

# EXPERIENCE



About LCS



Expertise



Our Approach



Getting Started



Clients



Portfolio



Contact Us

The \$100 billion school market is highly specialized and demanding. The opportunities are huge—but mistakes can be disastrous. If you're targeting education, you need an agency you won't have to educate. Lownik Communication Services, Inc. is the only full-service marketing communications firm specializing in the needs of the education industry. Our decades of real-world experience save you time and money. And in today's market, that's the competitive edge you need. Make sure your campaign is on-target the first time. Call LCS first.



---

LOWNIK COMMUNICATION SERVICES, INC. | 131 W. Wilson St., Mezzanine 103 | Madison, WI 53703 | 800.710.3600

[results@lcs-impact.com](mailto:results@lcs-impact.com) | [Download this site as a PDF](#)

---



LOWNIK COMMUNICATION SERVICES, INC.  
THE EDUCATED APPROACH TO SCHOOL MARKETING

[About LCS](#)

[Expertise](#)

[Our Approach](#)

[Getting Started](#)

[Clients](#)

[Portfolio](#)

[Contact Us](#)

## AN AGENCY YOU WON'T HAVE TO EDUCATE

The \$100 billion school market is highly specialized and demanding. The opportunities are huge—but mistakes can be disastrous. If you're targeting education, you need an agency you won't have to educate. Lownik Communication Services, Inc. is the only full-service marketing communications firm specializing in the needs of the education industry. Our decades of real-world experience save you time and money. And in today's market, that's the competitive edge you need. Make sure your campaign is on-target the first time. Call LCS first.



# KNOWLEDGE

 1-800-710-3600

© Copyright, Lownik Communication Services, Inc.



LOWNIK COMMUNICATION SERVICES, INC.  
THE EDUCATED APPROACH TO SCHOOL MARKETING

[About LCS](#)

[Expertise](#)

[Our Approach](#)

[Getting Started](#)

[Clients](#)

[Portfolio](#)

[Contact Us](#)

## DON'T SUFFER THROUGH A LEARNING CURVE

Your marketing communications program won't suffer while you give your agency a lesson in school marketing. LCS is unique in its knowledge, experience and expertise in the education market. Our no-nonsense, bottom-line approach is the result of more than a century of combined experience in selling to educators. We bring depth of knowledge to every project so you get effective, profit-generating marketing communications—not just the same old buzzwords. Your brand stands out. Your products get noticed. Your sales add up.



# EXPERTISE



LOWNIK COMMUNICATION SERVICES, INC.  
THE EDUCATED APPROACH TO SCHOOL MARKETING

[About LCS](#)

[Expertise](#)

[Our Approach](#)

[Getting Started](#)

[Clients](#)

[Portfolio](#)

[Contact Us](#)

## CONNECTED TO YOUR CUSTOMERS

We take a research-based approach to the education market. Listening to your customers lets us pinpoint the most effective solution for your specific marketing goals. Over the years, we've conducted qualitative and quantitative research with thousands of teachers and administrators on the key issues shaping school purchasing. Even the smallest client projects benefit from our in-depth background knowledge gained from years of survey, interview and focus group work. You'll connect to your customers faster and more powerfully.



# INSIGHT



LOWNIK COMMUNICATION SERVICES, INC.  
THE EDUCATED APPROACH TO SCHOOL MARKETING

[About LCS](#) | [Expertise](#) | [Our Approach](#) | [Getting Started](#) | [Clients](#) | [Portfolio](#) | [Contact Us](#)

## EXPERT PROBLEM SOLVING ON A PROJECT BASIS

You can turn to LCS for reliable service that meets your real needs. You define the project. You define the deadline. You determine the budget. Whether it's a corporate brochure you need in a few weeks, a single focus group at your next trade show or an integrated product roll-out spanning months, we carefully calculate our efforts to ensure all work is accomplished in complete support of your goals. Our flexibility and experience means there's almost no problem LCS can't help you solve.



# DEPTH



## LCS CLIENT HISTORY

- ABDO Publishing Company
- Advantage Learning Systems  
(now known as Renaissance Learning)
- Association of Educational Publishers
- Charlesbridge Publishing
- Class.com
- Compass Point Books
- Continental Press
- Creative Education Institute
- Educational Paperback Association
- Follett Software Company
- HiFusion
- Kids Discover Magazine
- Lerner Publishing Group
- National Theatre for Children
- NetSchools Corporation
- Quality Books
- Rigby Education
- Riverdeep
- Rourke Publishing Group
- Scholastic Inc.
- The Institute for Academic Excellence  
(now known as the School Renaissance Institute)
- The Learning Company
- Unique Logic & Technology
- Winnebago Software Company
- World Almanac Library



# ANALYZE



LOWNIK COMMUNICATION SERVICES, INC.  
THE EDUCATED APPROACH TO SCHOOL MARKETING

About LCS | Expertise | Our Approach | Getting Started | Clients | Portfolio | Contact Us

## ADVERTISING, MARKETING & PUBLIC RELATIONS SERVICES INCLUDE:

- Market Research
- Market Planning
- Product Positioning
- Product Launches
- Advertising Campaigns
- Public Relations Programs
- Sales Collateral
- Internet Marketing

Contact LCS for Samples.



# FLEXIBILITY



LOWNIK COMMUNICATION SERVICES, INC.  
THE EDUCATED APPROACH TO SCHOOL MARKETING

About LCS | Expertise | Our Approach | Getting Started | Clients | Portfolio | Contact Us

When you need to sell to schools, see LCS first. We're more than just educated about the education market—we're at the head of the class.



LOWNIK COMMUNICATION SERVICES, INC.,  
131 West Wilson Street, Mezzanine 103  
Madison, Wisconsin 53703

TOLL FREE: 800-710-3600

PHONE: 608-256-6119

FAX: 608-256-6179

EMAIL: [results@lcs-impact.com](mailto:results@lcs-impact.com)

 1-800-710-3600

© Copyright, Lownik Communication Services, Inc.