

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.

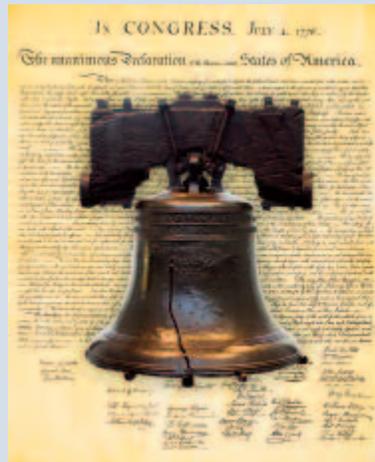
Digital Ink's information series "Why Print?" gives you the top reasons why you should make sure to use print in your next campaign. It doesn't have to be the only medium you use, but you should definitely use print whenever you want to persuade, inform, or entertain. Digital Ink wants to be your choice 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
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Who's minding your messages when the screens fade to black? Electronic content comes and goes and when it's gone, your marketing initiative disappears with it. Print, on the other hand, is there for the long run. Think about magazine pass-along

rates. They range as high as two to three persons per issue, giving advertisers double and triple bonuses on their marketing investments.

Example: A 2004 study by Ziff Davis Media's eWEEK magazine shows that on average subscribers pass along their printed issue to an **additional 3.6 industry decision-makers**. So, even the elite of the IT world recognize and benefit from print.

What's more, specific magazine content can be spotlighted and passed along on a one-to-one basis. A Magazine Publishers of America survey found that **24% of readers typically pass an article along to someone else, 23% save the article for future reference, and 13% visit a related website.**

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In action, print's durability has a positive impact on every message it touches. It says: Your message is significant. That you cared enough to put it on paper. That you are authentic rather than virtual, and you will be there when we need you.



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