

### COMPANY OVERVIEW

VERTIQUL is a full-service digital publishing platform where print layout publications are converted by California-based designers into responsive digital publications expected by modern business and consumer audiences.

For every edition, VERTIQUL transforms the existing print layout style and design to a live, always updated, and fully immersive digital experience that looks beautiful on any device!



### TARGETED TO:

- ✔ Publishers
- ✔ Higher Education
- ✔ Associations
- ✔ Federal, State, & Local Government

### UPGRADE FROM EXISTING PROCESS:

- ✘ Using printer's flip edition
- ✘ Using PDFs for Resources
- ✘ Using web page articles
- ✘ Using Flipping Page Software Tools

No apps or downloads that cause reader confusion or require instructions

Fully managed and cloud-hosted, displayed on clients' custom domain or subdomain

ADA & WCAG compliance with options for additional reader accessibility tools

No flipping pages or pinching and zooming required by older technology

Beautiful on phones, tablets, laptops, desktop & future screen sizes

Thousands of completed publications from clients in all industry segments

Full analytics to provide readership engagement

Add video, audio and other multimedia to every edition

Ongoing production for new publications or other reports/documents

# 10x

### Better Communication

Beautiful responsive design for viewing editions from the custom brand URL platform website without apps, downloads, or old format of flipping pages



### Cost Savings to Publisher

Reduce printing and mailing costs with innovative modern editions that can immediately be viewed on any mobile or desktop device



### Full Service Production

Fully hosted, hand designed from publishers' InDesign Print Layout files to match art and style with ongoing edits + maintenance included



### Optimized for Digital Distribution

Perfect for projects involving graphically designed reports, newsletters, magazines, and utility resources—whether printed, mailed, or traditionally shared online as PDFs.

# SINCE 2016

VERTIQUL has been the premier digital edition solution, having been at the forefront of the industry.

# PAST PERFORMANCE KEY PROJECTS + RECENT BID AWARDS

GOV / ASSOCIATIONS / NON-PROFITS / HIGHER EDUCATION



## LIBRARY OF CONGRESS MAGAZINE

2024: Four (4) Year  
Contract Awarded



## UNIVERSITY OF PENNSYLVANIA, LAW

2020-Present:  
Digital editions for magazines,  
brochures, reports



## BATS CONSERVATION INTERNATIONAL

2022-Present:  
Digital Edition



## INTERNATIONAL ASSOCIATION OF PLASTIC DISTRIBUTORS

2020-Present:  
Digital Edition

## Stanford

### STANFORD UNIVERSITY

2022-Present:  
Digital edition for  
catalog



### AUBURN UNIVERSITY

2022-Present:  
Digital editions for  
magazines



### ARIZONA STATE UNIVERSITY

2019-Present:  
Digital edition for  
magazine and reports



### APPALACHIAN TRAIL CONSERVANCY

2017-Present:  
Digital Edition



### COLUMBIA UNIVERSITY

2022-Present:  
Digital edition for  
reports

## UC Berkeley Law

### UNIVERSITY OF CALIFORNIA, BERKELEY, LAW

2021-Present:  
Digital editions for  
magazine



### UNIVERSITY OF NEW HAMPSHIRE

2020-Present:  
Digital edition for  
magazines and reports



### VASSAR COLLEGE

2023-Present:  
Digital Edition

## COMPANY PROFILE

### PARENT COMPANY:

Advontemedia

### HEADQUARTERS:

42690 RIO NEDO, STE C,  
TEMECULA, CA 92590 USA

## CONTACT US FOR QUESTIONS & ASSISTANCE ANYTIME

### CONTACT:

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VERTIQU.COM

### SIC Codes:

**SIC 2741 - Miscellaneous Publishing**  
This is a broad SIC code for any kind of publishing not elsewhere classified, which fits if you're producing digital versions based on previously printed media (e.g., digital magazines, journals, and reports).

### SIC 5141 - Information Services

This is used for businesses delivering data processing and information preparation, which could relate to handling content, transforming it from print-ready to digital format, and services around data storage and accessibility.

### SIC 54143 - Graphic Design Services

This code reflects the design aspect, especially if you're involved in redesigning or transforming print layouts into visually appealing and ADA-compliant digital editions.

### Previously Suggested Relevant NAICS

#### Codes Recap:

**NAICS 541430 - Graphic Design**

#### Services

For transforming visual, print-ready designs into digital versions.

**NAICS 541511 - Custom Computer**

#### Programming Services

For software-based customizations related to digital content management, platforms, and interactive features for digital editions.

**NAICS 541613 - Marketing Consulting**

#### Services

Reflects the strategic and consultative aspect of helping publishers promote or market their digital editions.

**NAICS 541810 - Advertising Agencies**

If you're providing services that help promote the digital editions you help create via advertising strategies or media campaigns.

**NAICS 541890 - Other Services Related**

#### to Advertising

A more general option if you offer collateral marketing services for offline promotion that link back to the digital edition.

**NAICS 518210 - Data Processing,**

#### Hosting, and Related Services

For businesses handling the hosting of digital content or platforms delivering the published digital materials on behalf of clients.

**NAICS 323111 - Commercial Printing**

#### (Except Screen and Books)

This code aligns with print services and would help connect you to printing buyers and clients who may seek a traditional print service but are interested in expanding into digital.

### Further Relevant NAICS & SIC Codes

(for Print-Service First Buyers):

#### NAICS Codes:

**NAICS 323120 - Support Activities for Printing**

Covers businesses that offer services like binding, prepress, finishing, or related support services to printing. This could be useful if the print-to-digital workflow syncs or if buyers are interested in post-print digitization (like digitizing archives).

**NAICS 511120 - Periodical Publishers**

Covers business models based on publishing both print and digital editions of periodicals, especially for ongoing projects that span multiple formats. Ideal for publishers who've done physical printing and now look to scale digitally.

**NAICS 323117 - Books Printing**

Since certain layouts from print-worthy books often require redesign into digital formats, this is worth noting. Especially useful if book publishers decide to offer a digital version.

**NAICS 323113 - Commercial Screen**

#### Printing

For companies moving from printed promotional or marketing material to offering a premium digital version for digital marketing.

**NAICS 541430 - Digital Layout Design**

#### Services

If the buyer is interested primarily in pre-press and layout designs for print and you wish to upsell digital content design.

### SIC Codes:

**SIC 2759 - Commercial Printing, Not**

#### Elsewhere Classified

This can be used for businesses engaged in print services outside of specialized book or newspaper printing and shows flexibility if buyers explore options beyond just physical print (such as digital formats).

**SIC 2721 - Periodicals Publishing &**

#### Printing

Specifically for businesses engaged in publishing periodicals, both in print and electronically. It would directly connect your print-to-digital shift offering.

**SIC 2789 - Bookbinding and Related**

#### Work

Since bookbinding often coincides with digital archives or versions, this is relevant if print-first businesses (e.g., educational institutions) also consider ADA-compliant, digital formats for accessibility.

DUNS:

948963231

CAGE:

9PAXI

FEDERAL UEID:

NRX5D2TDP9M7

CALIFORNIA ENTITY ID:

3113647