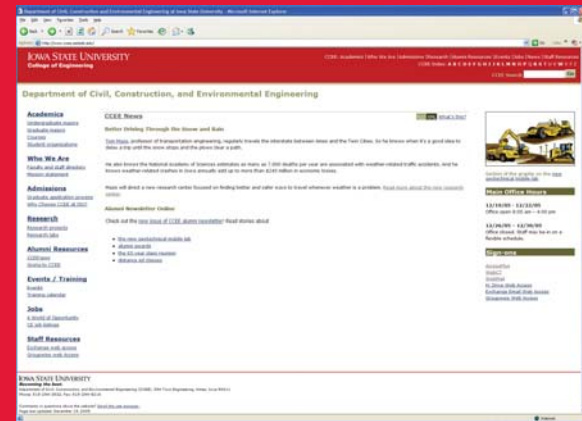
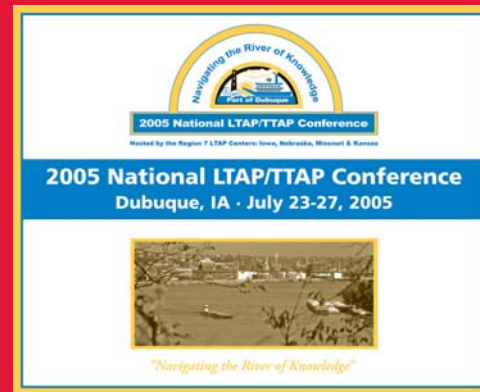


"When I talk to departments about web pages for external markets/students and parents, I direct them to yours as a model."



"We received the cover pages... They are perfect! The stock is just right, the colors look great, and the design looks even better than I expected. I don't know how you did that! Thanks so much."



"This [newsletter] is worth the entire cost of the program!"



"We've needed something like this in our industry for years. I've been looking, believe me, and I haven't found anything like this...an outstanding job."



Special expertise

We can develop and implement an entire communications program, or we can provide a specific, short-term service. Many clients use our web development and copyediting services.

Websites that communicate

Our web expertise is in designing or redesigning websites so they are accessible (Section 508 compliant) and user friendly and, most important, so they communicate effectively with all intended audiences.

Copyediting

We provide professional line editing of reports, papers, and other documents. We edit for mechanics (grammar, syntax, word usage), clarity, and consistency. We'll also help make sure your manuscript complies with specific style guidelines and format requirements.

Technical editing

Our staff have experience and expertise in editing scientific, technical, and engineering-related text appropriately for both technical and nontechnical audiences.

Award-winning results

Several of our websites, technology transfer summaries, reports, newsletters, articles, and other products have won awards from the Society for Technical Communication and other competitions.

The following projects received awards in 2005 (see these projects at www.ctre.iastate.edu/pubs):

- CTRE's biennial report
- *CTRE en route* online newsletter
- Civil, Construction, and Environmental Engineering (CCEE) Department's biannual alumni newsletter
- CCEE Department website (www.ccee.iastate.edu)
- Roads Scholar website
- "Go Light with the Salt, Please" article in Transportation Research Board's *TR News*
- Stringless Paving Technology Transfer Summary
- Optimum Pavement Base Characteristics Technology Transfer Summary

A few of our clients

Off campus

Iowa and Minnesota Departments of Transportation
 Federal Highway Administration
 Story County
 National LTAP (Local Technical Assistance Program) Association
 Iowa Department of Natural Resources
 Aurora (an international consortium)
 American Concrete Pavement Association

On campus

Bridge Engineering Center
 National Concrete Pavement Technology Center
 Department of Civil, Construction, and Environmental Engineering
 Department of Community and Regional Planning
 Leopold Center for Sustainable Agriculture
 Midwest Transportation Consortium

A good value

Tell us about your communications need, and we will offer a proposal with a realistic and reasonable production schedule and cost estimate.

We work with clients on a contract or fee-for-service basis.

Helpful, professional staff

Marcia Brink, Communications Manager
 Mark Anderson-Wilk, Managing Editor for CP Tech Center
 Oksana Opsomer, Writer/Editor
 Michele Regenold, Webmaster, Writer/Editor
 Alison Weidemann, Graphic Designer

View more samples: www.ctre.iastate.edu/pubs/capabilities.htm

For more information

For more information or a free consultation/estimate, contact Marcia Brink, CTRE's communications manager, 515-294-9480, mbrink@iastate.edu.



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Iowa State University's Center for Transportation Research and Education (CTRE) is the umbrella organization for the following centers and programs:

Bridge Engineering Center
Center for Weather Impacts on Mobility and Safety
Construction Management & Technology
Iowa Local Technical Assistance Program
Iowa Statewide Urban Design and Specifications
Iowa Traffic Safety Data Service
Midwest Transportation Consortium
National Concrete Pavement Technology Center
Partnership for Geotechnical Advancement
Roadway Infrastructure Management & Operations Systems
Traffic Safety and Operations

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Publications & web services



Solving your communications challenges through
Brochures • Training materials • Technical publications • Newsletters
New or revamped websites • Other paper or electronic publications

The communications group at Iowa State University's Center for Transportation Research and Education (CTRE) can help you meet your print and electronic communications needs. We serve organizations on and off campus, working closely with every client to determine the most effective approach for each print or online publication.

Many services

- Document production, print and electronic formats (planning, writing, editing, design, layout, printing oversight, distribution)
- Writing and editing
- Copyediting
- Technical communications for science and engineering
- Graphic design and illustration, including document design, visual identity systems, animated illustrations, and technical illustrations
- Marketing services
- Communications-based website development
- Section 508 compliance
- Communications planning, short and long term

A variety of products

- Articles about technical subjects for newsletters, journals, and professional magazines
- Executive summaries and technology transfer summaries
- Technical briefs
- Training materials (handouts, PowerPoint presentations, etc.)
- Newsletters (email, online, and print)
- Manuals and handbooks
- Conference proceedings
- Posters and large displays
- Interactive websites
- Technical graphics and illustrations
- Proposals in response to RFPs
- Research report editing
- Packaging and navigation screens for CDs
- Informational and registration brochures
- Promotional and recruiting materials
- PowerPoint presentations
- Annual reports
- Communication plans
- Identity systems