

CLIENT:

Drug Discovery News

Web Site, E Newsletter



PROJECT SUMMARY:

When Drug Discovery News (DDN) launched their new publication, OffWhite assisted the publishers in positioning the magazine as a "print portal" with a complementary Web site, and most recently supplemented with an E-Newsletter. Through OffWhite architecture and the Ed.it™ site administration tool, DDN editors and management control all content, ad placement and E Newsletter publication from any location in the world. As a result, the DDN print publication sets the stage for detailed content on the Web site, with regular updates through the E Newsletter in service to readers and advertisers alike.

“OffWhite has been instrumental in the success, rapid growth and multi-media integration of DDN since before our publication was launched. Our Web site is a perfect complement to our monthly print edition. Simplified site management through the OffWhite Ed.it™ CMS platform yields in-depth services to our readers, highly targeted placements for our advertisers, detailed metrics, and additional revenue opportunities to our publisher. With OffWhite assistance, DDN has become an industry standard for news and information.”

— Bruce Poorman, Publisher
Drug Discovery News,
Old River Publications, LLC

SERVICES:

- Web site development, standards and practices
- Ed.it™ browser-based content management system
- Ad banner management system
- Site analytics and traffic management system
- E Newsletter design, development
- E Newsletter distribution



E Newsletter



Web Site



WWW
offwhitesalter.com