

Illustratus vs. In-House

A Comparison Worth Your Time

The Hidden Costs of Do-It-Yourself.

Many managers believe that in order to create a vibrant and effective newsletter – while still minimizing costs – they must keep their production in-house. However, in most cases, there are often many overlooked factors that exponentially increase costs and add time. According to our research, these additional costs can reach as much as \$2,000 a year or more ... per community. And that's on the conservative side!

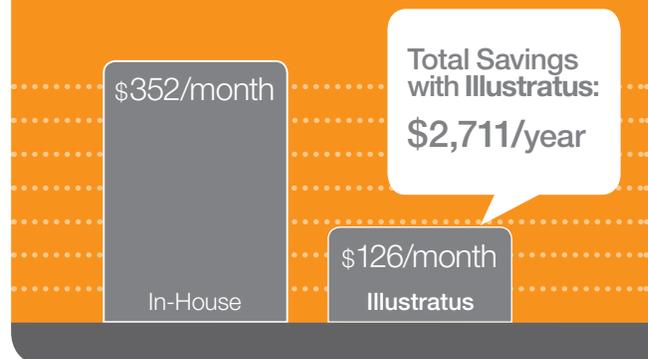
Time is Money.

If you've ever had the responsibility of putting a newsletter together on your own, you are probably well aware of the amount of time it takes. And, your valuable time should not be discounted or overlooked because it can take you away from other revenue generating activities.

Some of the time needed to create an appealing newsletter includes:

- Brainstorming interesting articles that your residents will want to read;
- Researching information on articles;
- Finding appealing photos that are print-worthy;
- Writing articles for the space provided;
- Formatting articles (this can be very time-consuming, even with publishing software);
- Proofing and reproofing to ensure you don't have any mistakes, and finally;
- Coordinating the production and distribution of your newsletter.

Monthly Spend At-A-Glance



And, you need to do all of this and still hope that it projects the quality image of your brand.

Quality = Brand Reinforcement.

Not many of us are professional artists and editors. Without these skills, it is difficult to produce a quality periodical month after month that projects the professional image your brand deserves. **Illustratus** can help. Our innovative, online communications platform gives you access to an extensive library of content, games and photos all created by award-winning editors and artists. Not only that, but we have professional proofreaders to ensure your communications are error free. **Illustratus** has the tools you need to create consistently branded, quality communications in as little as 15 minutes a month!



“Illustratus has really helped us save time and our newsletters turn out great every month.”