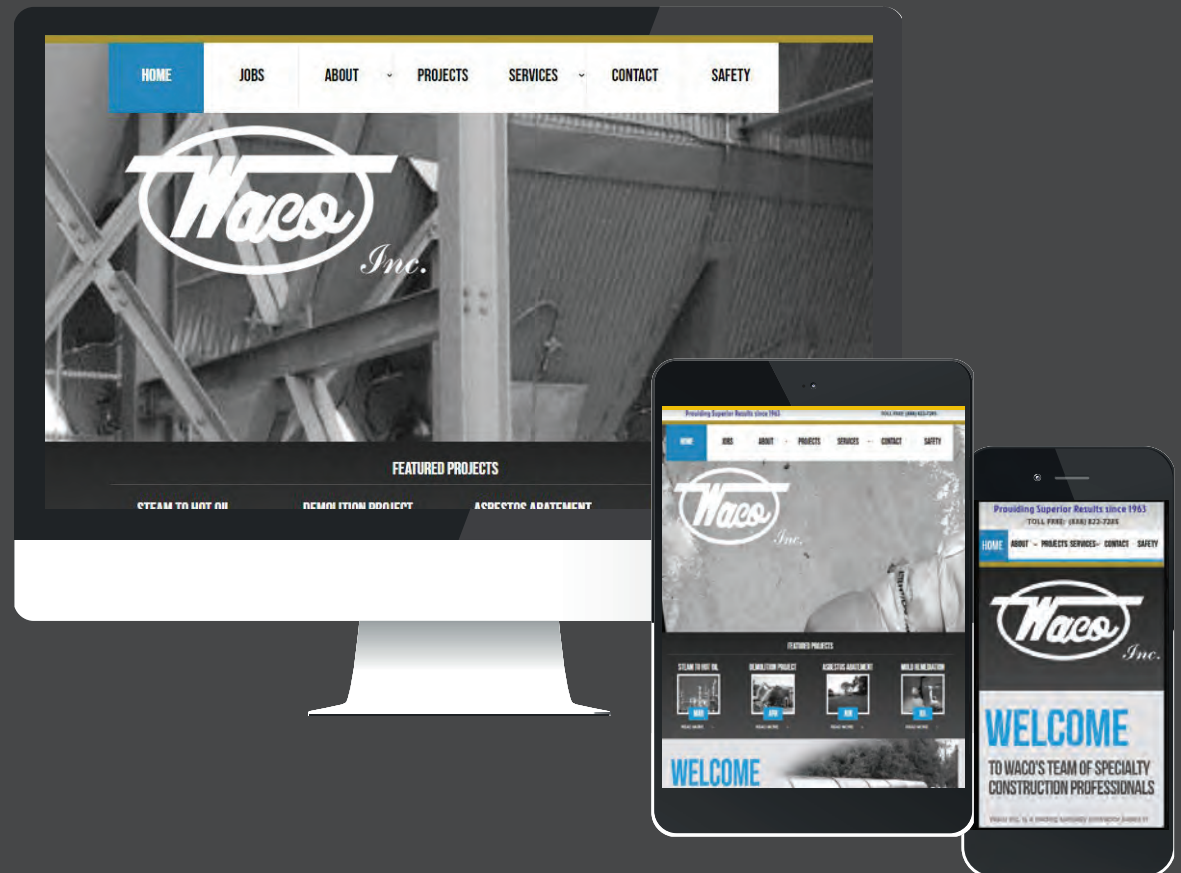


<content>it's important</content>

Why Content is King

GOOGLE CARES

Not only does your content work to represent your brand and provide key information to your visitors, it is also the most important aspect of your website's Search Engine Optimization (SEO). We will partner with you to strategize content and copy throughout your website.





HOSTING

Websites by Standout Arts can be used on any hosting provider of your choice. However, the service that you select for your website is a very important decision. Your website's hosting provider is instrumental in your site's performance, uptime, reliability, and security.

When you work with Standout Arts to facilitate your website's hosting service, you will receive a service that's built to work hand-in-hand with your website's content and back-end development. Key features include:

- SSL Certificate
- Content Management System (CMS)
- Fast, Reliable Servers
- Security Features
- Editor for in-house updates/basic website maintenance that can be made by you or your staff **without** any software to buy, programming skills, or complicated dashboards



Easily Edit Your Own Website

FEATURED ARTICLES

Enter the email you provided for logging in. Enter the password you created. If you have forgotten your password, click here. Once fields are filled, press here.

Log In to edit your website.

Login Page

1. Follow the onscreen directions.
2. Keep this window open for reference when making your edits.

FEATURED ARTICLES

Create Momentum
Attract men to your brand of brotherhood by holding "creative" events. These are activities such as sports, games, bowling, etc. If you're a generalist, a night, go-karting, etc.

Capture Momentum
Capture men's build on the internet generated by online events. These are workshops, seminars or conferences that address the challenges men face in a digital perspective.

Sustain Momentum
Sustaining activities are disciplining ministries including men's small groups or one-to-one mentoring. Men grow spiritually in a safe, healthy environment where they can deal honestly with their issues from here.

Editor Menu

Once you are logged into the editor you will see the information along the bottom of your screen. From here you can click on any one of the links below and will be expanded here.

A. Menu Button - If you have login privileges to administer settings you can access them here.

B. Pages - This will take you to your list of all the pages available to you for edit.

C. Collections - This is where your articles and events are located.

D. Forms - When someone submits a form on your website, you will be able to view the message content here, along with the name, email, and phone number.

E. Account Settings - You can update your name and profile image here.

F. Help & Support - This can help you with additional resources, which you will be able to learn about more content and access to your website.

G. Logout - Please don't forget to click this link to log out from the editor.

H. Publish - Make sure you press this button after edits you make so that it will publish them to your live site. *I would recommend doing this after you have edited, or an article(s) you have created.

Static Pages

Pages: Home, About Us, Contact Us, etc.

Mon Mar 26, 2019 11:43 am

Why We're Different

OWN IT ALL

When you work with us on your website, your full payment on the project provides you with all of the files. You own your domain. You have control over your hosting. You can edit your website in-house; and we can even send you all of our working files (individual images, documents, etc.)

WE THINK OUTSIDE THE TEMPLATE

When we think of a "theme", we start hearing a few of our favorite television show intros - NOT website templates! At Standout Arts, we're not confined to the limitations of themes or templates. We don't believe you should have to fit your website. Instead, we believe that it's your website that should fit **you**!

4

SEO, ADA, GDPR

(is it all just tma?)



WEBSITE NEXT STEPS

Launching your new website is just the beginning! Next, we can work with you to optimize your website for search engine performance. We employ SEO basics right from the start of your website's development and content formation. Next, we partner with SEO experts - an entire team of SEO professionals who work to keep up with search engine optimization trends and best practices despite this ever-changing space in technology.

Speaking of changes - ADA (*Americans with Disabilities Act*) compliance for websites is becoming more and more important and may soon become the law. We can help you to get your website's programming and features more compliant to help you better serve more people. We can also assist you with ensuring that you offer the proper Privacy Statements, Terms & Condition information and other elements that are of growing significance for today's websites.



How Does Your Site Measure Up?

AFTER LAUNCH

Partner with Standout Arts to initiate tactics to improve your site's performance in top search engines. We'll work with our team of SEO Specialists to help you to reach your goals. We can advise you on content, assist with copywriting, optimize keywords and meta data, and provide you with regular reports to show how your site is performing against its previous self as well as competitors.



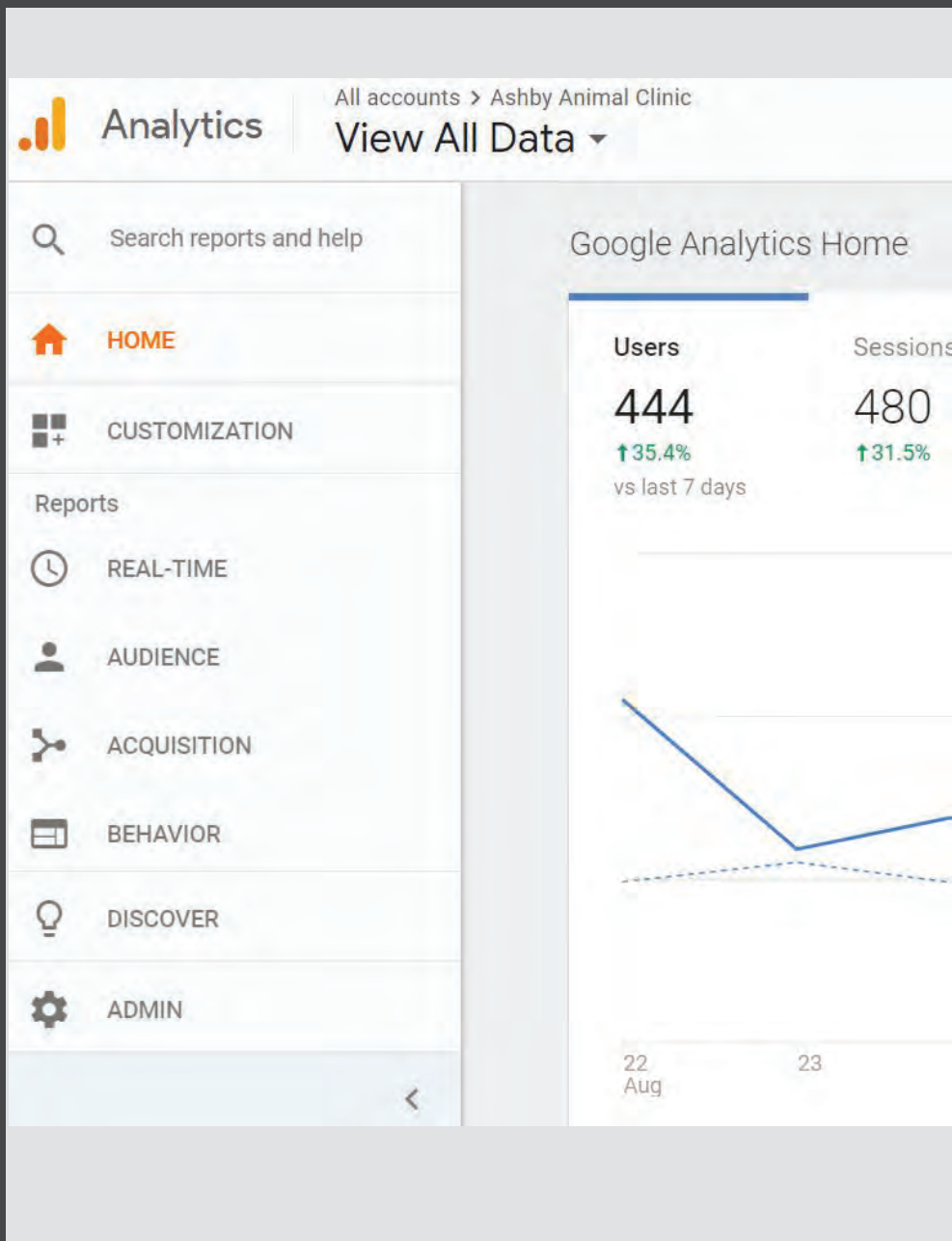
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INTEGRATIONS & ANALYTICS

We can assist you in the incorporation of important integrations into your website. Whether it's e-commerce, communication with your in-store inventory, connections with payment processing platforms, forms, online scheduling systems, booking/ appointment applications or a host of other possibilities, we can work with you to ensure that your website grows alongside your goals.

We'll also incorporate performance applications such as Google Analytics to keep track of your website's trends and learn more about your online audiences. This data can help us to keep improving your website over time and help you to target more of your specific demographic.



5 ADVERTISING



PRINT, BROADCAST & DIGITAL

Expand your reach with advertising that properly reflects your message and your brand. We have countless amounts of experience in Ad Campaign assistance and print and digital ad design.

We can also work with you to develop broadcast commercials - television and radio script writing and campaign strategies and media assistance.




When it comes to the lifelong health of pets, **Ashby Animal Clinic** is music to the ears!

Caring For Your Pets' Health for over 40 Years!

COMPLETE VETERINARY CARE
Pharmacy • Online Services • Nutrition Center

PLUS: **All About Paws** provides Boarding, Grooming & Daycare Services
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ASHBY ANIMAL CLINIC
Health Care for Companion Pets

(540) 433-9174
1685 Garbers Church Rd.
ashbyanimalclinic.com

**LENHART
ATTORNEYS
AT LAW | PETTIT**

is pleased to announce that
Matthew J. Quatrara
has joined the firm.

Matt's practice focuses on commercial litigation, labor and employment, and white collar criminal defense. Matt began his law career in private practice litigating employment and commercial cases for large and small companies and, most recently, worked as a criminal prosecutor on high-profile cases in both state and federal court.



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Charlottesville, VA 22902
434.979.1400

Harrisonburg Office
90 North Main Street, Suite 201
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Rockingham County Fair

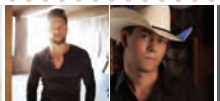
Fair Week:
August 15th - 20th



KIDZBOPKIDS
TOUR 2016
LIFE OF THE PARTY
Aug. 17th



Joe Diffie • Mark Chestnutt • Diamond Rio
A NIGHT WITH THE LEGENDS
MONDAY, AUGUST 15TH



Justin Moore • Chris Lane
William Michael Morgan
THURSDAY, AUGUST 18TH

Motorsports Series: \$12 Adults • \$5 Children Age 6 & Under
Monster Trucks Thunder Racing Series: Aug.18
Demolition Derby: Aug.19
Interstate Truck & Tractor Pullers: Aug.20

Tickets:
rockinghamcountyfair.com
or call (800) 514-3849



"#1 Agricultural Fair"

Fair Week:
August 15th - 20th



Valley Pike
Fishersville, VA
rockinghamcountyfair.com

Our gifts to
you when you're
INN!
#INN4TEN

**Thank You
For Voting Us #1**

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NATURAL LANDMARK
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CAVERNS**

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RUNS **DEEP**

**AMERICA'S OLDEST
SHOW CAVE**
Since 1804

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I-81 at Exit 235
Grottoes, VA

www.grandcaverns.com

6

SOCIAL MEDIA

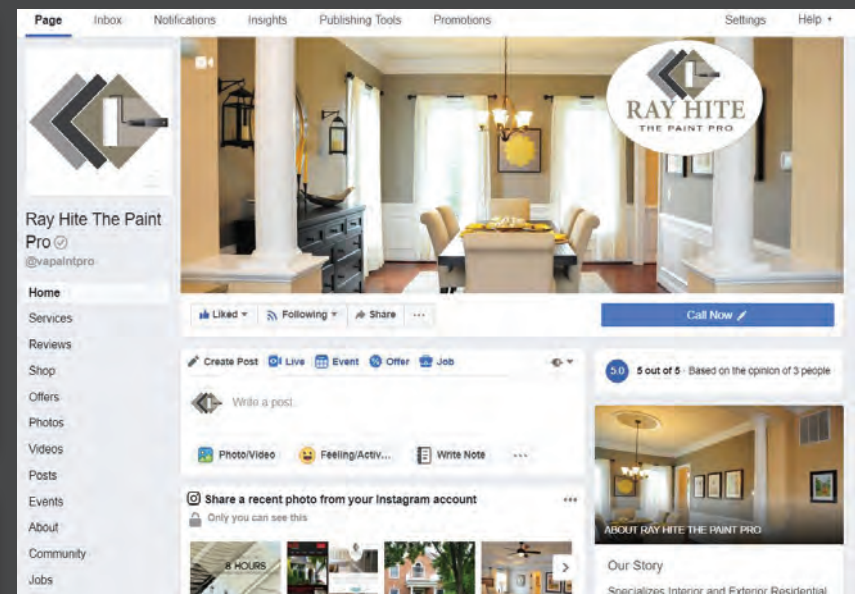


MANAGEMENT & GRAPHICS

From newsfeeds to snaps, we can help you manage all aspects of your social media marketing. Whether you're brand new to social media or have experience, we can partner with you at the level that's right for you, your goals, and your budget.

We can advise you on the best platforms for your demographic and goals, establishing an ad budget, and can create your accounts. We can also work with you on a regular, ongoing basis to design eye-catching graphics to accompany your social media posts, strategize on an effective social media campaign and schedule, and assist with setting your target audiences, responding to user engagement, and working to promote and expand your reach.





7 PROMOTIONS



EVENTS, NEWS, and SPECIALS

Partner with Standout Arts to get your message seen and heard. Whether we're working with you to draft, publish and distribute a press release or creating a special landing page for your website, we can assist you in promoting your special message or opportunity.

We will work with you on the graphics, flyers, signs, banners, digital and social media marketing, advertising and other materials needed to help you spread the word. From promotional items (branded products) to promotional campaign strategies, our team has the experience to help you and your message **STAND OUT!**



Job Opportunities?
Oh Yes We Do!

Always Hiring Great Team Members

Locally Owned

APPLY ONLINE

www.careers.dominos.com

Are you ready to be part of the action? Do you like money in your pocket?
Domino's Pizza drivers are paid cash nightly, which includes: tips and mileage reimbursement! Our driver position is an excellent start to learn about the delivery business, customer service, and the creation of a great product...Domino's Pizza!

We are committed to promoting from within: most of our managers started as drivers! Take charge of your career in a driver role and learn valuable skills to take to other positions within Domino's Pizza!

REQUIREMENTS:

- Minimum Age 18+ years old
- Must pass a background check
- Must pass a driving record check
- Valid Drivers License
- Proof of Car Insurance
- Customer Service Oriented
- A Smile and Great Attitude are a must!
- Basic Math Skills

BENEFITS:

- Flexible Schedules
- Cash Paid Daily (mileage + tips)
- Paid Training
- Advancement Opportunities
- DOMINO'S PIZZA DISCOUNTS!

Locally Owned

Domino's

GRAND OPENING

**June 25
thru
June 30**

Specials and more...

ADD ON SPECIALS

16PC. PARMESAN BREAD BITES
& 2-LITER DRINK

\$4.99

8118

For Over 40 Years!

"Where Wishes Come True..."

Conveniently located in Virginia!
Family Owned and Operated since 1971.

Cash Register with Scanner for Easy Checkout!

- No Up-Front Costs, All Items on Consignment
- FREE, Dependable, LOCAL DELIVERY** (ANYWHERE throughout Virginia, Maryland and Washington D.C.)
- FREE Supplies & FAST, NEXT-DAY REORDERING** (Pick-Up & Delivery by our Fun Services Truck, or by UPS)
- Local, Friendly, Helpful & Professional
- Gifts Appropriately Priced for a Child's Budget
- Product Liability Insurance

(703) 594-3681 • (800) 447-7386 www.fun-services.com



G WEEK

Raffle
Special Activities
Come SURPRISES!



**The
Holiday
Gift Shop/
Santa's Secret
Shop** program by
Fun Services gives
children the satisfying
experience of doing their own
holiday shopping. With help from
volunteers, students learn how to
budget, select appropriate
gifts, make purchases
and handle money
in the warm and
comfortable
atmosphere
of their
school.

funservicesva.com

funservicesva.com

^{14th} Annual Luray

FOUR SEASONS OF ADVENTURE

SAT. MAY 5th

12 PM - 6 PM
Main Street • Luray, VA

festivalofspringluray.com

<h2>FOOD</h2>	<h2>live music</h2> <p>at PAL</p> <p>Performances by local favorites:</p> <ul style="list-style-type: none"> Cazhmieri 12:00 pm - 3:30 pm The Reflex 4:30 pm - 7:00 pm 		<h2>ARTS & CRAFTS</h2>
<h2>lots of entertainment</h2>	<h2>rock wall</h2>		<h2>moon bounces</h2>
<h2>Carnival Style Game, with Prizes</h2>	<h2>Dog Frisbee</h2>		<h2>barrel train rides</h2>
<h2>CHILDREN'S ACTIVITIES</h2> <p>at the Depot Parking Lot</p>		<h2>Maypole Ceremony</h2> <p>at Post Office Monument</p>	<h2>ZIP LINE</h2>

Sponsored by:

LURAY CAVERNS
In Virginia's Shenandoah Valley

Live Work Shop & Play

Hawksbill Greenway Foundation
Luray, Virginia

RACEY ENGINEERING

Palace Park & Conservatory

PAL
FESTIVAL OF SPRING

PERSONALIZED
HARRY H. HEARD III, DDS
DENTAL CARE

STANDOUT ARTS, LLC
Graphic Design & Freshard Artwork

Appalachian Outdoors Adventures

Sprint
Authorized Retailer

LURAY COPY SERVICE, Inc.

PACA
PRIDE ALLIANCE FOR COMMUNITY ACTION

To Do Everything GET OUTSIDE

festivalofspringluray.com

**To Do Everyday
GET OUTSIDE**
Exercise, Laugh, Eat Right
May 2009
Approved for
Peer-Reviewed Community Action (PCA)

Rocking R Ace Hardware - Harrisonburg
1030 S. High St. • (540) 434-9967

Rockingham Cooperative - Bridgewater Ace Hardware
601 N. Main Street • (540) 828-2561

Rockingham Cooperative Ace Hardware - Monterey
110 Wilson Avenue • (540) 468-2450

Rockingham Cooperative Ace Hardware - Waynesboro
1000 W. Broad St. • (540) 949-8229

raceluraypage.com

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PHOTOGRAPHY



A PICTURE IS WORTH...

Our in-house photographer has more than a decade of professional photography experience. From scenic landscapes to commercial products, events to headshots and staff photos, we have the professional equipment and expertise to capture the photographs in the ways that will best serve the application.

Whether it's images for your website and social media or high-resolution photography for printed literature, count on Standout Arts.



PERSONALITY IN YOUR PICTURES

Sure, we can use stock photos as needed - but with our in-house photographer, we can capture the real you with headshot photos, property photographs, scenic and outdoor locations, commercial products for your e-commerce website and so, so much more!

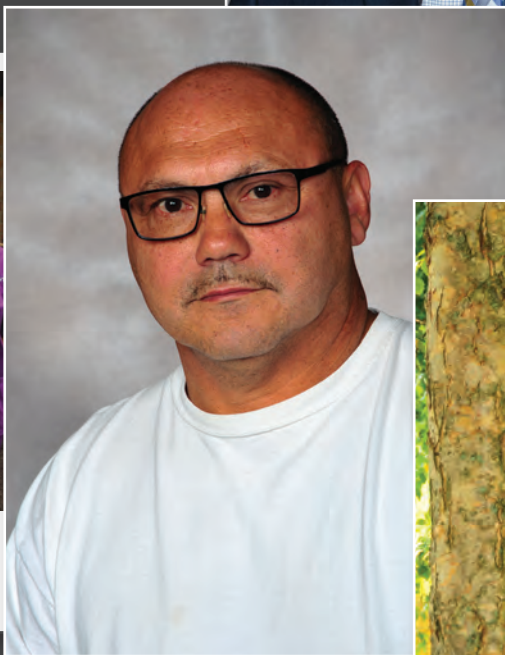
A few things that help us STAND **OUT**:

You Own The Copyright: When you commission us for photography, your investment will include a LIFETIME copyright release. You are free to use your photos anywhere and however long you'd like.

Flexibility: We can come to your location, schedule our photoshoot in a neutral or outdoor area, or make other arrangements as needed. We also offer our photography services either by the hour, a flat package investment, or included with your website package.

Image Editing: We know our way around Photoshop! We'll lighten, brighten, crop, remove, enhance and optimize!





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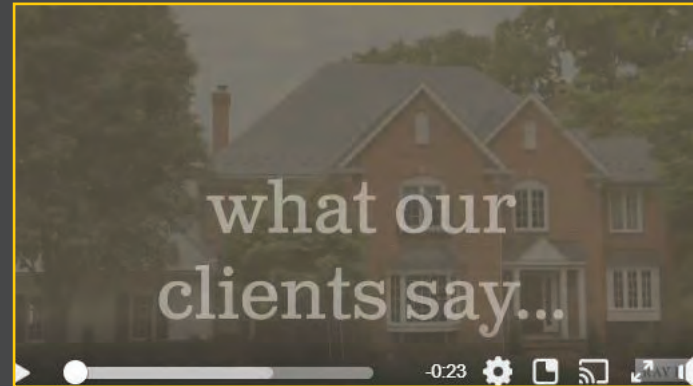
VIDEOS



EXPRESS YOURSELF & PROMOTE YOUR BUSINESS or PROPERTY

We will script and direct videoshoots that can help you to express yourself online. Whether it's a :30 second promo video for social media or a 5-20 minute presentational video for YouTube, we can assist you through the process.

We will film your video, clip, trim and edit the video for time and content, add captions, music, voiceover and other post-production enhancements and provide you with completed, formatted videos that are ready to be shared on your website and social media channels.





AERIAL PHOTOS & VIDEOS

We are one of the Augusta County area's few officially-registered FAA drone pilots. We use a state-of-the-art drone that's capable of 4K video and ultra-high resolution images.

Take the view to new heights with breathtaking 360-degree aerial videos and photos that showcase properties, construction sites, roofing and home service projects, and scenic landscapes like you've never imagined before.

Aerial videos and photos are ideal for REALTORS® and tourist attractions.

Our experienced drone pilot will capture quality video and still photos and work that we can finalize in post-production with editing, music, captions, voiceover, and other enhancements.

TALK TO YOUR AUDIENCE

Today, you don't necessarily need a broadcast advertising budget to be seen in a commercial. We can work with you to create videos that can be used on your website, YouTube and other social media platforms.

HOW WE CREATE PROMO VIDEOS:

Scripting: For presentations, testimonials, demonstrations and promotional messages, we'll work with you to provide you with "talking points", as well as an intro and outro. We encourage you to use your own wording and be yourself.

Guidance: We'll prompt you by asking questions, referencing our scripts, and help ensure that we're keeping our video shoot on track.

Post Production: We will finalize your videos by snipping, trimming, adjusting sound and lighting whenever possible, adding music, captions, voiceover, and file formatting so that your video is ready for use on your website or social media channels.



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HOW WE DO IT



GETTING STARTED

We typically begin our client partnerships by consulting with you to determine your specific goals and ideas. Next, we prepare a custom proposal of our service to specifically align with our prior discussions regarding your objectives.

Next, we begin our course of action as outlined within our proposal. We keep in communication with you regularly - updating you on the status of your project(s), estimates on turn-around time, and answers to your questions.

For website projects, we begin with the design of the homepage and navigational structure. When approved, we continue our design process while working with you on content, copywriting, photography and images. Upon your approval of your site's layout and per page content, we begin development and on-page SEO. You are provided with a preview link to view your in-progress website online. When complete, we work with you to facilitate any domain registration services, DNS setting changes and facilitation of your hosting. We then provide you with in-house editing instructions and additional services as needed or requested.

CONSULTATION & LISTENING

Once we have established the Needs Analysis to help meet your goals, we will prepare a proposal that will detail our services and all of the options for your successful partnership with Standout Arts. Your proposal is FREE and carries absolutely no obligation whatsoever.

OUR PROPOSALS INCLUDE:

Project Overview: We'll detail the project or projects on which we'll be working and will explain the process for each project, outlining what's to be included and what you can expect from our services.

Company Information: We'll share with you bios and the experience of the team that will be a part of your partnership with Standout Arts and information on what makes us qualified to handle your project or projects.

Timeline Estimates: For larger projects, we'll outline a projected timeline with estimated milestone dates.

Project Options: Wherever applicable, we'll provide you with a variety of options to help you select the partnership or package level that's right for you. We will detail what's included in each level or package and let you know what you can expect from each option. We will include an estimation of total costs whenever possible and let you know what specific service or product is represented by each cost. For monthly retainer options, we'll specify what's included and any limitations of service, with each retainer level.

Payment Schedule: When applicable, we'll provide details on our pricing schedule so that you have a thorough understanding of how invoicing is to be handled and when you can expect to make payment.

Exclusions: We'll specify situations or items that may not be included and let you know how we handle those add-on services. We'll also specify your responsibility as our client and reaffirm our commitment to you and your project.



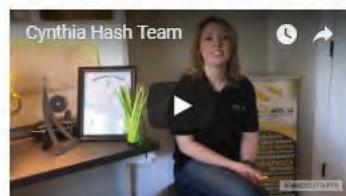
Overview

The Cynthia Hash Realty Team provides more than 35 years of professional experience in real estate. Team Leader Cynthia Hash has cultivated a team of success-driven professionals who work with both Buyers and Sellers through a variety of diverse property listings.

Standout Arts will work with you and your team to develop a customized, high-end, professionally-designed website that meets the demands of today's mobile and desktop devices.

The goal of this project is to rebuild findhomesincharlottesville.com so that it becomes a fully-responsive website that better serves both the website end-users as well the administrative and realty team who will using the website as a key selling tool.

Why Us



RECEIVING YOUR PROPOSAL

We typically send our proposals via email with a link to view your proposal online. We often include a video introduction, samples of our work, and other interactive components, as well as references and information on how best to communicate with us throughout our partnership on your project(s).

FREE, NO-OBLIGATION INFORMATION

Our thorough proposals allow you to assess your expectations and budget, understand how best to move forward on your project(s) and what you can expect from our partnership together. We provide this information at NO COST to you. Simply contact us to get started! Once we've assessed your objectives and had an opportunity to ensure that we're on track with your goals for your project(s), we'll prepare a proposal that's custom-developed just for you.

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CONTACT US



EMAIL

Email is typically the best way to reach us, especially when getting started to schedule a consultation (via phone, video conference, or in-person). Owner, Shannon Sankar invites you to contact her with any questions or to get started: shannon@standoutarts.com

PHONE

We provide a 24/7 Answering Service and invite you to call us at any time, particularly with any urgent requests: **540.300.1278**

CHAT

You can chat with us through our website. If we are away from our desks when you prompt us, we will receive an emailed notification of your message. Visit us: www.standoutarts.com



VISIT OUR WEBSITE
STANDOUTARTS.COM

You can find us on Facebook:
facebook.com/standoutartsllc

Email or Call Us
shannon@standoutarts.com
24/7 Answering Service
540.300.1278



NOTES & SKETCHES:

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www

SEARCH ENGINES



..... are you

GETTING FOUND?

HAMBURGER MENU ▶

WHAT'S THAT?

IT HAS NOTHING TO
DO WITH BEEF...
...BUT YOUR WEBSITE
MAY NEED ONE



STILL UNDER CONSTRUCTION?

HAS YOUR WEBSITE NOT BEEN UPDATED IN
A VERY, VERY, VERY LONG TIME?

LET'S UPDATE, FIX & RE-LAUNCH YOUR SITE



WE ARE YOUR

ART DEPT.

FULL-SERVICE GRAPHIC DESIGN

web print social

GET A FREE QUOTE





Looking for ideas?
Get in touch!
standoutarts.com



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Website Design & Marketing Consultants

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t. @StandoutArts

