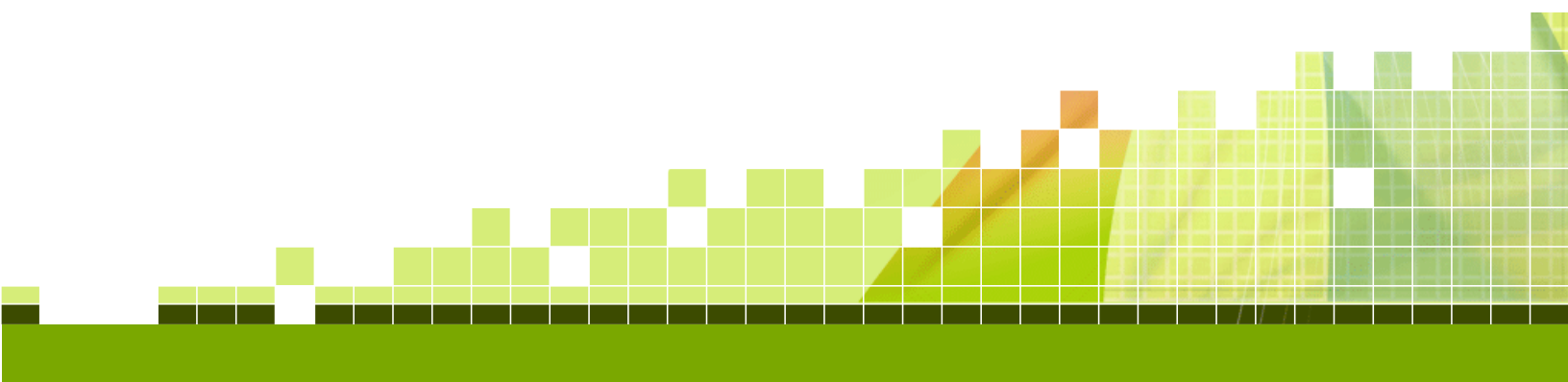


Yana Ilan | Art Director




## Emails B to C


**GET STARTED >>**

**USE YOUR CARD TO PAY YOUR BILLS. EARN POINTS FAST.**


It's easy as **1 2 3**



**Contact your providers**  
and have bills charged to your card.




**Bills are paid for you**  
Automatically, safely and on time.



**Watch your points add up**  
Earn the rewards you want, fast.

**It's simple. Contact your service providers today**




**Unsubscribe Instructions**  
This e-mail was sent to . If you do not wish to receive e-mail offers from American Express in the future, please reply to this e-mail and type the word "REMOVE" in the subject line or visit the [E-mail Preferences](#) page on the American Express Web site. Allow two to three weeks for your request to be processed.

**Privacy Statement**  
For details on our e-mail practices, please visit the [American Express Privacy statement](#).

American Express – Automatic bill payment email.  
Objective: to educate AMEX credit card members about the easy and safe Automatic bill payment service

**GET HERE FAST**  
Earn Double HHonors® bonus points from October 1 to November 30, 2005


**LEARN MORE >**



**Earn Double Hilton HHonors bonus points on every eligible dollar you spend in October and November.**

Earn Hilton HHonors bonus points twice as fast. In October and November, you can earn double bonus points everywhere you use your Card.\*

- That's 10 Hilton HHonors bonus points for every eligible dollar you spend in everyday categories like: restaurants, supermarkets, gas stations, wireless phone bill payments and at Hilton Family hotels.
- That's 6 Hilton HHonors bonus points for every other eligible dollar you spend.



American Express/ Hilton Hotels  
Objective: encouraging existing customers to spend more, to double their rewards.

**OPEN FOR BUSINESS**

**Start saving more on your everyday business purchases today.**

OPEN Savings (SM) is a built-in Card benefit that allows you to save 5% automatically at each of the companies listed below. Enroll in each partner's loyalty program and you can receive the additional savings and benefits you see featured below.

**FedEx**

Enroll and receive the following discounts on every package your business ships via fedex.com: 15% off express, 25% off international and 10% off ground.  
<https://www.fedex.com/signup/ALL?enrollmentid=f8780U0398>

**Enroll Today >>**

**Hertz Rent a Wrench**

As a #1 Club Gold member, get faster reservations and returns, discounted rates and special offers, earn free rental days, and more—all from Hertz.  
<https://www2.hertz.com/part/publink/amex/ind ex.cfm>

**Enroll Today >>**

**COURTYARD, FAIRFIELD, SPRINGHILL**

Earn points toward free hotel stays, airline miles and much more every time you stay at any one of Marriott's hotels worldwide as a Marriott Rewards member.  
<https://marriott.com/rewards/createAccount/createAccountPage1.mi>

**Enroll Today >>**

Multiple OPEN Savings Partner Loyalty Email  
Objective: drive awareness and enroll cardmembers in OPEN Savings Partners' complementary loyalty programs.

**Get IN**



*and earn rewards for going out*

**Get the most out of your city plus a \$25 gift certificate in your pocket**

**Apply Now >>**

Presenting the IN Card from American Express®. A new FEE FREE card that helps you make the most out of the city you love. Whether it's perfect pad thai, late night jazz, the hottest clubs or must see events this card rewards you every time you use it with INSIDE (SM) Rewards.

- 0% APR for six months on purchases and balance transfers.
- No annual fee and the option to carry a balance.
- VIP access to your city's hottest places and special Cardmember discounts.
- Rewards kick in as low as 2,000 points.

**So get the Card--and get rewarded all over town.**

- Earn one INSIDE Reward point for virtually every eligible dollar you spend.
- Earn double INSIDE Rewards points for essentials like dining, movies, cell phone, gym memberships, magazines, internet, and more.
- Redeem points for A-list dining, clubs, theater, events. Enjoy V.I.P. access all over the city.

Plus, we'll start you off with a \$25 Gift Certificate so you can sample the best of the city. Earn 2500 bonus INSIDE Rewards points after you make your first purchase. You can redeem those points for a \$25 gift certificate at one of many partners.

**Sound good? Apply now. And get the card that makes city living more rewarding.**



American Express / IN Card  
Objective: encouraging new customers to open IN credit card. IN is a local credit card such as IN: NYC, IN: Chicago, IN: LA targeting youth audience.

## Emails B to B

**CompensationPro** Powered by **VentureOne**

**"I know what the competition is paying in salary and options."**

**Does your compensation plan let you keep your best employees while keeping your competitors at bay?**

**Call 1-877-522-8663 and find out.**  
You'll receive an online demonstration that allows you to instantly compare salaries, equity packages and corporate compensation policies.

**Examine the real numbers** by logging on to CompensationPro.  
You'll discover if you're...

- Paying enough to retain your most valued employees
- Staying on par with competitors' offerings
- Attracting the top candidates for job openings

**PLUS:** Competitive benchmarks for 105 positions at 800 private companies nationwide.

**CompensationPro**  
The online salary, bonus and equity resource

Dow Jones CompensationPro: database of compensation data for privately held companies in every industry and throughout the country.

**Request Trial Login** | **Review Benefits** | **Contact Us**

**VENTURESOURCE** The premier source for venture capital intelligence

Company Profile | Investor Profile | Cambridge Associates LLC data | Company Analytics

- Company Searches
- Deal Searches
- Investor Searches
- Investment, Valuation, and Fundraising Analytics
- Daily News Service
- Customized Email Alerts
- Full Concierge Service
- 24-hour a day support
- Comparable Information

**Updated daily,**  
VentureSource provides the latest information on more than **27,000** companies, **7,000** investors, **72,000** transactions, and **178,000** executives. That's reliable, actionable information you won't find anywhere else.

Receive a trial login and password now | Review the benefits of being a VentureSource client | Contact us now for more information

PLEASE MAKE SELECTION ABOVE

© Copyright 2005 Dow Jones & Company, Inc. All Rights Reserved | Privacy Policy

Dow Jones VentureSource: database of global Venture Capital Intelligence.

**A VENTUREWIRE PRIVATE EQUITY CONFERENCE**  
**DATACENTER VENTURES**

Face-to-face format, frontline due diligence with the brightest start-ups...

June 16, 2004

Dear [1],

With front line perspectives from established vendors and business plan presentations by key emerging players, this year's **Datacenter/Ventures** grants you **direct access to the senior executives and investors building the next generation data center**. On September 21 & 22 at the Sofitel in Redwood City, you'll meet and hear from the people who are developing promising new technologies, responding to changing market conditions nimbly and making smart bets on future directions in datacenter security, storage and systems management. What's more, **there's still time to save \$300 on the full price of a ticket.**

**Face-to-face format, frontline due diligence with the brightest start-ups...**

VentureWire editors have spent the last few months performing frontline due diligence for you, vetting several hundred security, storage and data management startups for inclusion in the slate of management presentations. Come September 21, we'll profile as many as 80. In a single day of presentations you can get a firm grip on **investment, product development, client wins and alliances** in a given market space. You'll find companies categorized in the following tracks presenting on the following days:

**Tuesday, September 21**

**REGISTER**

SEPTEMBER 21 & 22, 2004  
REDWOOD CITY, CA

**Forward to a colleague**

**Confirmed keynote includes:**

- Greg Papadopoulos Sr. VP & CTO Sun Microsystems
- Dave Roberson President & COO Hitachi Data Systems

**Confirmed presentations include:**

- Abraviv** Steve Topper Chief Executive Officer
- Archivas** Andres Rodriguez Founder & CEO
- Atix** Roelou Barry President & CEO
- Automech** Chris Melson President & CEO
- Bocada**

Dow Jones Datacenter Ventures: Professional Conference

**DOWJONES**

**Daily Bankruptcy Review**  
Covering Key Issues In Distressed Situations

**The Biggest Names in Bankruptcy Express Themselves Through VIEWPOINT.**

Dear Timothy,

**Daily Bankruptcy Review** is introducing three great new features!

- **ViewPoint:** A new column featuring contributed articles by the best in bankruptcy.
- **Delaware Docket:** A biweekly column featuring Wilmington reporter Peg Brickley, who highlights interesting events she encounters on her beat. Peg's unique writing style promises to deliver a perspective that simply can't be found anywhere else.
- **Law Firm Retention and Fee Summaries:** Compare services and fees of legal firms hired by bankrupt companies.

These new features will be a valuable complement to the premium intelligence **Daily Bankruptcy Review** brings you daily.

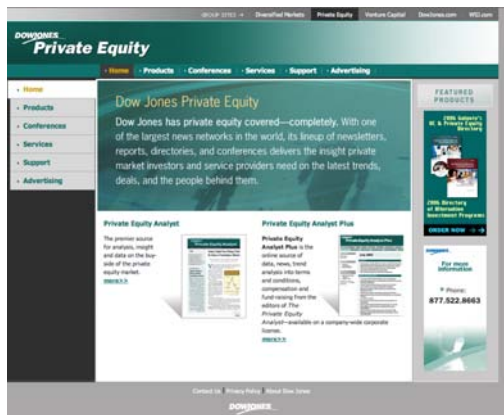
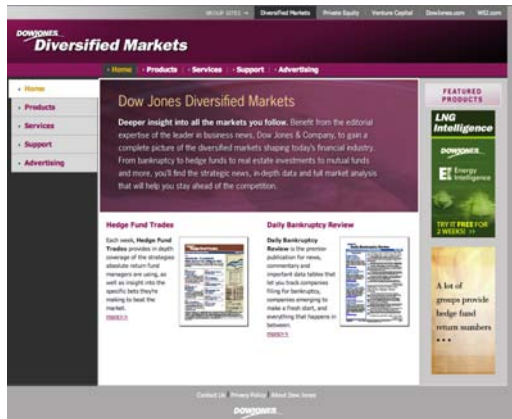
**Accept your complimentary issue today!** [Click Here](#)

Because you have sampled **Daily Bankruptcy Review** in the past, we would like to offer you a **risk-free complimentary issue of the newly enhanced newsletter**. To accept your complimentary issue please visit:  
<http://www.djnewsletters.com/trial-form.html?promo=TEDBRST01>

**New Features**

Dow Jones Daily Bankruptcy Review: Professional publication

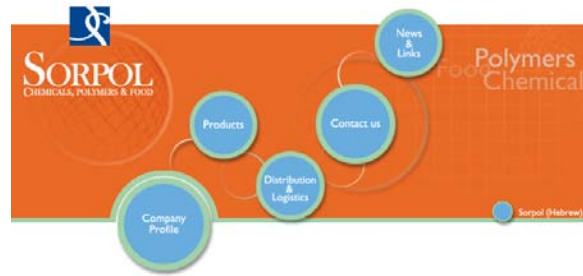
## Web & Interactive



Dow Jones Financial Information Services

Division of Dow Jones producing various financial products: publications, reports, databases, and conferences for venture and private capitals.

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

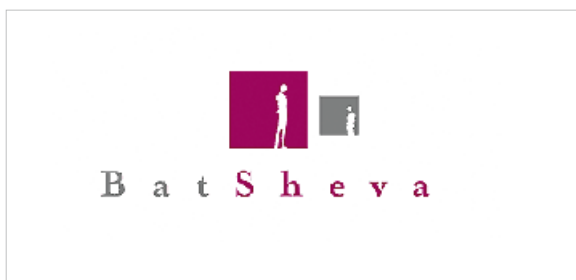
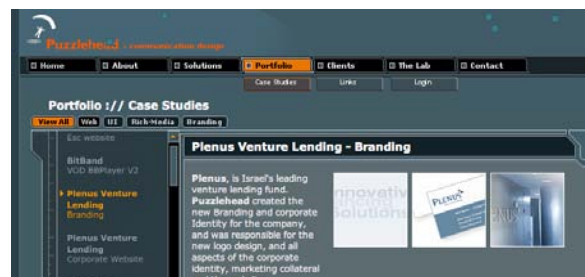
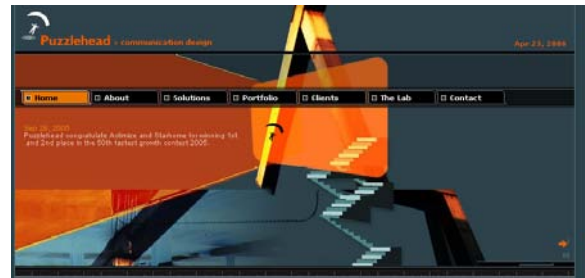


Sorpil

Sorpil specializes in the import and distribution of chemical industrial raw materials.

[www.sorpil.co.il](http://www.sorpil.co.il)

# Web & Interactive



Bat Sheva

Bat Sheva is a company specializes in exhibition design

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



Puzzlehead Communication Design

The company specializes in visual communication and information design

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

# Branding Guide

Created branding guide to accommodate various companies acquired by Dow Jones

### THE PROBLEM (CHALLENGE)

INTEGRATING DOW JONES BRANDING STANDARDS WHILE KEEPING THE CURRENT PRODUCT CHARACTERISTICS

> a kludgy\* approach: adding Dow Jones above current logos / 2 different personalities in 1 body simply is not healthy and won't work.

\*Kludge: a system and especially a computer system made up of poorly matched components

5

### PROPOSED SOLUTIONS :: STARTING POINT > THE STANDARDS

Initial thoughts from Dow Jones Corporate Branding

6

### CREATING GUIDELINES FOR FUTURE PRODUCTS

Defining online product categories/mediums using look/feel and methodology

newsletters, publications, sub-brand, online products

21

### Event Branding and Marketing | Strategy & Structure

Brand building & product-centric approach while applying the overall identity system

1. Logo placement, date and place information. Striving for consistent look on all mediums. The top portion of the event's marketing material is consistent with its Web site.
2. The event's visual theme/applied concept within the identity system rules. This will also help differentiate one event from another while keeping everything in Dow Jones standards.
3. The event's verbal message, that year's concept and other informative text area. Simple, clean with less content is recommended.
4. Registration information and sponsor logos
4. Dow Jones presence

7

Direct mail: B to B



**Your workload just got lighter.**

Dow Jones Bankruptcy Legal Suite

**DOWJONES**

...your firm need has never been easier.

**Search**

...10 years of past issues  
...exactly the topics you need with our  
...or browse through them with a complete  
...been easier

...ptcy Legal Suite to fulfill your  
...omplimentary three month  
...y, the end-of-day market wrap  
...s of Dow Jones Newswires.  
...ou a handsome binder to keep jany  
...gal Suite issues for quick reference.

**Have a coffee on us**  
We're so sure that the Bankruptcy Legal Suite will make your job easier, that we'll give you a \$5 gift card to a premium coffee shop so you can relax with the beverage of your choice just for setting up a trial for your firm!

**Stylish Binder**  
If you subscribe, you'll receive a handsome binder to organize your Bankruptcy Legal Suite issues for years to come.

## Dow Jones Daily Bankruptcy Legal Suite

Direct mailing promoting suite of well-known bankruptcy related publications.

Audience: legal librarian and lawyers.



Can you see yourself in  
the big venture capital picture?

## Dow Jones VentureWire Professional

Direct mailing introducing VentureWire Professional publication.

Audience: C-level hi-tech/venture capital professionals.

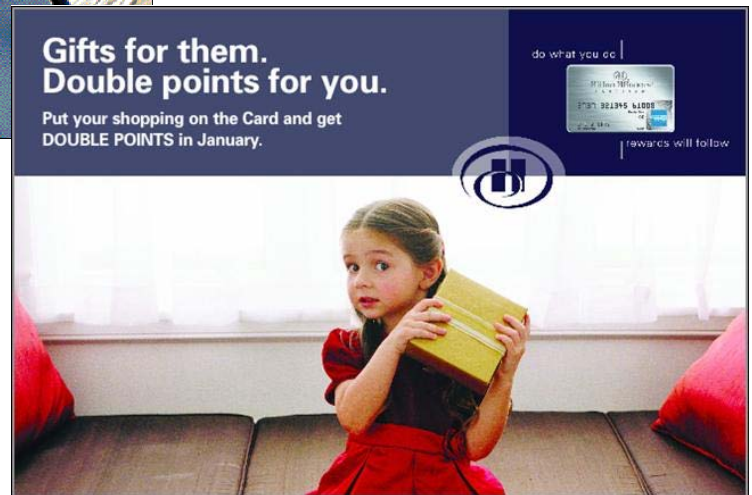
Direct mail: B to C



### American Express/ Hilton Hotels

Audience: existing Hilton Hhonors credit cardmembers

Objective: encouraging existing customers to spend more, to double their rewards.



### American Express

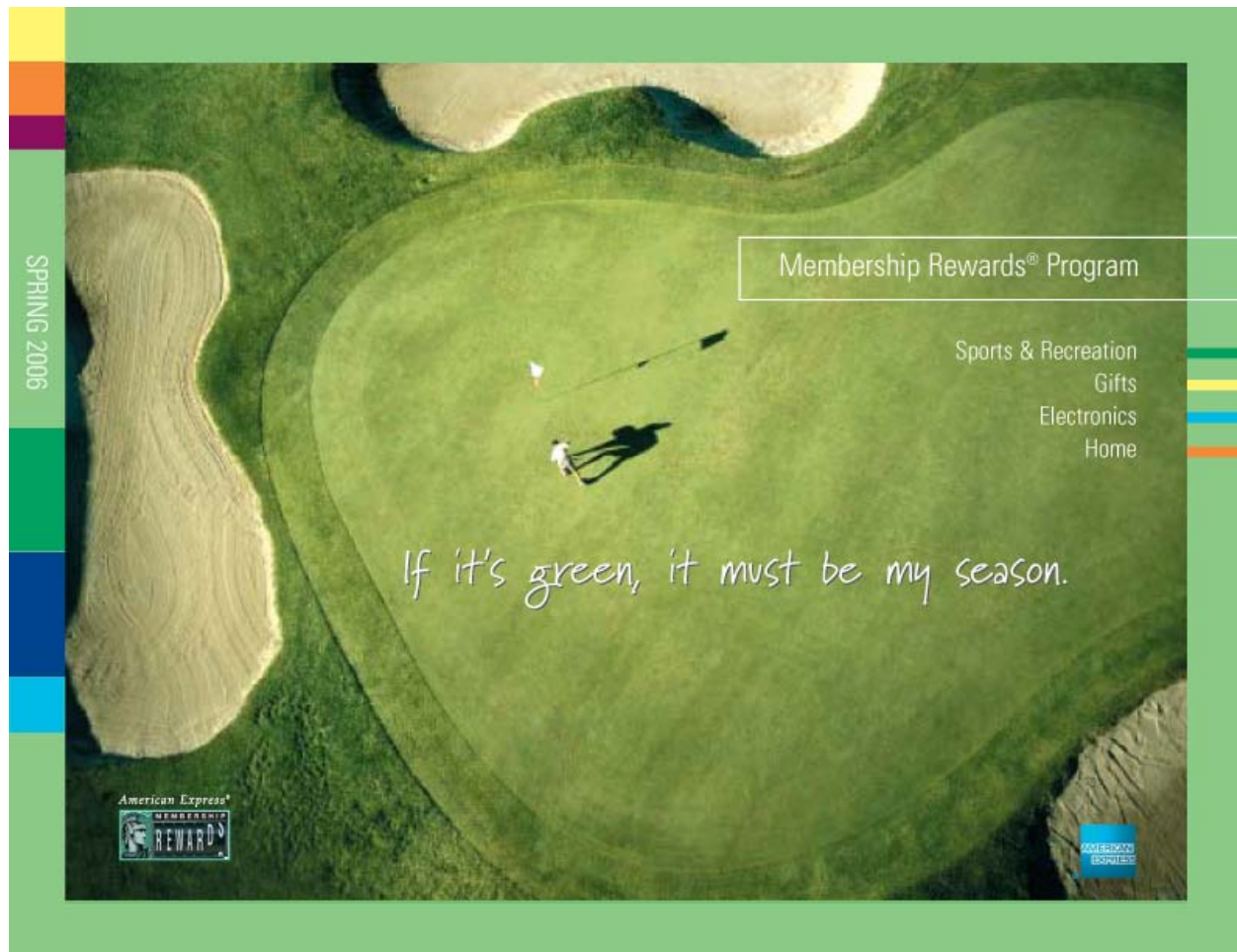
Audience: existing AMEX Credit Card members

Objective: Encouraging existing customers to spend more, to double their rewards.





## American Express – 2006 Membership Rewards Catalog (spring edition)



### 2006 Spring – Membership Reward Catalog

The challenge was to create an inspiring catalog, that people would want to keep on the coffee table.

#### Creative Concept:


The Spring Guide predominately covers sports and recreation, with golf as the main focus.

The golf section of the catalog is presented as a Golf Pro Shop, featuring various professional products, as well as professional tips, making customers feeling as if they were talking to a Golf professional.

The electronics section contains products reviews as well as tips helping consumers deciding on types of merchandise- i.e. should I buy LCD, DLP or Plasma HDTV?

## Inside spreads

**GOLF**



I know just where I want to be this Spring.

Redeem online now! <http://www.membershiprewards.com>

golf section

**GIFTS**

<p>1. Nike Golf CPE - Iron Head The CPE iron head is designed by award-winning head designer Frank the Head at Nike. The CPE is designed to reduce the head to fit snugly over the club. Available in 3 different sets. Only available in flight school.</p> <p><b>17,000 points</b> Reward Code: N4515</p>	<p>2. Callaway Golf® Stainless Steel Watch The stainless steel watch shows the high quality that makes Callaway the industry leader. The watch includes a three-piece case, a black dial, and a rotating bezel. Water resistant to 100 feet.</p> <p><b>42,000 points</b> Reward Code: H4232</p>	
<p>3. Callaway Golf® Fergals Wiper in Chrome Designed by the legendary Roger Cleveland with input from the Callaway Golf professional tour staff, the wiper features a unique design that looks like a wiper blade but is actually a wiper on the side.</p> <p><b>5,000 points</b> Reward Code: C0858</p>	<p><b>TIPS</b> Hints are not just the secret part of professional sports, golf, and other activities. They're also the key to getting the most out of your experience. We've put together a list of tips for you to help you get the most out of your experience.</p>	<p>4. Callaway Golf® Stainless Steel Watch The stainless steel watch shows the high quality that makes Callaway the industry leader. The watch includes a three-piece case, a black dial, and a rotating bezel. Water resistant to 100 feet.</p> <p><b>42,000 points</b> Reward Code: H4232</p>
<p>5. Callaway Golf® 99 Tour Golf Balls Callaway Golf® 99 Tour Golf Balls. The 99 Tour Golf Ball is the most technologically advanced golf ball yet. With the lowest spin of all our balls, the 99 Tour offers professional-looking, consistent performance, and soft touch around the green. In this Square golf ball that has the look of a real ball.</p> <p><b>5,000 points</b> Reward Code: C0858</p>	<p>6. Callaway Golf® Stainless Steel Watch The stainless steel watch shows the high quality that makes Callaway the industry leader. The watch includes a three-piece case, a black dial, and a rotating bezel. Water resistant to 100 feet.</p> <p><b>42,000 points</b> Reward Code: H4232</p>	

**GIFTS FOR HER**



Everything on my wish list is going to feel like Spring.

Redeem online now! <http://www.membershiprewards.com>

gifts section

**GIFTS FOR HIM**

<p>1. Jabra Bluetooth Wireless Headset for Cell Phones The sleek, ergonomic design makes it a comfortable headset that looks like a part of you. It's available in two colors: black and silver. It's also available in a variety of colors. It's also available in a variety of colors.</p> <p><b>4,000 points</b> Reward Code: P0338</p>	<p>2. Callaway Golf® Stainless Steel Watch The stainless steel watch shows the high quality that makes Callaway the industry leader. The watch includes a three-piece case, a black dial, and a rotating bezel. Water resistant to 100 feet.</p> <p><b>42,000 points</b> Reward Code: H4232</p>	
<p><b>KRUPS</b> Krupps Espresso Maker <b>15,000 points</b> Reward Code: F0178</p>	<p><b>RECIPE INTRO</b> For general use, our only recipe book is the "Recipe Intro" for the "Recipe Intro" book. It's available in a variety of colors. It's also available in a variety of colors.</p>	<p>3. Callaway Golf® Stainless Steel Watch The stainless steel watch shows the high quality that makes Callaway the industry leader. The watch includes a three-piece case, a black dial, and a rotating bezel. Water resistant to 100 feet.</p> <p><b>42,000 points</b> Reward Code: H4232</p>
<p>4. Krups Espresso Maker This beautiful 1.25 liter espresso maker features a stainless steel body which is easy to clean. It's available in a variety of colors. It's also available in a variety of colors.</p> <p><b>15,000 points</b> Reward Code: F0178</p>	<p>5. Norelco Norelco Electric Shaver <b>5,000 points</b> Reward Code: P0338</p>	<p>6. Norelco Electric Shaver Get the smoothest, most comfortable shave with the Norelco electric shaver. It's available in a variety of colors. It's also available in a variety of colors.</p> <p><b>5,000 points</b> Reward Code: P0338</p>

**ELECTRONICS**



I can't believe the gadgets keep getting cooler and smaller.

Redeem online now! <http://www.membershiprewards.com>

electronics section

**ELECTRONICS**

These are my favorite cool things... this month.

<p><b>BOSE</b> Bose SoundDock™ Digital Music System <b>8,000 points</b> Reward Code: C0858</p> <p>Beautiful music being heard by your Apple iPhone. Just dock and play. Designed especially for use with iPod, this new dock plays with elegant simplicity in the home. The system brings you sound that's in the room. The remote control operates the system with ease. iPod Syncs from almost anywhere in the room. Also syncs from a wall outlet. No external needed. iPod not included.</p> <p>Dimensions: 11.91" W x 6.07" H x 6.51" D Weight: 4.8 lbs.</p>	<p><b>Nikon</b> Nikon 25mm SLR Camera <b>43,000 points</b> Reward Code: S0875</p> <p>Fans of photography will love this Nikon camera that has expert features but can be managed by a beginner. This camera is equipped with several advanced features: Servo/Continuous Shooting, All-ISO i-Mode sensor, and i-Mode in-quest light. S.</p> <p>Dimensions: 10" W x 5.5" H x 3.5" D</p>	<p><b>SONY</b> Sony MiniDV Handycam® Camcorder <b>14,000 points</b> Reward Code: S0875</p> <p>Steady, high and smooth pictures, the MiniDV Handycam® Camcorder provides excellent video recording quality in an ultra-compact design. Features i-Lite, Advanced i-Mode™ LCD, with 3.0" LCD, i-Mode, i-Mode, and i-Mode. It also includes a variety of other features.</p> <p>Dimensions: 11.91" W x 6.07" H x 6.51" D Weight: 1.8 lbs.</p>
---	--	--

Take One

**You pick out  
the games.  
We pick up  
the tab.**



- FREE REWARDS PROGRAM
- 0% INTRO APR FOR UP TO 15 MONTHS
- NO ANNUAL FEE
- \$50 BLOCKBUSTER GIFT CARD



American Express / Blockbuster

Objective: to acquire new cardmembers

**For travel rewards  
without limits look  
to the sky.**



**BLUE SKY® from American Express**

- 2 FREE SUPERSHUTTLE RIDES
- SAVE \$100 OR MORE ON ANY TRAVEL PURCHASE
- 0% INTRO APR FOR THE FIRST 6 MONTHS
- NO BLACKOUT DATES OR RESTRICTIONS

**SuperShuttle®**



**APPLY TODAY**

American Express- Blue Sky Card

Objective: to acquire new cardmembers

Take One

# NO ANNUAL FEE



**3%**  
Cash back  
For eating out

**2%**  
Cash back  
For eating out


**1%**  
Cash back  
Everywhere else,  
including at Costco

The credit card that also serves  
as your Costco membership card.




American Express / Cosco Card

Objective: to acquire new cardmembers  
and get existing cardmembers to renew  
their Costco membership



who knew travel could be  
so rewarding



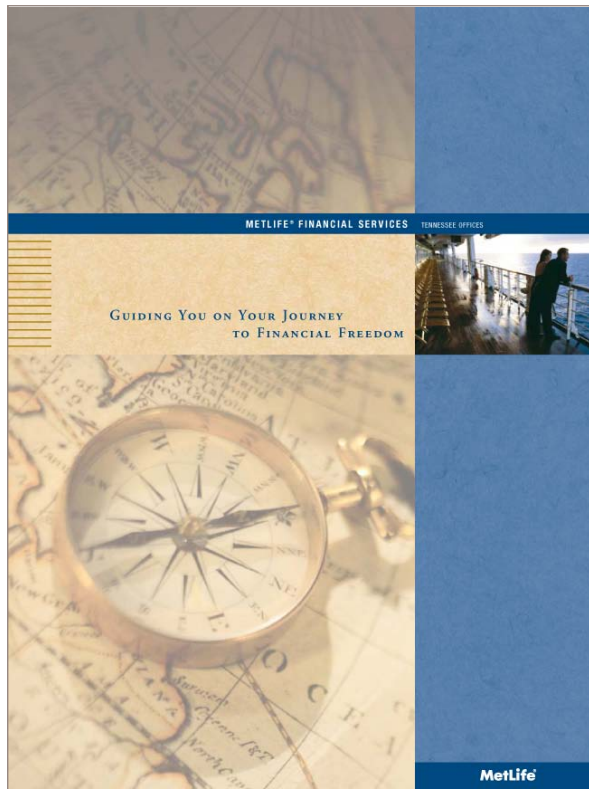
let yourself fly

Owned and operated by Delta Airlines

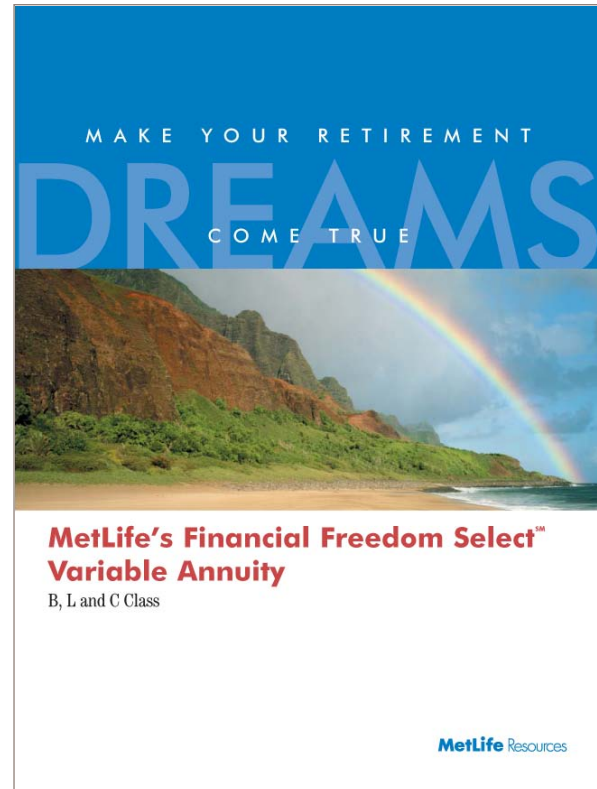
American Express / Song Card

Objective: to acquire new cardmembers

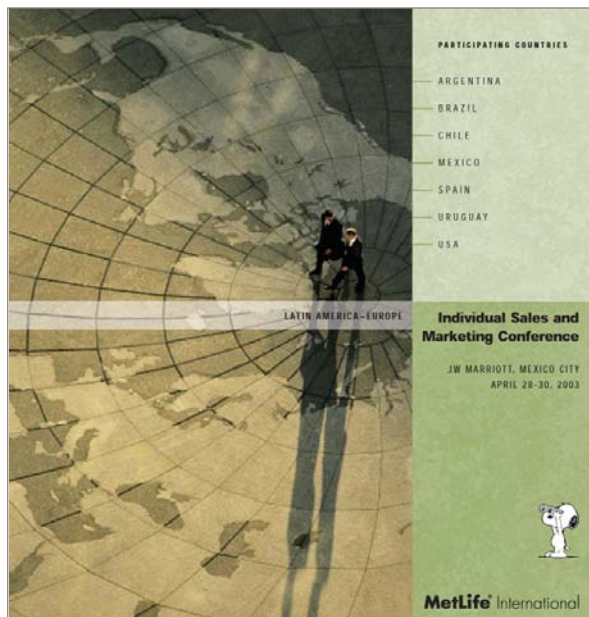
# Brochures



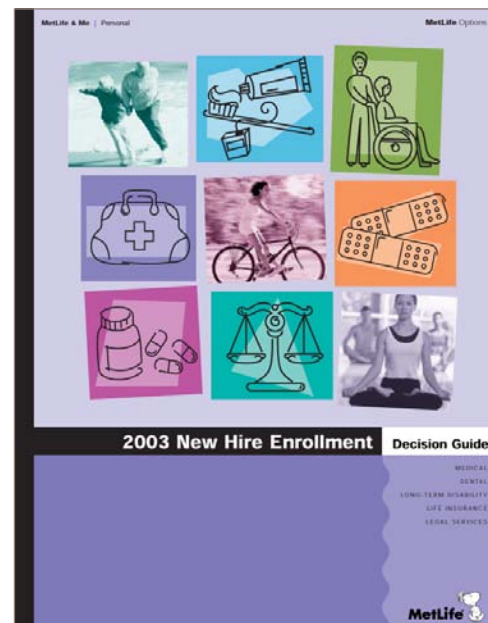
MetLife Financial Services – Introduction brochure



MetLife Resources – serial of product brochures



MetLife International – Conference



MetLife – New hire enrolment guide

## Media Kits, Reports



Dow Jones VentureOne — Deal Terms Report.



Dow Jones (Alternative Investor) - Galante's Venture Capital & Private Equity Directory



Source Media (Thompson Financial)  
Card Technology — Media Planner



Source Media (Thompson Financial)  
Card Management — Media Planner

Ads

**INTRODUCING  
A NEW HEALTHCARE  
PAYMENT  
SOLUTION FROM  
AMERICAN EXPRESS**

**AMERICAN EXPRESS  
HEALTHPAY PLUS<sup>SM</sup>**

- Control your healthcare expenses and simplify your life
- Contribute pre-tax funds for qualified medical expenses
- Increase savings with an interest bearing Health Savings Account
- Apply for an Optional Credit Line

**TO PARTICIPATE, LOG ON TO BENEFITS ONLINE THROUGH eHR VIEW AND TRANSACT, CLICK ON ANNUAL ENROLLMENT AND CHOOSE TO ENROLL IN THE EMPIRE WITH HSA HEALTH PLAN**

Available for American Express employees in the Metro N.Y. Tri-State Area who enroll in a low government health plan.

AMEX- HealthPay Plus Trade Ad Launch

**Announcing a new way  
for American Express<sup>®</sup>  
Business Cardmembers  
to save on hotel costs.**

**OPEN Savings<sup>™</sup> has expanded so  
Business Cardmembers can now  
save at over 1,200 hotels.**

Business Cardmembers will save 3 – 5% at these hotel partners when they pay with the Business Card. What's even better, in addition to the room charge, they will also save on all other charges on the bill, which may include telephone, Internet access, room service, fitness center access, meetings and even taxes and other miscellaneous fees.

For more information, go to [open.americanexpress.com/savings](http://open.americanexpress.com/savings)

**OPEN  
FOR BUSINESS**

AMEX- OPEN Hotel Savings ad

**VENTUREWIRE  
HEALTHCARE  
VENTURES**

**May 10 & 11, 2005**  
Sofitel San Francisco Bay/Redwood City, CA  
A VentureWire and Venture Capital Analyst Event

**The Right Rx for Health Care Investors**

**May 10 & 11, 2005** » Sofitel San Francisco Bay, Redwood City, CA  
A VentureWire and Venture Capital Analyst Event

Diagnose the future of emerging life science sectors alongside the nation's elite venture capitalists, corporate investors, and key executives—only at the inaugural Health Care Ventures conference, May 10-11 at the Sofitel in Redwood City. Our multi-track agenda is designed to help you locate new investments and strategic partnerships. It features candid insights from the most active private and public investors, as well as sector-by-sector analysis by the editors of Dow Jones VentureWire and Venture Capital Analyst. What's more, you'll be front and center for CEO presentations from the nation's most promising startups at the forefront of the health care industry—more than 50 in all. Assess the products, business models, and management teams poised to revolutionize promising life sciences sectors, including »

- » Cancer
- » Cardiovascular
- » Cosmetic Surgery & Dermatology
- » Elderly Care
- » Eye Disorders
- » Health Care IT
- » Minimally Invasive Devices
- » Molecular Diagnostics
- » Neurology
- » Obesity
- » Orthopedics
- » Research Tools & Clinical Trials
- » Respiratory Allergies
- » Retail Health Care
- » Vaccines/Antibiotics

[www.healthcare-ventures.net](http://www.healthcare-ventures.net) | 866.291.1800

© Copyright 2005 Dow Jones & Company, Inc. All Rights Reserved. | [www.dj.com](http://www.dj.com)

**DOW JONES**

Dow Jones VentureWire –HealthCare Ventures, Professional conference

**VENTUREONE  
SUMMIT**

**APRIL 12 & 13, 2005** | THE ARGENT HOTEL | SAN FRANCISCO, CA

**THE VENTURE INDUSTRY'S PINNACLE DEAL FLOW EVENT**

Hundreds of the nation's elite venture capitalists, corporate investors, and company executives make the annual trip to the VentureOne Summit and emerging companies presenting at the Summit go on to raise an average of \$1 billion in new funding each year.

**WE'LL SEE YOU AT THE SUMMIT.**

© Copyright 2005 Dow Jones & Company, Inc. All Rights Reserved. | [www.dj.com](http://www.dj.com)

**DOW JONES**

Dow Jones Venture One Summit –Professional conference

# Books



ART AND COOK is a deliciously colorful cookbook that combines recipes for gourmet dishes with original artwork to engage the reader's political consciousness as well as their appetite – a best-selling publication by Universe Publishing, a division of Rizzoli International.



**print**  
2004 Regional Design Annual Winners



## The New York Times

"Art and Cook is an ambitious new book that is anything but plain and boring."  
—John Hylan, New York Times

## The Washington Post

"Right from the cover 'Art and Cook' established itself as the season's most provocative cookbook"  
—Linda Hales, The Washington Post



"Art and Cook is the most unique cook book"  
—Alli Joseph, What's Hot and What's Cool, Food Network





THE SPIRITS OF COCKTAIL is a cook-book that combine Signature cocktails and appetizers, created by the most celebrated chefs of Manhattan's The Spirits of Cocktail illustrates the "supper-premium lifestyle trend" that took over Manhattan in recent years. Each work of art is graphically designed to correspond with, and present a scene for the cocktail identity.



# YANA ILAN

phone (212) 576-9901 • yana\_nyc@hotmail.com • imyana.com

---

**OBJECTIVE:** A senior position within a marketing organization or an ad agency where I can utilize my 10+ years of experience at FORTUNE 500 companies and advertising agencies. Experienced in print and web design and print production, along with a passion for great ideas, creative problem solving and strategic thinking. While my personality allows me to excel in teamwork, client contact and supervisory situations, I offer experience in virtually every facet of our business. Conceptual thinker with extensive branding experience in print, web, and new media as well as hands on experience in direct response, mail, collateral, email and interactive.

## PROFESSIONAL EXPERIENCE

---

### FREELANCE ART DIRECTOR 2005 TO PRESENT

**SOURCEMEDIA (THOMSON – FINANCIAL)** - Conceptualizing and designing special advertisements for various financial publications and conferences.  
**THE COOPER GROUP**

**(AN AMERICAN EXPRESS ACCOUNT)** - Developing marketing materials to introduce American Express's new ventures such as AMEX Healthcare products, AMEX Publishing, Blue Sky Card, as well as new partnerships and co-promotions with Delta Airlines, Jet Blue, Blockbuster etc.

### JAFFE AND PARTNERS

**(AN AMERICAN EXPRESS ACCOUNT)** - Designed and Art Directed various American Express promotional programs from concepts to final production.

**JP MORGAN-CHASE** - Created marketing materials to introduce new financial products, complex financial documents: sales aids, brochures

**MORGAN STANLEY** - Designed booklets, covers, brochures, posters, HTML emails, banners and presentations.

### DOW JONES FINANCIAL INFORMATION SERVICES, NEW YORK, NY, 2003-2005

#### Art Director

- Participated in brainstorming, delivered design concepts and visual strategic direction for brand development and rebranding for new and acquired products such as publications, conferences, reports and databases.
- Established creative services department: hired freelance designers, copywriters, photographers and production artists.
- Created the graphic look and feel for marketing materials: direct mail, media kits, ads, banners, HTML emails.
- Developed branding for variety of products such as Dow Jones Publications (16 publications specializing in financial news), VentureWire family of products (11 publications focusing on venture-backed companies news)
- Developed print advertisements for 6 annual event (direct mail, ads, flyers, brochures and displays)
- Established and maintained partnerships with multiple vendors
- Oversaw the production process including print buying – with a focus on efficiency and costs reduction.
- Developed highly creative solutions under pressure and constantly changing deadlines

### METLIFE, NEW YORK, NY, 2002-2003

#### Senior Graphic Designer / Art Director

- Worked directly with account managers and marketing managers in fast-paced studio, while supporting lines of business for life insurance: Institutional, Dental, Small Business
- Provided quality deliverables on multiple deadline-driven environment with an emphasis on working within budget requirements
- Designed and oversaw production of brochures, sales literature, direct-mail and advertising
- Designed conference support materials: directories, agendas, posters and PowerPoint presentations
- Designed CD-Rom graphic interface and packaging
- Created templates for different lines of business (Disability Insurance, MetBank, MetLife Financial Services, Agencies)
- Produced complicated financial documents involving highly creative montages, graphs, maps and complicated die-cutting layouts

### MESSAGEVINE INCORPORATED, NEW YORK, NY 1999-2002

MessageVine is a software company that provides private labeled Instant Messaging systems to Wireless Carriers, ISPs and Internet Portals.

#### Art Director

- Designed branded "Skins" – a special graphic user interface for customers.
- Developed and maintained the company website, while collaborating with Marketing and upper management.
- Developed the corporate branding and collateral.

### DAHAF – ADVERTISING AGENCY, TEL AVIV, ISRAEL, 1996-1999

Dahaf is the Israeli representative of the Bernard Hodes Advertising Global Network and the leading advertising Agency in Israel.

#### Studio Supervisor, 1996-1999

- Managed a team of three graphic designers and freelancers.
- Managed and collaborated external vendors such as service bureaus, printing workshops and photo-labs.
- Successfully delivered graphic deliverables while meeting tight schedules and customers' satisfaction.
- Designed newspaper ads for clients such as: Coca Cola, Bank Discont, Tel-Aviv city hall and "Channel 2" (TV channel).

## EDUCATION

---

Haifa University, Art Faculty  
Sivan Design Academy, Electronic Graphic Design

Haifa, Israel  
Tel-Aviv, Israel

## SKILLS

---

QuarkXPress, InDesign, Illustrator, Photoshop, PageMaker, DreamWeaver, Freehand, HTML, Flash, Flightcheck, PowerPoint, MS Office (Word, Excel, etc.)  
Charts: Delta Graph, Illustrator. Acrobat Suite: Professional, Distiller. MAC and PC.