

WHY PRINT?

We all take printing for granted. Perhaps it's because print has been the world's number one communications medium for so long we tend to overlook its impact and power.

That oversight could be fatal to a marketing campaign, a product launch, or a branding initiative that is trying to connect with people. People trust print. They feel comfortable using it. And they can't fast forward past it.

Digital Ink's information series "Why Print?" gives you the top reasons why you should make sure to use print in your next campaign. It doesn't have to be the only medium you use, but you should definitely use print whenever you want to persuade, inform, or entertain. Digital Ink wants to be your choice for the printer who helps you deliver your message.

To learn how print can help you prosper and to see our special offer for first time buyers, please visit www.digitalinkprint.com/whyprint

OR call us at 650.631.5858

OR email us at whyprint@digitalinkprint.com

WE'VE GOT YOUR REASONS.



Print is credible.

The phrase, "Get it down on paper" has never been more meaningful. Having words and images that you can examine and hold in your hand, review, show to others and keep in a safe place provides a degree of reassurance that no bit-and-byte medium can match.

People love the speed and scope of the Internet, but the WWW's fleeting nature makes them wonder: Am I getting the fast shuffle here? And what's all this contradictory information? Conversely, our ink-on-paper medium is believable because print is real, print is timeless and print is focused.

An increasing number of marketers are leveraging print's high credibility by using custom publications to get their messages out and absorbed. More than 32 billion custom publications circulate annually in the United States, according to the Custom Publishing Review's 2006 Annual Report. Total expenditures on the medium amounted to \$29.9 billion for the year. **The researchers also found that 66% of people surveyed read custom publications and that 80% agree that custom publications contain useful information.** They are believers because print is the credible medium.



Digital Ink

837 Industrial Road, Suite A • San Carlos, CA 94070-3334
650.631.5858 phone • 650.631.1996 fax
whyprint@digitalinkprint.com



SPECIAL OFFER!

FOR FIRST TIME BUYERS VISIT
WWW.DIGITALINKPRINT.COM/WHYPRINT