



Get ready to kick off the year with marketing materials that work as hard as you do.

Start by checking out these brief articles for marketing tips you can use right now to improve your print communications.

And, take advantage of our new, lower pricing on the print marketing materials you need to produce the results you want.

## Get Your Message Heard

All great [marketing materials](#) start with a sound editorial concept and well-written copy. Make your printed pieces powerful by following these basic guidelines:



1. Consider the audience you are trying to attract; "get inside their heads"
2. Focus on benefits, not features; show why what you are promoting is the right choice for your reader
3. Write headlines that command attention
4. Use strong leads that will "hook" the reader
5. Keep it short; be sensitive to the fact that people are busy
6. Write in an active voice. Correct: The man called the dog. Incorrect: The dog was called by the man.
7. Use a conversational tone with simple language anybody can understand

## In This Issue

[Write Great Copy](#)

[Print Green](#)

[Lower Prices for 2010](#)



**New, Lower Prices  
Let You Market More,  
Spend Less**

If you're like most marketers and business owners, you have a long list of marketing materials you wanted to create last year, but simply couldn't afford.

Now, for the good news. Because of new processes and efficiencies on our end, we're bringing you lower prices on the brochures, sell sheets, posters, flyers, catalogs and other [marketing materials](#) you need.

Check out our pricing; we think you'll be pleasantly surprised.

8. Stay away from industry jargon and too many "buzz" words
9. Include a call to action, such as "buy now," "visit our website to order," "get a free sample"

## Reduce Your Environmental Impact

When it comes to commercial printing, a few small steps can go a long way toward minimizing the impact your printed piece has on the environment:

- Whenever possible, choose papers that are certified for sustainability. We can help you identify options that are right for your project, right for your budget and right for the environment.
- Go with an [aqueous coating](#) instead of one of the traditional UV coatings or laminates. Water-based aqueous coatings provide the same resistance against scratches as other coatings, but without the harmful impact on the environment.
- Ask for an electronic proof instead of a traditional one. You'll save yourself time and money while reducing the energy and materials used to create a hard proof.
- Recycle outdated and unused print materials, and encourage your audience and associates to do so, too.

\*Prices apply to online orders only. Website has been changed to reflect new pricing. Please visit us at [pricedrightprint.com](http://pricedrightprint.com) to order.

Or, contact Customer Service at:  
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