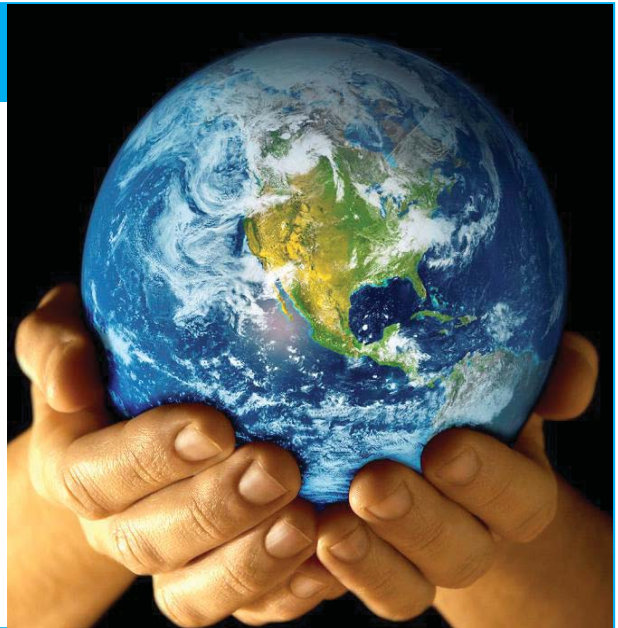
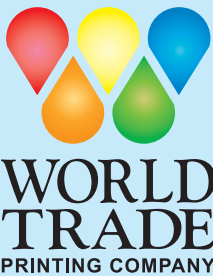


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Print Ads Around the Globe

by Lisa Petras, VP Business Development

With great appreciation for artistic expression, I find working in the printing industry nothing less than fascinating. Looking at what our clients are doing with color—and even with black and shades of grey—I see proof of real advertising talent.

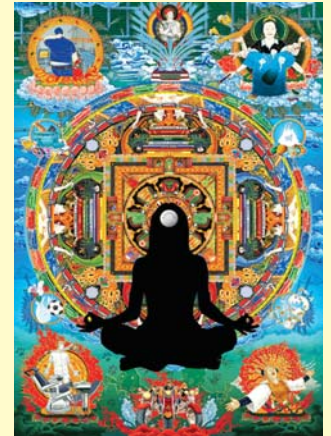
America's diversity of culture brings us, among other treasures, delectable dishes from around the globe. Similar to sharing family recipes from distant lands, I'd like to share award-winning creative advertising featured on Ads of the World (www.adsoftheworld.com). These ads will give you a little taste of what others are doing with print advertising. The ads were given gold, silver or bronze designation...



Best in Print - June 2009

Gold Designation (left)
"Kill a kid. Kill a family.
Slow down in school zones."

Advertising Agency:
Saatchi & Saatchi
- Sydney, Australia



Silver Designation (above left)
"Pat the Baker. The Toast of Ireland."
Advertising Agency: Bloom
- Dublin, Ireland

Gold Designation (above right)
"Bayer Aspirin"
Advertising Agency:
ALMAPBDDO - São Paulo, Brazil

Silver Designation (left)
"Save Lives with 50 Cents!"
Advertising Agency:
Kolte Rebbe - Hamburg, Germany

Continued on Page 3



Tips for Promoting Your Product or Service

by Joe Ratanjee, National Sales Manager

I was recently approached by a long-time client who wanted my honest opinion of his proposed print ad. After a brief pause, I said, "Well..." and was abruptly interrupted. "I know!" he exclaimed, and then begged, "what makes a good campaign?"

I offered to let him meet with our graphics team, who could help him with an eye-catching design and layout; and meanwhile researched what makes a great campaign. After poring over dozens of articles, books, blogs, and magazines, as well as looking at print ads in popular magazines, I've concluded there are about five "musts" when it comes to successful print ads. Following is the general consensus of subject matter I read and also what I observed.

- 1. Create a buzz (word-of-mouth frenzy).** Here, the objective is to make the ad so compelling that it gets discussed and, better yet, shared amongst colleagues, family and friends.
- 2. Focus on one product or service.** Unless you're developing a catalog, which is an excellent marketing tool in its own right, restrict each ad to one product or service.

- 3. Keep the message simple.** 2 words: "Got milk?" Another successful ad that preceded the milk campaign by a couple of decades and used 3 words: "Where's the beef?"
- 4. Be honest.** Avoid fine print whenever possible; make a clear, concise statement—and if the deal is conditional state that boldly too: "Buy a Widget This Month, Get a Widget of Equal or Lesser Value Free!"
- 5. Make images relevant and include your logo.** Use images relevant to what you're selling... if selling pens, sorry, but there's no place in your ad for a cute puppy. Always include your logo and a toll-free number or web site address.

Remember, our graphics team is here for you and can help you create very compelling print ads.



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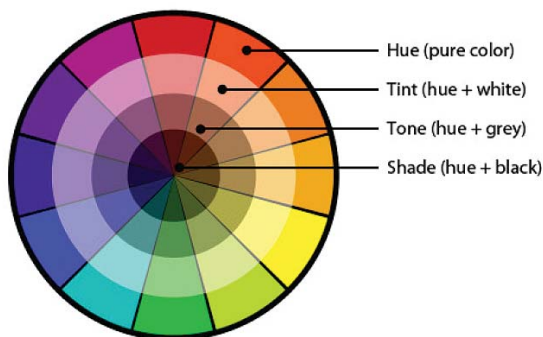
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Colors: What They Mean and How to Choose Complementary Combinations

by Oscar Robles, Graphic Designer

Color can be used to create a mood, add meaning, add emphasis, and guide the eye. Colors brighten up your printed materials, to be sure, but how does one decide which colors work, and what combinations of color work well together?

A widely used method of color combo selection is the standard color wheel. Using the color wheel, it's easy to select colors that complement each other.



Tints, tones and shades of the same hue (color) go well together, but how do you choose harmonizing hues? They're easy to pick out with a color wheel; they're the colors exactly opposite each other!

Complimentary Combinations



Triad combinations—combos that use three colors—are selected by choosing colors that split the color wheel into equal thirds. Red, yellow & blue—the primary colors—are a popular triad combination.

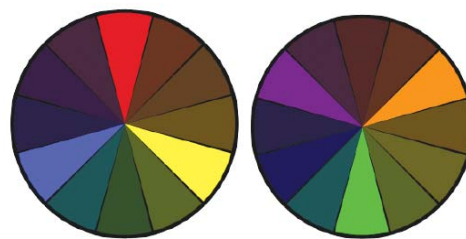
CATERING TO YOUR PRINT NEEDS "Everything, from soup to nuts!"

Hungry for a better marketing solution? Let World Trade Printing Company satisfy your hunger today!

We do everything from concept to delivery:

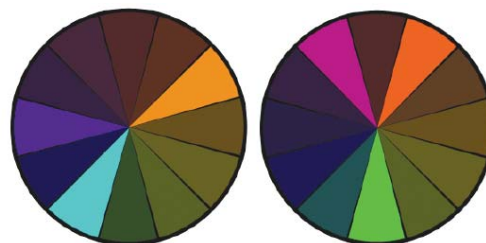
- Graphics design and layout
- Printing—digital, offset, web and large format
- Finishing—coating, perforating, folding, etc.
- Variable Data Printing for 1:1 Marketing
- Fulfillment, Assembly, & Packaging
- Addressing/Labeling & Mailing (bulk or 1st class)

Triad Combinations



Another tri-color combination is known as the split complementary. To find this colorful combination, choose a color and the two colors on either side of its complementary color (in the opposite position on the color wheel).

Split Complementary



The human mind is programmed to respond to color. What message does your choice of colors convey? Below are colors commonly used in advertising and how they ostensibly affect the psyche of the viewer. Note how some are conflicting (i.e. red means blood and warfare, or love and passion):

- RED** - Action, Adventure, Aggressive, Blood, Danger, Drive, Energy, Excitement, Love, Passion, Strength
- PINK** - Appreciation, Delicate, Feminine, Floral, Gentle, Girly, Grateful, Innocent, Romantic, Soft
- ORANGE** - Affordable, Creative, Enthusiastic, Fun, Jovial, Light-hearted, High-Spirited, Youthful
- YELLOW** - Caution, Cheerful, Cowardly, Curious, Happiness, Joy, Playful, Positive, Sunshine, Warmth
- GREEN** - Crisp, Environmental, Fresh, Harmonious, Healthy, Healing, Money, Nature, Renewal, Tranquility
- BLUE** - Authoritative, Calm, Confident, Dignified, Established, Loyal, Powerful, Successful, Secure
- PURPLE** - Ceremonial, Expensive, Fantastic, Just, Mysterious, Regal, Royal, Sophisticated, Spiritual
- BROWN** - Calm, Deep, Earthy, Natural, Rough, Rich, Simple, Serious, Subtle, Utilitarian, Woodsy
- BLACK** - Authoritative, Bold, Classic, Conservative, Distinct, Formal, Mysterious, Serious, Traditional
- GREY** - Authoritative, Corporate Mentality, Dull, Humility, Moody, Practical, Respect, Somber, Stable
- WHITE** - Clean, Innocent, Peaceful, Pure, Refined, Sterile, Simple, Surrendering and Truthful

Color psychology has cultural ties that can change over time and location, and is by no means an exact science. It's largely based on anecdotal evidence.





Digital Printing • Offset Printing • Bindery Services • Mailing • Fulfillment • Large Format Printing

The Importance of High Resolution Graphics

by Jonathan Hutchins, Graphic Designer

If there's one thing all graphics designers can agree on, it's this: images can appear very differently on a computer screen than they do on paper or any other substrate (acetate, canvas, vinyl, etc.). Not only can the images look less crisp and clear, but the colors can also look very different.

Your best defense against a poor quality ad is a high resolution graphic. I dare to say that using no image at all is better than using a fuzzy or pixelated image. If you purchase images from an online resource, such as Gettyimages.com or iStockPhoto.com, always be sure of the following:

- You download a high-resolution image
- The image is cleared for commercial use (typically royalty-free images are okay for advertising)
- When resizing the image to fit your marketing piece, be sure to keep the aspect ratio (so the image doesn't look squashed or stretched)

Keep in mind, there are images that look great online and are suitable for web sites and other online use, but when those same images are used in a document they are of very poor quality. These images are designed for good online viewing, and have a smaller file size so they don't delay the viewing of a web page. If you use them in your marketing collateral, chances are you won't get very good results; a poor quality image can really detract from the whole presentation.

Considering today's fast-paced, technology-driven business environment, it's not uncommon for businesses to make their key marketing messages available online. The easiest way to deliver your brochures, catalogs, flyers, newsletters and other marketing collateral online is through an Adobe® PDF (which stands for portable document format).

When we receive (or develop) your artwork for a print project, feel free to ask us for a high-quality PDF that you can post online or make available to your sales team for instances when prospects ask for information to be e-mailed to them.



PRINTING TIP OF THE MONTH:



Carefully review printer's proofs before you okay the project for full production!

Proofing

A proof is a quality control tool used to demonstrate the overall concept of a project between your printer's prepress and production personnel and you—the valued customer. The type and quantity of proofs made may vary with each job. If the proofing process is executed properly, any errors or problems can be caught and fixed before a job is printed.

- Continued from Page 1

Below are more examples of imaginative ads from around the globe. Some may be too audacious for your American clients and prospects, but I'm including them anyway... just in case you feel a bold and daring ad campaign coming on!



Advertising Agency: DDH – Bordeaux, France (above)

This ad was 2 full pages with the 2nd image printed on the back of the 1st.



Advertising Agency: Ogilvy & Mather – Bangkok, Thailand (above)

Apparently their knives are so sharp, you could peel an animal! Note the absence of text in the ad; the image says it all...



Advertising Agency: CHI & Partners – London, UK (above)

The message here: you'll be the envy of everyone else on the road.



Advertising Agency: DiMassimo Goldstein (DIGO) – New York, New York, USA

"*If bottled water companies can lie, we can too. Find out the truth at tappening.com or spread your own lie at startalie.com"

With high-res photos dominating print ads today, I had to include an example of a good ol' fashioned cartoon image. "Clip art" costs less than buying the rights to use photos and can be just as effective.

