



### **K9 MATCHMAKER**

[www.K9Matchmaker.com](http://www.K9Matchmaker.com)

*Designs by RAM has been a pure joy to work with. Roberta has helped me right from the creation of **K9 MATCHMAKER**.*

*I explain what I'm trying to do and she does it quickly and efficiently. She has created my logo, website, business cards, adoptable-dog bookmarks and numerous other items to help promote my service of rehoming dogs. I highly recommend Roberta and Designs by RAM.*

- Terry Ingle



**A CLUB FOR PEOPLE  
AND THEIR  
FURRY COMPANIONS**

[www.barktoberfestpetfair.com/pawsforfunpa](http://www.barktoberfestpetfair.com/pawsforfunpa)



**WAG-N-WEAR**

[www.wagnwearwatchnscoop.com](http://www.wagnwearwatchnscoop.com)

## **Contact me for a FREE consultation!**

Let me show you  
how I can give you ...  
a presence on the web,  
coordinated publicity materials,  
catalogs & booklets,  
fundraising presentations,  
financial & people tracking  
spreadsheets and reports,  
administrative documents, ...  
and basically anything that can  
be printed or published!



## **Designs by RAM**

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[www.DesignsByRAM.com](http://www.DesignsByRAM.com)

Based in Allentown, PA



## **Designs by RAM**

*Roberta A. Moyer*

**My goal is to help you achieve your  
vision, not break your budget!**

websites, e-mail blasts,  
newsletters, business cards,  
postcards, rack cards,  
catalogs, signs, presentations,  
spreadsheets, forms

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## Unique, dynamic, eye-catching designs effectively showcasing your brand identity!

Dear Fellow Pet Lover,

I know firsthand the budget constraints faced by small businesses and non-profits, especially in having professional publicity materials produced at a cost you can afford.

Not only can I do that for you, but, in me, you have a kindred spirit—**I, too, have an unabashed love for animals!** Because of my affinity for animals, many of my clients are involved with animal rescue and pet-related businesses.

Contact me to discuss how I can help to more effectively bring your message and/or products to a broader audience.

### ROBERTA A. MOYER

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*I am so glad Terry Ingle of K9 Match-maker recommended Roberta to us a few years ago. She did an awesome job with our website for **TRAVELING FRIENDS TRANSIT**. She made the layout very easy to navigate, and was always more than happy to add/delete information and pictures, without any complaints. She was very helpful during the whole process, and her rates are very reasonable, considering her level of expertise.*

*I highly recommend her to any person, group or business who is searching for a website designer.*

- Carissa Serino

### UNCHAIN PA DOGS

www.unchainpadogs.com  
Pennsylvania Coalition  
Against Tethering



www.DesignsByRAM.com

### Websites

A website is today's most cost-effective method of publicity, in that it reaches the largest audience possible—the world! The websites I design are unique to each client because websites are "personal"; they reflect who you are and what you do and must make that immediate impression. Based on your needs, your website can include e-commerce, a slideshow, online fillable forms, etc.

### Publicity/Marketing

Although a website reaches the most people, you still need printable publicity/marketing materials to distribute. This can really be where your brand is most evident—in your logo, your contact information, the colors used, and information catch phrases quoted.

roberta@DesignsByRAM.com



www.absolutelypurrfectcatrescue.org

*I'm one of the adoption coordinators for **ABSOLUTELY PURRFECT CAT RESCUE**. Roberta Moyer has worked with us for many years and considers her as much a friend as a colleague. For APCR, she has designed publicity items and designed and maintains our website.*

*The website she designed for us tells you exactly what you need to know about Absolutely Purrfect. In maintaining the site, Roberta reminds me when we've had the same cat featured for too long or if a featured cat was adopted and I've forgotten to recommend another. She certainly stays on top of what we need to remain current.*

*Roberta founded and manages a pet fair **BARKTOBERFEST**, held annually in the fall in Macungie, which we are proud to help sponsor.*

- Peg VanDoren



www.barktoberfestpetfair.com

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