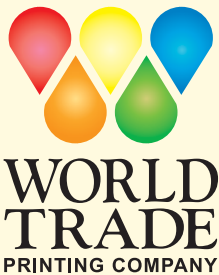


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World Trade Printing Company is never undersold.  
**We do it right. We do it fast. We do it for less.**



## Keeping Print in the Mix: Top 10 Reasons

by Lisa Petras, VP Business Development

To those who think print is joining the ranks of 8-track audio tapes or VHS video cassettes, I say viva impresión! (long live print!) Don't get me wrong, I'm also an Internet junkie who often finds it hard to resist the temptation to Google, Wikipedia, facebook, MySpace, YouTube, get LinkedIn, e-mail, and generally surf the web until wee hours in the morning. That said, there's nothing like picking up a book, magazine, newspaper or other periodical and taking it anywhere I go. I don't need a connection— wireless or otherwise— don't have to power up, log on, sign in, scroll down or download. I just relax, and read.

There's definitely a time, place, and purpose for both electronic and print media. However, when it comes to advertising, I've heard many business owners lament over the fact they can't afford to advertise on TV or radio, and wish they could do so to attract more customers. Have I got news for them?!

Renowned author and founder of Wizard Academy, A 21st Century Business School, Roy H. Williams had this to say about advertising:

**1. There is no direct correlation between dollars invested and results gained.**

**2. Results are inextricably linked to the message.**

**3. Results increase with repetition.**

Regarding different types of media, Williams states:

- **Broadcast television:** Big prestige. Big bucks. But able to target psychographic profiles.
- **Cable television:** Offers the impact of moving images as well as spoken words. Can easily be geographically targeted. But your ad will likely look homemade.
- **Direct mail:** Highly targeted, all the way down to the level of the individual.
- **Magazines:** Expensive, but high-impact with tight targeting. Little waste.
- **Newspapers:** Reach customers who are in the market to buy today.
- **Radio:** Reaches the second most people for a dollar, but cannot be targeted geographically and can only be loosely demographically targeted.
- **Yellow Pages:** Essentially a service directory for the customer who has not yet made up his or her mind. Very foolish for retail businesses.

I hope you paid close attention to his unbiased opinion of these three print media: Direct Mail, Magazines, & Newspapers. These are high-impact, targeted methods of advertising a product to a specific audience or demographic, and it won't cost you an entire year's marketing budget to launch a single campaign.

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## WTPC Is a Xerox Premier Partner

by Joe Ratanjee, National Sales Manager

We make the statement in our literature, add it to advertisements, and tout it in introduction letters—after all, it's something to be proud of. *World Trade Printing Company is a Xerox Premier Partner.* But what does it actually mean, and why does it matter to you?

Xerox defines its Premier Partners as follows: **“The Xerox Graphic Arts Premier Partners are the world's leading printing companies in digital printing, with 730 members in 48 countries on six continents. Each Premier Partner is an expert, among the most advanced in digital printing in their country.”**

When some people think of Xerox, they think of the standard office photocopier. I'm here to tell you that Xerox isn't your parents' photocopy machine. Today, as pioneers of digital printing, Xerox is much more.

Let me be clear; I don't believe digital printing should

replace offset and web press printing altogether. I do, however, believe digital printing offers businesses and entrepreneurs options and astounding results!

Nearly any type of job done on traditional presses can run successfully on today's digital presses. But digital printing advantages are especially compelling in these applications:

### Books & Manuals

Set yourself apart in a crowded marketplace with high-quality books and manuals. Thanks to Xerox digital technology, **we can economically print short runs to meet your specific needs, in quantities as low as one.** Titles can stay in print forever, self-publishing and photo books now flourish, and just-in-time manuals accelerate product delivery.

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## Ad Layout Advice for Do-it-yourselfers

by Oscar Robles, Graphic Designer

Although World Trade Printing Company offers professional graphics design and artwork layout services, many of our clients send their print projects over in what they consider “camera ready” PDF files. This means they consider the job ready to print as is. When we receive these files, our department is not supposed to alter them in any way. Sometimes that is a very difficult rule to follow (but we do).

So, for those of you creatives out there who like developing your own marketing collateral, this one’s for you, a few pointers to help you create a more effective advertising campaign.

A very basic design concept for a one or two-page piece, which is in no way a steadfast rule, is the “one third guide.” This states that, as a general rule, you think of the space in terms of thirds, relegating one-third to each of the following:

- Headline, subheads, coupon/ordering information, company logo & contact information
- Illustrations, including graphics, charts & captions
- General copy (text)

This doesn’t mean each element has to be bunched together

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Now I’d like to share the no-so-unbiased opinions of a magazine publisher... I know what you’re thinking, “Of course he recommends print advertising!” But, please, read on. He backs his opinions with statistics, and the information may surprise you.

Following are excerpts from an article published by David Mammano, Founder and CEO of Next Step Publishing Inc.:

### TOP 10 REASONS PRINT SHOULD REMAIN A VITAL PART OF YOUR MARKETER’S MIX

*Print can help engage an audience, drive Web site traffic & produce leads.*

Besides delivering great content to our readers, branding opportunities and leads for our advertisers, our magazine is also an amazing traffic generator. In fact, our magazine is the number-one driver of traffic to our Web site. It’s like buying keywords, only better!

The magazine also drives traffic for our advertisers. Third-party research shows that 60 percent of our readers visit an advertiser’s Web site after viewing their ad in Next Step!

- 10. Print provides differentiation.** Print vehicles provide a unique strategy to drive traffic to your online marketing.
- 9. Print offers incredible branding.** Nothing makes a brand more recognized than a beautiful ad in a glossy magazine. According to a recent MRI/Next Step poll, 55 percent of teens say they pay a lot of attention to print ads.
- 8. Print makes introductions.** Print is a great party host because

—you can intersperse text and images—but as a general rule try to make sure each part is approximately one third of the overall presentation.

Remember, there are wildly effective ads that were created by thinking outside this box! I am simply offering loose guidelines here for those of you who don’t have your own in-house marketing department.

### Headlines

- 1. Don’t lose sight of your target.** For instance, if you’re advertising to senior citizens, try using “50- Plus” in the headline. Unlike “Seniors,” which doesn’t always have a positive connotation and is also used to refer to 18-year-olds in their last year of high school, “50-Plus” hits the target and attracts those approaching senior citizen status.

*Continued on Page 3*

### START SAVING TIME AND MONEY WITH PERSONALIZED PRINTING SOLUTIONS

Work smarter, not harder! Put your marketing dollars to work for you, and get a loftier ROI.

#### Do you know these marketing buzzwords?

- **Cross-media marketing**
- **1:1 marketing**
- **PURLs (Personalized URLs)**

Contact Joe Ratanjee at World Trade Printing Co. to learn more about these effective marketing strategies. [joe@wtpcenter.com](mailto:joe@wtpcenter.com)

of the talent it has introducing readers to your brand. An effective print ad stands in the crossroads between readers and advertisers. Keyword purchases become more effective if customers have already been introduced to your brand.

- 7. Print readers are focused.** It’s hard to engage in other media when you’re reading a magazine. In the world of multitasking—texting, e-mailing and listening to iPod while watching TV—it’s hard to get noticed. But it’s hard to do anything else when you’re reading a magazine! According to a survey done by Ball State University, magazines are the exclusive or primary medium 85 percent of the time they are used by consumers.
- 6. Print travels.** A magazine is your companion wherever you go: your favorite chair, your bed, an airplane—even your bathroom. A laptop on the porcelain throne just does not offer the same experience.
- 5. Print sways trendsetters.** “Influentials” (those who sway other consumers) are themselves influenced by print.
- 4. Print drives users to other platforms.** According to the Retail Advertising and Marketing Association, 47.2 percent of shoppers are most likely to start an online search after viewing a magazine ad.
- 3. Readers are receptive to print.** Fact: People remember effective print ads. In fact, magazine ads have the second highest receptivity of any media, second only to TV.
- 2. You can pass along print, and it has longevity.** Magazines get shared and passed on in households and among friends. Have you ever tried to share a Web site in a dentist office?
- 1. Print is a lead-generation tool!** Print drives leads to your prospect funnel. Good print vehicles deliver targeted leads to their advertisers. So at the very least, consider print a unique, effective lead generation tool!





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

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- Express at least one benefit in the headline.** Words like “Free Trial” or “Special Offer” or “25% Off” are considered benefit phrases.
- Be careful with guarantees and promises.** They’re great attention getters and excellent hooks; however, if you intend for it to be limited or qualified then say so (FREE with purchase!) Otherwise, if you say “Free” then it’s free to anyone who requests it.

### Illustrations

- Don’t lose sight of your target.** Who is the ad supposed to appeal to? If it’s women, and you’re trying to sell them a vacation, the majority of them won’t care about a golf package, but most will be highly interested in relaxing spas and live entertainment. Embed your images accordingly.
- Make wise of colors.** Be sure your color choices are geared for sales, and are pleasing to the eye. A word of caution here: white lettering in a light background is difficult to read and the message gets washed out or is lost completely.
- Include “white space.”** That’s right. Empty space is nearly as much an element of design as the other three (headline, illustrations, text). Don’t pack your design elements in like sardines! If you think the white space is boring (it really isn’t), try a colored background or border.

### General Copy (Text)

- Consider using at least one bulleted list.** Bullets are an excellent way to express the benefits of your product or service. With bullets, you can write brief phrases instead of complete sentences, and list the most benefits in the fewest number of words.
- Mix it up and PROOFREAD. Use bold, italics, and underlining** to stress important points. Using a **different colored font** is a good attention-getter, as well as **changing the font altogether**. When you’re done, read it, re-read it, get others to read it. The printer will not proofread the submitted artwork.
- Tell them how to reach you.** In addition to your company logo, be sure to identify your company name, location and phone number. There are still a great number of consumers who aren’t online, believe it or not, and they can’t find you and your products or services with a web site address. Of course, you should also include your URL for those who aren’t technologically challenged.

So, you’ve targeted a specific audience, explained the benefits of them using your product or service, and designed an appealing ad that includes an offer they just can’t refuse! Ask yourself these questions before sending the project to your printer:

- Does the headline grab your target’s **attention**?
- Do your benefits **retain** & heighten their interest?
- Does the offer **motivate** & call them to action?

If the answers are all “yes,” plus you have a balance of the three basic elements, **and you’ve carefully proofread the text** you’re ready for production!



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### Collateral

Digital technology presents a golden opportunity for growth—*powerful, colorful, persuasive marketing materials increase brand affinity and sales*. Ordering your marketing collaterals as needed from a Xerox Premier Partner over the Web reduces warehousing, enables each piece to always be current, and eliminates waste when stored pieces go out of date.

### Direct Mail

**Increased relevance leads to unforgettable results.** Connect with your customers through **highly targeted, relevant mailings** that address their individual interests and needs. Digital printing with high-quality color and text & graphic personalization **drastically increases consumer response rates** and accelerates return on your marketing investment.

### Transactional Promotional

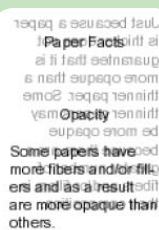
Cross over to real cross-selling power—digital printing has long delivered bills and statements with the required security and in a timely manner. Now these documents can **include personalized messages, produced with variable data printing, that turn each transactional document into a selling opportunity.**



*What about print quality?* Relax. Xerox digital technology is good enough to represent the works of top creatives in Washington (the Art Directors Club of Metropolitan Washington annual awards book), top direct marketers worldwide (John Caples International Awards Book), and of artist Rik van Glintenkamp (Echoes in the Ice). All three books were printed on the Xerox iGen3® Digital Production press.



## PRINTING TIP OF THE MONTH:



Backprinting shows through to the front.

### Opacity

Opacity is the measure of the amount of light passing through a sheet of paper. Some papers have more fibers and/or fillers making them more opaque than others. Just because a paper is thicker does not guarantee it is more opaque. Some thinner papers are more opaque if there are a greater number of fibers and/or fillers in their composition. To avoid results like this illustration, be sure to use paper with high opacity.