



## OnTrack Media Launches New Website with Sitemasher CMS

**September 23, 2008**  
**Vancouver, BC**

OnTrack Media will be launching their new website featuring a fresh new look and a streamlined online web platform by Vancouver's Sitemasher.

"We're always excited to work with local businesses, and were intrigued by Sitemasher's ability to provide a complete web solution," says Shannon Ward, Principal, OnTrack Media. "Another benefit for us is the ability to offer clients a platform that can be easily managed without compromising overall design – this is key for us."

The new website design will be focused on simplifying the online experience: providing relevant information, samples of work and a snapshot of OnTrack's overall design esthetic.

"We didn't want to change our overall look to much – just give it a bit of new life. It's important to keep your look fresh!" says Paola vanTurennot, Head Designer at OnTrack Media. "It's something we know strategically, and will always recommend to clients, and therefore important to show we practice what we preach."

OnTrack Media's new website will coincide with several directly marketed campaigns happening in fall 2008.

### **About OnTrack Media**

OnTrack Media is a corporate communications design agency located in Vancouver, Canada, specializing in marketing and design for the mining sector.

### **About Sitemasher**

Sitemasher is a Vancouver-based start-up company whose product and services will change completely and simplify the way businesses build, manage and optimize websites worldwide.

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