



mPowering  
Ideas through Print

EmPowering clients in meeting their publication production/management, editorial and creative services, and commercial printing needs.

# our Branding.

## About Us

Lighty Communications Group, Inc. (LCG) is a preeminent print and editorial communications company located in the Washington, DC metro area, specializing in publication production and management, editorial and creative services, and commercial printing. Certified as a U.S. Small Business Administration 8(a) Minority- and Woman-owned Business and a Small Disadvantaged Business, LCG is a preferred communications resource for federal and state government agencies, corporations, associations and advertising firms.

Serving clients for 10 years, LCG offers turnkey solutions for a wide array of publication and print management assignments, including:

- Publication Management/Production
- Writing
- Copyediting
- Proofreading
- Graphic Design and Art Direction
- Document Formatting/  
Desktop Publishing
- Commercial Printing
- Print Management
- Reprographics/Print  
Facilities Management
- Print/Paper Supplier
- Direct Mail
- Display Fabrication/  
Trade Show Booths
- Outdoor Billboards/Bus Shelters
- Scanning/Document Archival

A reputable, full-service, print and editorial communication enterprise, LCG fulfills clients' most challenging requirements and transforms their ideas into sophisticated finished products in a timely and cost-effective manner.

## Business Model

The LCG business model is built on collaboration with long-standing, trusted partners with whom LCG has worked closely on various projects. LCG strategically forms technical groups tailored to best match each unique assignment, with highly skilled individuals as on-site consultants and off-site contractors. This business model positions LCG to shape the compilation and presentation of technical teams to effectively service specific client needs.

## Joint Venture/Strategic Alliances

Since its inception, LCG has developed several key long-term strategic alliances, thus adding value to an array of service offerings. These joint-venture relationships create a unique opportunity for both entities to combine their talents to meet the necessary requirements for new business opportunities. LCG has participated in many successful subcontracting relationships with prime federal and state contractors, allowing them to fulfill their mandated small business participation goals.

# the Written Word.

## Publication Management/Production

As experts in overseeing the entire publication management/production process, LCG provides full service results, allowing businesses to focus on their core strengths. Production team members assess clients' needs, develop project plans, specify content, assign and manage teams, determine production needs and supervise vendors. Our products are high quality, low-cost and available both online and in print. LCG's past performance includes managing these types of products:

- Collateral Conference Materials
- Government Reports
- Health and Education Periodicals
- Legal and Military Documents
- Medical and Scientific Journals
- Policy and Procedure Manuals
- Technical/Scientific Books

## Writing

We offer writing services at all stages of copy production, from composing the initial document to a final polish. Company journalists write documents that are thoroughly researched, logically organized and grammatically correct. The finished product captures the target audience's attention while communicating technical concepts. Writers are fluent in scientific, medical and legal terminology and familiar with all major editorial guides, including the *U.S. Government Printing Office Style Manual*, the *Chicago Manual of Style*, and the *AP Stylebook*.

## Copyediting

Our talented copyeditors provide focus and clarity by developing attention-grabbing and eye-catching leads, improving copy flow and correcting errors in syntax and grammar. All copyeditors are trained to track changes made at every level of the process, allowing clients to evaluate every modification. No document leaves our desks until it is reviewed by several editors.

## Proofreading

LCG proofreaders catch small things that weary eyes—and spell-checkers—miss, such as homonym confusion and punctuation mistakes. LCG prides itself on producing quality work, using only the best writers and editors. Each project undergoes three “final” inspections before client delivery. Most importantly, LCG takes ultimate responsibility for copy accuracy.

Editing and proofreading consist of reviewing documents for the following:

- Appropriateness of Tone/Intent
- Formatting Concerns
- Grammar Issues
- Paragraph Structure
- Sentence Composition
- Software Quirks
- Spelling Errors
- Typos
- Word Choice

# Canvas of the Mind.

## Graphic Design + Art Direction

LCG works closely with companies to develop a look that conforms to clients' organizational identity. Our award-winning designers' past performances include creating innovative and original annual reports, direct mail pieces, identity packages, logos, magazines, newsletters and technical reports. For clients with existing brands, LCG uses their current graphic standard to design a more contemporary identity. Designers provide several unique comprehensive layouts for client review. After receiving client feedback, LCG produces an exceptional final design.

## Document Formatting/Desktop Publishing

Our design team specializes in translating original files into high-quality, printed deliverables. With advanced knowledge of software, hardware, imaging, imposition and PDF creation, company experts ensure that nothing is compromised between the initial electronic files and the printing presses. LCG utilizes InDesign® and many other sophisticated software programs to produce high volume projects such as academic and reference publications, as well as other large-scale, complex projects.

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## MBE Certifications

- US. Small Business Administration, 8(a) Woman- and Minority-owned Business
- US. Small Business Administration, 8(a) Small Disadvantaged Business
- State of Maryland, Maryland Department of Transportation—Minority Business Enterprise
- Commonwealth of Virginia, Department of Minority Business Enterprise
- MD/DC Minority Supplier Development Council, Woman- and Minority-Owned Business

## Credit Cards

LCG accepts government credit cards.

# Ink on Paper.

## Commercial Printing

LCG manages the entire reprographics and production process from prepress to delivery, while offering an impressive range of printing solutions, products and services, including one- to eight-color heatset/non-heatset web, sheet-fed, finishing, bindery and die-cutting work.

We provide superior pricing and state-of-the-art concepts and technologies through alliances with top printers throughout the country that expand the company's geographic reach. These partnerships duplicate the size, scale and scope of a major regional printer while maintaining customized and personal services that unique and complex projects require.

## Print Management

An understanding of printing requires in-depth industry knowledge to ensure appropriate printer selection, accuracy, quality and timely delivery. LCG has years of experience printing projects of every scale and has coordinated thousands of complex printing assignments. LCG works with printing clients on a partnership level or independently, allowing clients to focus on other priorities. LCG takes responsibility for all press proof reviews, in-person press checks and quality control. No project is too large or small.

## Reprographics/Print Facilities Management

Organizations with significant business imaging demands may require a staffed, on-site reprographic facility. LCG provides experienced, trained managers to staff clients' on-site operations. Production center staffing is a stand-alone service that is not linked to equipment placement. To determine client needs, LCG performs a market analysis of the potential quality and personnel cost benefits, evaluating current equipment and operations. LCG identifies, vets and hires experienced personnel who can immediately manage the site, eliminating transitional downtime or interruptions in output.

## Print/Paper Supplier

LCG acts as a single point-of-contact to print buyers with diverse printing requirements. By offering stock control options, on-time deliveries and countless resources to print buyers, LCG enjoys being a one-stop, supplemental printing department and sole print supplier to many organizations. For clients who have already forged a strong relationship with an advertising agency, LCG works with that firm to produce the final project in a cost-effective and timely manner.

# the BIG Picture +

## Direct Mail

LCG is a turnkey solution for all types of direct mailings, including newsletters, catalogs, direct mail cards, magazines, newspaper inserts, journals or bulk printing. With an excellent reputation for on-time delivery, LCG manages the process from printing to mail house, where all distribution details are carefully monitored. LCG uses cutting-edge mailing equipment, which ensures quality and accuracy while providing sophisticated tracking results.

USPS regulations are multifaceted and ever-changing. LCG's comprehensive understanding of postal requirements provides the most cost-effective means to deliver mailings, allowing maximum postal penetration and postage discounts.

## Display Fabrication/Trade Show Booths

LCG offers years of industry experience working with strategic partners to design and construct innovative and complex displays and trade show booths. By focusing on the specific needs of each client, LCG's expert designers create original displays that are unique, compelling and reflective of the client's corporate brand.

LCG's overall goal is to deliver a compelling, cost-effective product in the least amount of time. Thus, we have created long-term alliances with various product distribution companies, allowing an array of flexibility for our clients.

## Outdoor Billboards/Bus Shelters

We specialize in out-of-home media services, producing specialty outdoor products such as airport displays, commuter rail displays, wallscapes, mobile displays, transit bus displays and shelters. In fact, the sky is the limit when it comes to LCG's knowledge of the various types of billboard and bus shelter products available.

The company handles all components necessary to run a successful outdoor advertising campaign, including project management, graphic design, delivery and installation. We take pride in delivering a product designed to our clients' expectations. No project is complete until the client is satisfied.

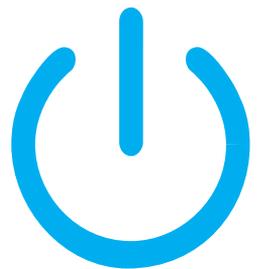
## Scanning/Document Archival

As experts in document scanning services, LCG pays close attention to all aspects of the process to guarantee accuracy and consistency. A component of LCG's scanning and archival solutions is seamless integration into the federal government's Document Automation and Production Service (DAPS) program. Using the latest software and technology, LCG can effortlessly convert thousands of sheets of paper into digital images. All files are archived onto a CD-ROM or server. If desired, a backup copy is kept at LCG's offices, allowing subsequent reproduction at a later date. These services can be performed at the client's office or off-site.

# Press Start.



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Envision working with a company that has comprehensive, in-depth knowledge of all aspects of publication production and management, editorial and creative services, and commercial printing. Our savvy team members work side-by-side in collaboration with our client's in-house production staff or independently to achieve the desired results on time and within budget. We have three decades of industry experience developing creative solutions and diverse strategic partnerships with companies in various regions.

Many of our clients are repeat customers. We invite you to contact us to learn more about our business.

[www.LCGcorp.net](http://www.LCGcorp.net)

