

News & Views

Quebecor's New Enviroink Logo

Quebecor World, a Synapse Preferred Partner, is offering Synapse's clients the use of its new Enviroink (TM) logo on printed products to signify they are using heatset inks that contain a minimum of 20 percent, by weight, renewable resources. In addition to being environmentally friendly these inks meet high standards for quality and production efficiency.

Synapse is proud to offer its clients the use of the Environink logo through its affiliation with Quebecor.

M-Real Sells to Sappi

Finland-based paper company M-Real announced it will sell four paper mills to South Africa's Sappi Ltd. Finland's No. 3 paper producer said the deal includes its entire graphic paper unit and that it will now focus on packaging board production. The company also said it is planning to cut its coated fine paper production in an effort to restructure the European paper industry that is suffering from serious overcapacity.

The two companies, which are among the world's largest paper makers, said they were particularly hurt by high raw material costs, a strong euro and a global economic downturn.

Synapse recommends several lines of M-Real and Sappi coated stocks for their value, consistent quality, and wide range of basis weights.

Marketing Channels is published monthly by Synapse Print Management, the leader in sourcing and managing print projects for companies of all sizes.

For more information, please visit www.synapseprint.com



Staying Competitive in Today's Economy

Real-World Ideas to Control Marketing Costs

by BOBBY DERACO

Is anyone else tired of turning on the TV, or opening the newspaper, or logging on, only to hearing the media's doom and gloom portrayal of our nation's current economic condition?

If you're like most people I've asked, I bet you're shaking your head.

Well I, for one, am tired of it too. Call me an optimist, but I'll stay positive and say: whatever you focus on nowadays, you will get in abundance. Keep thinking that the sky is falling, and you'd better run. Or start looking at things from a different standpoint, and you might just join me up here in the clouds.

Don't get me wrong. Smart businesspeople are watching their budgets and cash flow. But these savvy folks are also setting themselves up for a windfall when the economy bounces back. (And it will. Remember a guy named *Newton*? He has a Law about this sort of thing.)

So, this month, I've compiled some tips on how to stretch your marketing budget and hold your own when your competition is running scared.

Get the Most Bang for Your Buck

Don't necessarily just "go with what you know". Don't be afraid to try new things that can save you money, and cut down on the activities that aren't making you money. Ask your customers how they are finding you; if no one is calling because of your Yellow Pages ad, take

those dollars and put them towards other marketing efforts that give you a better Return On Investment.

Show Your Customers How You Save Them Money

Everyone has money on their minds these days. Point out the ways that your products and services save money and reduce costs, and keep saying it loud and clear. You might just attract some folks that are looking for other options.

Think ROI, not Cost

Don't be penny-wise and pound-foolish in today's economy. Oftentimes the most effective marketing campaigns also come with a higher price tag, but they also bring more dollars to the bottom line too. If you have a program that has worked in the past, keep going with it. It's kept the dollars rolling in up to this point.

Maintain Customer Relationships

During tough times, don't forget about the customers that spent money with you in the past. Protect them, thank them, incentivize them, and take good care of them. They'll return the favor.

Watch Your Vendors

Your suppliers are probably feeling the pinch right now too. Work with companies that have solid financials or risk being stuck with shoddy product, missed deliveries, or worse. You wouldn't be the first to have an

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Secrets of a Copywriter P.4

RECENT PROJECTS

51,500 CHOCOLATE PRETZELS!

A client wanted to send out 'Thank You' gift packages to 500 customers around the US. Synapse coordinated the production of 2,000 lbs. of handmade chocolate-covered pretzels in custom printed boxes with thank you notes and fulfilled them in only nine days.

LITERATURE ORDERING SYSTEM

Synapse has been managing a complete print and fulfillment program for one major client for years. Looking to streamline the ordering process and reduce internal customer service costs for the client, Synapse suggested building a custom online ordering system for the client's sales team and North American distributor network. Synapse catalogued and custom-built the entire system, allowing 24/7 online ordering and advanced reporting functionality for over 400 individual products, distributed worldwide to over 2,000 customers.

IN-STORE ADVERTISING PACKAGE

If you needed 100,000 booklets of various versions, along with 800 POP Displays, packaged neatly and fulfilled - *but* required the materials to be printed by a Woman-Owned Enterprise and be FSC-certified - who would you turn to? Synapse came through with the right suppliers, the right solutions, the right schedule - all at a price that made the client smile.

DID YOU KNOW SYNAPSE...

...produced over 30 major catalogs this year, resulting in huge cost-savings for our clients due to our buying power?

...sent out over 1,000,000 pieces of direct mail in September?

...saved a brand new client \$40,000 per year in postage alone?

...worked with over 300 major printers this summer?

If you have a challenging project and want to work with a team that gets guaranteed results, contact Synapse today at (888)799.2770 or info@synapseprint.com.



The Print Insider:

39 Ways to Save Money on Print

by BOBBY DERACO

Every month, we educate you on the secrets of the Printing Industry to help you become a more informed consumer.

Brought to you by Synapse - the 100% Client-Focused Firm.

Synapse works on our clients' behalf to find unique ways to reduce production costs based on decades of experience in the printing industry. The following is a sampling of the ideas we offer to save you money:

1. Alter flat size of piece to fit the best press for the quantity.
2. PDF proof during revision stages to avoid proof costs.
3. Soft proof for non-color critical pieces.
4. Package fonts and images in native document to avoid unnecessary preflight charges.
5. Utilize perfecting equipment to achieve single press-pass efficiencies.
6. Impose signatures as work-and-turn to reduce plate costs.
7. Run booklets as 4/1 on perfecting presses.
8. Gang run variable sized pieces on same sheet.
9. Make short-run labels in-house using text stock, spray adhesive, and wax backer paper.
10. Proofread documents before final approval.
11. Track usage history of heavily used print materials to benefit from quantity discounts.
12. Produce low-run color books by piecing covers, text and binding to best-fit vendors.
13. Control bleeds and gang common bleed on a press sheet to save space.
14. Provide alternative paper options.
15. Combine lower grade stock for text pages with higher grade stock for covers to balance quality and cost.
16. Design booklets with signature count in mind.
17. Buy mill over-runs to save money on paper.
19. Die-cut and emboss on same die to achieve unique effects while controlling cost.
20. Utilize digital printing for low quantities depending on quality expectations.
21. Knock-out varnished mailing panels.
22. Design mail pieces to USPS automated standards.
23. CASS Certify and De-Dupe mailing databases.
24. Run NCOA checks on mailing lists older than 6 months.
25. Utilize direct SCF drops for saturated mailings.
26. Opt for ECR postage rates for mailings with flexible schedules.
27. Merge databases before sending to mail house.
28. Design self-mailers to use a single wafer seal.
29. Keep postcards at standard postcard size for first class delivery at 3rd class postage rates.
30. Co-Mail flats, catalogs, booklets, and magazines.
31. Use Aqueous Coating to prevent plate charges.
32. Fold flats down to letter-size to reduce postage.
33. Reduce signature count by using fold-outs.
34. Investigate paper grade options depending on design.
35. Size pages to fit web cut-offs for long-run publications.
36. Avoid handwork by designing machine-foldable pieces.
37. Achieve cool production effects using in-line production processes such as ghosted varnishes, scented coatings, and metallic scratch-off ink.
38. Lighten up body stock on booklets and save on postage.
39. Switch to text stock from cover stock for folded pieces to avoid scoring costs and grain problems.

Give it as a gift or keep it for yourself. We won't tell.

Get the new iPod Nano when you spend just \$2500 with Synapse between November 1st and December 15th. Then choose to keep it or give it to someone for the holidays. We'll even pick up the shipping.



Perfect for that one person on your list that has it all.

Get yours at synapseprint.com/promotions

Staying Competitive, continued from page 1

important project derailed because the vendor couldn't pay their bills.

Negotiate Terms

If you're going through a cash crunch, discuss your situation openly with your closest business partners and suppliers. If you are a good customer, they may be willing to extend payment terms. An extra 30 days to pay on a major marketing project may be all the time you need to produce a load of extra cash, even if those terms come at a slight premium.

Keep an Eye on Cash Flow

Watch budgets for your team, department or company. By accurately tracking and projecting cash flow, you can ramp up marketing efforts before a slump shows up. Remember, the sales effort you put forth today will ultimately pay off 30-90 days in the future.

Give Discounts and Run Promotions

Sure, things are tight for your company too, so why give money away?

By thinking about your customer's wants and needs, you will increase sales and customer satisfaction. Everyone is looking for the best deal right now, so don't let them down.

Don't Be Afraid to Ask

If a price seems high, don't walk --- talk! Ask if there is any way to lower it. If there is, you'll save some money and build a more equal relationship with the vendor; if there isn't then you know you are getting the best price you can.

Get Ideas

Ask your vendors to give you ideas that will help you save money. Chances are you are over-spending in at least one marketing category. Chances are equally as good that you can get a great ROI and reduce costs at the same time by simply asking your vendor "If it were your money, what would you do?"

Most importantly, keep your chin up. The economy won't be bad forever. When it bounces back, you want to be in a position to benefit from it. By making smart decisions now, you'll be stronger than ever when things pick up.

Robert "Bobby" Deraco is president of Synapse, one of the premier print management firms in the United States. Synapse is always looking for ways to help current and prospective clients reduce costs and get better results from their printing projects.

To learn more, contact Bobby at rderaco@synapseprint.com

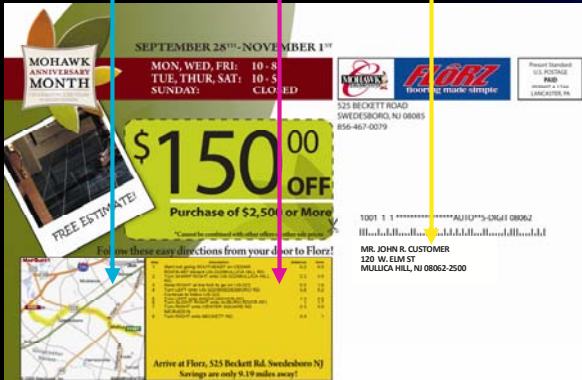
SOLUTIONS

Synapse develops an innovative direct mail solution for retailers, event coordinators, and service companies.

TURN BY TURN DIRECTIONS WITH TIME AND DISTANCE

PERSONALIZED MAP WITH HIGHLIGHTED ROUTE

RECIPIENT'S ADDRESS



SYNAPSE MapMail

If your business has a physical location that customers visit, chances are either you provide directions on your website or let MapQuest guide them to your door. The challenge is getting them to take the time to log on and find the way.

Imagine if you could combine attention-getting direct mail with the convenience of customized directions? What started as a simple request from a client has turned into a cutting-edge application from Synapse called *MapMail*.

MapMail prints personalized maps and turn-by-turn directions on every direct mail piece, taking the recipient from their door to a single destination. Utilizing the same technology found in GPS systems, MapMail also highlights the route and provides time and distance information to direct the recipient of the mail piece from his address to the mailer's business.

Use MapMail to drive prospects to your business, provide convenient directions to your customers, or send business to a low-traffic store. For more information about this innovative solution, contact Synapse at info@synapseprint.com or (888)799.2770.

InsuranceNewsNet Magazine taps Synapse to Increase Readership & Save Money



InsuranceNewsNet, the leading information provider for insurance professionals, has teamed up with Synapse to print, mail, and manage circulation for their successful *InsuranceNewsNet Magazine*.

INN approached Synapse with a goal of controlling production costs and increasing their subscriber base. "We have a solid advertiser base and terrific buzz in the insurance industry, but as a growing company we were looking for a partner that could help us reduce costs to spur future growth," explains Paul Feldman, INN's founder. "Bobby and his team at Synapse took a very thorough approach to analyzing our out-of-pocket and internal costs and offering suggestions to minimize those costs. We are projecting savings of \$60,000 per year by working with Synapse."

Even though Synapse's plan offered huge benefits, moving the magazine meant a substantial risk for INN. Synapse understood their concerns. "We invited INN to visit Synapse and see our processes and quality control in person. After they met our team and saw how thorough we are as an organization, they were ready to move forward," explains Synapse's president Bobby Deraco. "We're excited see how much a difference we can make for Paul and his team at INN."

GWI, U NEED 2 TALK UR AUDIENCE'S LINGO by TESS WITTLER GUEST COLUMNIST

While spending a few days with my teenage cousins, I got a crash course into their lives. Although I don't feel old, I am removed enough from their generation to not quite "get" what makes them "tick."

Let's face it. Each generation speaks a different language. We each have issues that are important to us. And as a marketer, the language you use in your marketing is vital to your success - or failure.

And it isn't just the language used that is critical; it is also how the message is delivered. As an example, Obama's website is completely geared towards a mobile audience. You can receive updates on issues by texting your preference to Obama. You can also download unique Obama ringtones for your cell phone. What does that say about his target audience?

When developing your marketing collateral, keep in mind that the language and medium that you prefer may not be the same as your target audience. The key is to find the right triggers to get your audience to respond.

Here are some questions to ask about your target audience before starting any marketing effort:



- Who's the audience? Don't simply think gender or age. Also think about their geographical and cultural background. Where do they live?
- Is there a primary and secondary audience? If so, who?
- What's important to your audience?
- What motivates them?
- How do they think?
- How do they talk?
- What words (and language) will get through to them?
- What's going to turn their heads and get them to pay attention?
- Once they pay attention, what is needed to get them to take action?
- What has worked before?
- Are there any negative attitudes or sensitive issues that need to be addressed?

About Tess Wittler

Want to significantly reduce the time you spend developing top-notch marketing pieces in-house? Tess Wittler Writing Services provides a comprehensive array of writing and marketing services aimed at maximizing clients' professional appearance and profitability. Contact TWWS at www.TessWittler.com.

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