

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.

SPECIAL OFFER!

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Print drives a higher ROI.

Printing is particularly persuasive as direct mail. According to research by the Direct Marketing Association and the Wharton Economic Forecasting Associates, print's performance through the mail can be measured in dollars and cents.

The DMA researchers found that U.S. advertisers spend **\$167 per person in direct mail marketing to earn \$2,095 worth of goods per person, scoring a return on investment of 13 to 1.**

Why? Because people gravitate toward print. A total of 38% of households surveyed by the U.S. Postal Service in 2006 found direct mail pieces interesting. That study also found that 85% of mail is either read or visually scanned by recipients.

And direct mail is also a great way to expand business relationships and keep customers loyal. A study by the Rochester Institute of Technology Printing Industry Center found that **67% of respondents like getting mail about new products** from companies they do business with.



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