

Project Samples

Integrated Promotion :: Creating Behavioral Change

Behavioral change is the result of *Targeted Channel Integration*.

This requires adjusting for each channel's ability to deliver sales, leads, involvement, and brand-building.

White Associates' expertise in this area provides mutual media promotional support and exposure.



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The business side of Ohio's largest newspaper

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Welcome to The Plain Dealer

The Plain Dealer best serves its community, news subjects, readers, employees and advertisers by earning trust and respect for its dedication to fairness and excellence.

The Plain Dealer Online Store

The Plain Dealer is proud to announce the grand opening of The Plain Dealer Online Store where high-quality archival prints of photographs taken by our award-winning staff of photojournalists are available for purchase.

Pictures that are published in The Plain Dealer or that appear on Cleveland.com are available, with some restrictions. Wire service pictures are not available for sale.

We also have many extraordinary photographs in our featured galleries.

- Cleveland Skyline
- Editor's Choice
- Fireworks
- Landmarks
- Nature
- Scenics
- Sports
- Still Lifes

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