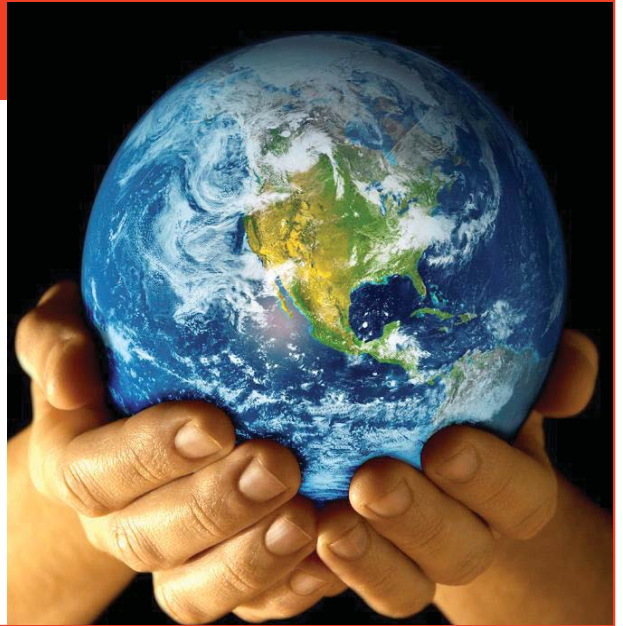


In this issue...

PURLs: Marketing Gems	1
Paper Matters	1
Training: Do Your Employees Need a Refresher Course?	2
WTPC Prepress & Graphics Designers	3
Get Your Message Across in a Big Way	3
Printing Tip of the Month	3



World Trade Printing Company ■ Professional Commercial Printing Since 1991
1.866.368.2500 ■ www.wtpcenter.com



**WORLD
TRADE**
PRINTING COMPANY

World Trade Printing Company
12082 Western Avenue
Garden Grove, CA 92841

Toll Free: (866) 368-2500
www.wtpcenter.com

Call Us for a quote on your next printing project: **1.866.368.2500**
World Trade Printing Company is never undersold.

We do it right. We do it fast. We do it for less.

PURLs: Marketing Gems

by Lisa Petras, VP Business Development

When is a PURL a gem? ...When it's a Personalized URL. What's a Personalized URL (PURL)? I'm glad you asked! You will be, too, as you continue reading this article!

If there's one thing every business owner should keep in mind, it's this: **never underestimate the value of advertising...** especially targeted advertising with a personalized message. In last month's issue of WTPC Bulletin, we discussed the power of 1:1 marketing (you can get past issues of our newsletter at www.wtpcenter.com/newsletter.aspx). Studies have been done, statistics tallied, and the results are in: *1:1 marketing can increase the effectiveness of your marketing campaign by 500%*.

If you prefer e-mail marketing, you're not alone. And why not? It's extremely inexpensive because it taps resources you're already paying for (internet service, utilities, etc.), without the expense of printing and postage. A very important detail to consider, however, is the CAN-SPAM Act of 2003. An excerpt from the Federal Trade Commission's web site reads, "The law, which became effective January 1, 2004, covers email whose primary purpose is advertising or promoting a commercial product or service, including content on a Web site. A 'transactional or relationship message' – email that facilitates an agreed-upon transaction or updates a customer in an existing business relationship – may not contain false or misleading routing information, but otherwise is exempt from most provisions of the CAN-SPAM Act."

This means if you have an established relationship with the recipient of your e-mail advertisement, you aren't in violation of the CAN-SPAM Act. If you don't have a preexisting relationship... "Each violation of the above provisions is subject to fines of up to \$11,000." You can read more about the act on the FTC's web site at www.ftc.gov/spam.

So how can you legally harness the power of the internet and e-mail? **Using PURLs is an excellent gateway to effective future e-mail campaigns.** A PURL is a personalized URL address that is sent to each individual on your direct mailing list. Suppose your company is ABC Widgets and Don Juan is on your mailing list... included on your direct mail post card is a PURL for him to access, along with a promo code:

Continued on Page 2

Paper Matters

by Joe Ratanjee, National Sales Manager

If your print projects fall short of meeting your expectations (or perhaps more important, the expectations of your boss), here's something to consider: what type/grade paper stock was used?

Before sending your graphics and marketing team back to the drawing board—which is a very costly endeavor when you multiply their salaries by the number of hours they'll spend—consider printing the project on different stock, or adding a gloss finish.

Also consider your logo and other graphics or photos. Colors will appear as more or less vivid, depending on the stock and finish choices you make. Even the appearance of black ink changes depending on the stock and finish used. Your printer should be able to advise you regarding what's best for your project.

Below is a general guide to what typically works best for certain projects; however, I suggest that you discuss options with your printer when it comes to large projects—especially those that were created to dazzle their target audience with lots of color.

Print Project	Paper Stock
Book or Manual (inner pages)	book
Book or Manual Cover	cover
Booklet, Brochure	book
Business Card	cover
Business Form	bond
Business Reply Card	index
Catalog	catalog
Certificate	parchment or book
Comic Book or Directory	newsprint
Dictionary	bible
Greeting Card	cover
Letterhead, Magazine, Newsletter	bond or book



In this issue...

PURLs: Marketing Gems	1
Paper Matters	1
Training: Do Your Employees Need a Refresher Course?	2
WTPC Prepress & Graphics Designers	3
Get Your Message Across in a Big Way	3
Printing Tip of the Month	3

Training: Do Your Employees Need a Refresher Course?

by Lisa Petras, VP Business Development

If asked how you feel about a corporate training program, you might agree to the following: **training is essential to your company's success, it develops skilled and knowledgeable employees, and it helps ensure the safety of your employees.** But if asked to present training manuals & other training materials used in your training program, could you do it?

If you think you can't afford to invest in corporate training, think again! You likely have qualified "trainers" in your midst right now, meaning you don't have to hire a professional. Many businesses have at least a couple of employees who know the business—or at least their role in it—inside and out. Compiling a training manual for desk or workstation procedures can start with an exercise as simple as having your resident experts jot down notes for each step in a process as they perform each of their routine duties. They should record everything, the smallest details, so another employee can step in and do the job if the experts take a vacation or advance to another position. Of course it doesn't need to be a formal presentation at this stage; in fact, it's easier for the employee to handwrite the steps taken on a notepad.

After all tasks for each position are documented, an Administrative Assistant or Human Resources should compile and type them up for review by upper management. *This presents a perfect opportunity for management to see exactly how things are being done, and to inject alternative solutions where processes can be improved or streamlined.*

A good training program will not only spell out the ABCs/123s of completing tasks, it will also enhance your business in ways that might surprise you!

A comprehensive training program will:

- Establish and uphold accountability
- Improve customer service
- Increase employee retention
- Increase operational efficiency
- Increase production
- Increase sales

There are two steps remaining for implementing a do-it-yourself training program: 1) Compile actual training manuals; and 2) present the information in training sessions to ensure your employees know what you expect them to do and how you expect them to do it. When it comes to assembling your manuals, WTPC can reproduce them for you—often for less than the cost of photocopying them in-house. You can afford to implement a solid training program; the question is, can you afford not to?

- Continued from Page 1

Don,
Want to optimize the performance of your **2008 Turbo Widget?** We have the Widget accessories you've been waiting for! Go to www.DonJuan.ABCwidgets.com today and see what's in store for you. **Your exclusive Widget code is A1B2C3.**

Respond by June 15, 2009 and receive 20% off your order!

Include vivid colors and relevant graphics, and voila! You have a marketing piece that is very hard to ignore. A recent Direct Marketing Association study revealed that 33% of direct mail recipients prefer to respond online (the 'instant gratification' syndrome). Include their name in the URL, and you make it extremely personal. Curiosity itself prompts many to respond to a direct mail piece containing a PURL.

A good PURL direct marketing mailer includes:

- **Personal greeting** ("Dear Don:")
- **Personal data** ("Optimize the performance of your 2008 Turbo Widget")
- **A PURL** that includes the recipient's name or business name ("www.donjuan.abcwidgets.com")
- **An exclusive promo** (tracking) code ("exclusive Widget code is A1B2C3")
- **Incentive** ("Receive 20% off your order")
- **Call to action** ("respond by June 15, 2009")

When the customers respond—and the majority of them will—they will be prompted to enter their tracking code and e-mail address, and agree to your terms to proceed. Most people readily agree to the terms; your terms will state that they agree to receive e-mails from you...

With a single PURL marketing campaign you will accomplish three major goals:

1. Increase traffic to your web site
2. Boost sales
3. Build a database of consenting recipients of your future e-mail campaigns

To learn more about launching a PURL marketing campaign, contact Joe at joe@wtpcenter.com.



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



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



WTPC Prepress & Graphics Designers

by Oscar Robles, Prepress & Graphics Designer

Our core client base knows all about WTPC's Prepress & Graphics Department and its many functions and services. I'm finding lately, however, that many of our valued customers don't know about us and what we can do for them.

A typical prepress department will do the following for print buyers (you):

- Page layout
- Page assembly (for multipage projects)
- Retouching
- Proofing


The **World Trade Printing Company Prepress & Graphics Department goes beyond the norm** and offers real graphics solutions for those who don't have their own in-house graphics design/marketing team... which I realize is the majority of you.

Whether you need a custom logo, brochures, business cards, or a complete identity package, the WTPC Prepress and Graphics Department can deliver! We pride ourselves in our ability to craft the attention-getting, creative solution you need to brand your company and promote your business.

Our expert designers can design whatever you need, for whatever medium or purpose, whether simple or complex. We always pay close attention to detail, and communicate with our customers every step of the way. We also offer fast turnaround to expedite getting your project to production.

One service that prepress typically doesn't offer is text editing. While the WTPC Prepress & Graphics Department is not obligated to proofread submitted artwork, we do catch typos from time to time, and alert the customer so it can be fixed before it goes to press. Please be aware, however, that it is always the customer's responsibility to proofread text and you should never rely on a prepress department to find errors in your submitted Artwork.

The WTPC Prepress and Graphics Department uses all of the major graphics design software, including **Quark Xpress, InDesign, Adobe Illustrator, and Photoshop.**

What's more, our prices are affordable and fixed, so there are no surprises. The next time you're ready to have a print project produced, consider letting us assist with the graphics design and layout. **We'll produce a product you can be proud to put your name on,** as we continue the WTPC tradition of helping you put your best face forward. 

Get Your Message Across in a Big Way

by Joe Ratanjee, National Sales Manager

Banners, posters and other large format printing of branded promotional messages aren't just for trade shows anymore. So pull them out of the closet, dust them off, and find a place to proudly display them in your store or office.

Banners on stands, hanging banners, wall graphics, window clings, gallery-wrapped or mounted large format prints, and even modular trade show pieces can all be tastefully displayed in a lobby, window, or retail space.

When large format products are laid out well, in a good combination of brand recognition (logos, trademarks, etc.), graphics and text, they are excellent for ongoing marketing, beyond the trade show circuit.

One of our valued customers recently sent an e-mail telling us how full-color posters strategically placed in her lobby boosted her clientele's overall interest in a product that beforehand was not moving off the shelf... She wrote: *"The posters you printed are beautiful! I wanted to add color to my lobby and promote some of my products and services at the same time. The posters really get my customers' attention... I get a dozen or more inquiries about my body lotion every day now. Before the posters, I was lucky to sell a few bottles a week, even though they're on display at the register. Thanks so much!"*

This customer was enthused about the concept, but concerned about the cost of large format printing and the "useful life" of the finished product. We gave her a few pointers that added value to the investment, which I'd like to share with you.

- Print on canvass or vinyl instead of paper stock
- Choose a size that can also serve as a display at a trade show (by adding a banner stand)
- Describe the product or service you most want to promote, but don't list the price (as it may change)
- Use an array of colors that complement your décor and grab your customers' attention

World Trade Printing Company offers large format design, printing and mounting. 

PRINTING TIP OF THE MONTH:



Colored paper is a popular option for use in single-color advertising pieces that get attention.

If your marketing budget calls for a single-color print process, consider printing on colored stock; it can bring a little pizzazz to a single-color job.

Colored stock can also produce amazing results in the four color process, but you must consider how it will change the colors in your logo and other images.