

Fresh Ink

The Expert Source for Printing & Mailing Solutions

Customized Market Mail: Is it time to think outside the envelope?

Do you feel limited in your attempts to create highly visible direct mail? If so, it may be time to consider Customized Market Mail. Customized Market Mail is the latest form of direct mail that the United States Postal Service has approved to help customers better market their products and services. The concept allows companies to "think outside the envelope" when they are designing their marketing pieces.

The concept is simple. Imagine any shape with any holes or die cuts printed on any material. Ok, maybe it isn't THAT simple. There are some constraints and limitations, but for the United States Postal Service this is a very free-form concept.

An odd sized, non-symmetrical mail piece design mailed to a targeted list is the key. The item needs to literally "stick out" in a handful of mail. Using a company logo or product and printing life-size or larger, in full color on a heavy card stock, and die cutting in the shape of the item will definitely stick out in a handful of mail. It is hard to ignore a 15 inch chili pepper!

Using targeted lists help pinpoint the potential customer
Don't waste time or money on people who have no use for your product or service. Testimonials and results are just starting to surface due to the infant stages of this mailing class. Some companies are boasting a 25% response rate! This is truly unheard of in traditional direct mail.

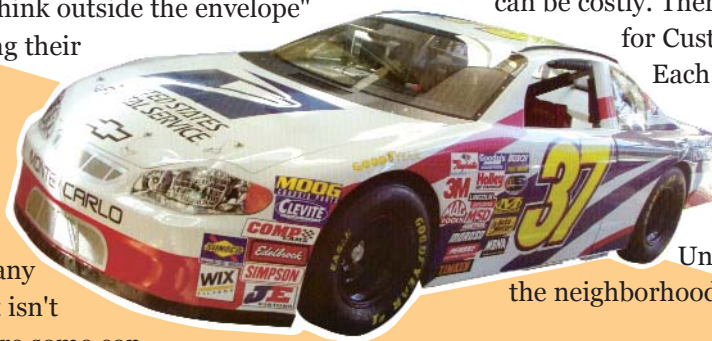
So why isn't every company using this as the only means of direct mail marketing? Due to the free-form design possibilities, none of the Customized Market Mail pieces can run through the United States Postal Services's mailing equipment. They require manual processing and handling which can be costly. There are no presort discounts for Customized Market Mail.

Each piece will cost \$0.574 in postage (\$0.46 for Non-Profit) and pieces must be delivered directly to each Destination Delivery Unit (DDU) which is basically the neighborhood Post Office.

There are also some size and weight limitations:
Minimum size of 3.5 inches high by 5 inches long and 0.007 inches thick
Maximum size of 12 inches high by 15 inches long and 0.75 inches thick
Weight of 3.3 ounces or less

Call for details, some assembly required, batteries not included...

Regardless of the limitations and the "fine print", Customized Market Mail is demonstrating a totally unique way to develop direct mail that can yield astronomical returns. Morgantown Printing & Binding is poised to help their customers take advantage of this new class of mail. We have the equipment and ability in house to design, print, die-cut, and mail a customized mail piece. We can even help you develop a target audience and supply the list. If you would like more information about this process or any other mailing processes, please contact us.



*The pictures in this article are examples of customized market mail.

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Partnership Opportunities

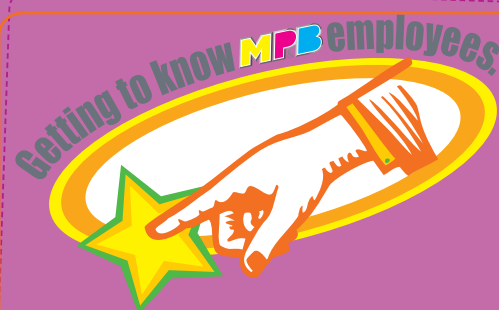
One goal for all **MPB** sales reps is to become more valuable to our clients in the sense that we are "experts" in our field and can often help avoid problem areas or provide direction which allows for a better end result.

How does this relationship evolve into a partnership? The best way to explain this is to look at a relationship that has developed with one of our college clients. As we worked through several projects, the client came to the point where advice was trusted and future plans began to be discussed.

With one unit of the college, several large mailing projects in the area of student recruitment were on the horizon. The discussion began with the printing of the pieces which was a substantial project on its own. As discussions progressed, the **MPB** rep learned that all the mailing preparation was being handled in-house by student workers as a "cost-saving" measure.

By doing the project in this manner, the college was forfeiting all of the available postal discounts that their non-profit status afforded them. Further discussion of the project led to a proposal for **MPB** to handle the mail prep and USPO delivery of the mailings resulting in a substantial savings to the client. Since the largest cost of most mail projects is the postage, many of the savings were realized in this area. A positive byproduct was that the specialized mail prep, carrier coding and delivery to a USPO Sectional Center Facility, that **MPB** facilitated, resulted in the mail arriving at its destination in a more efficient manner.

All the way around, the client ended up with a situation that resulted in a better use of the available resources. This included a student work force that could now direct their efforts in entirely new areas that resulted in better student recruitment and record enrollment for the college.



Brad Adkins is our customer service manager. He is a graduate of WVU Tech with a degree in graphic arts. He is also our estimator. Brad is very knowledgeable and able to assist you with any questions about printing or direct mail. He recently celebrated 8 years with MPB.

Hayley Ryczek is a graphic designer in our digital department. She is very capable of designing a piece for you from your ideas and will be sure your job is done to the best of our ability. Stop in and say "hi." Let Hayley assist you in your next copy center project.

Morgantown Printing & Binding Acquires Local Mail Facility and Expands in 2006

Morgantown Printing & Binding has purchased Custom Pack 'n Ship of Morgantown, WV. This is the second mail facility for MP&B and will add more depth to our already existing capabilities. We are now even better equipped to handle direct mail, statement production, lasering, personalized inkjet mailing as well as general mailing and fulfillment services.



We will consolidate our two mail facilities in Morgantown while continuing to serve the Charleston area with our sales/service team. With this realignment we will operate multiple shifts in all areas of production which will allow us to meet just about any delivery requirement our clients may have.

Our continued growth has led to the need for expansion of our facilities. Beginning in early 2006 we will add 37,000 square feet to our already existing plant in Morgantown. When completed we will enjoy 65,000 square feet of production space. This will enable MP&B to streamline production while being poised for future growth.

Our ultimate goal is to meet our client's expectations; provide a quality product at a fair price and deliver on time!





The Basics of File Preparation for Printing - Raster vs. Vector Image

Raster Image Specifications

When choosing, scanning, or creating raster artwork to support your document (as opposed to vector artwork which is created in applications such as Illustrator or Freehand), it's important to make sure the proper resolution is specified so that your images look good in print. Generally, 300 dots-per-inch (dpi) at the final size your artwork will be imaged is the correct resolution to shoot for. This means that you should already know the size you'll be using your artwork before you scan it. If you have an image that was scanned at 300 dpi and is only two inches by two inches, and then you enlarge it to 6 inches by 6 inches within your layout application, you've essentially dropped the resolution of the source art to well under the 300 dpi threshold you began with. While it's ok to scale raster artwork down within a layout application, you'll find that it will slow down your printing times for proofs within your office environment significantly. It's best to know the size you need before you scan your images and place your 300 dpi artwork at 100% within your layout application.

You should also know the planned printing method (process vs. spot color, black, or both) before creating or scanning support artwork of this type. If you know that you'll be printing in only one or two colors, you know that scanning images in CMYK is not appropriate. Generally you can scan artwork in grayscale, place it in your layout application, and then apply a spot color to that image within the layout application.

Vector Image Specifications

Vector images are those created in programs such as Illustrator or Freehand and then placed within your layout application. Unlike

raster images, vector images are resolution independent. This means that you can basically scale them to any size within your layout application and your output will be excellent. This is because vector images are actu-



As a raster image, a line drawn between these two points is rendered by creating x number of dots between point a and b. X is determined by you when you either scan or create this image in a program like Photoshop. This is where the phrase dots-per-inch comes from.

ally rendered using a mathematical process



As a vector image, a line drawn between these two points is rendered by a simple postscript command that says, "draw a line from point a to point b". It is for this reason that the distance between the two points is irrelevant. It could be two inches or two miles. It will still connect the two cleanly.

rather than dots-per-inch.

Another independence of vector images is color makeup. This means that you will need to apply the correct color to your artwork when it's in the source application. When brought into your layout application as an eps file, you are unable to apply color to it from your layout application's color palette. A good habit to get into when preparing files for spot color output is to create a piece of supporting vector artwork first and then import it into your layout application. This should automatically add the imported images color(s) to your layout application's color palette. You can then apply this color reference to elements in your layout application such as text or grayscale raster artwork. This helps to ensure that there is only one color reference for a given color and that all elements in that exact color will image to only the single plate it is intended for. Be

sure that you create any vector images using only the colors you want your final project to print in. If you've arranged for your printer to print a Pantone 355 and Black job for you, and you supply images prepared as CMYK color mixes, those images will not image to the spot color plate. **MPB**

Getting Your Files to

When you have all of your fonts, artwork, and your actual layout file(s) correctly prepared and ready to supply to MPB, simply burn them to CD and you're ready to contact your salesperson or customer service representative to arrange a pickup or meeting within our offices. (We can also use zip disks. Floppy disks are acceptable but, as a rule, are entirely too small of a storage device to effectively transport the generally large files necessary for printed media files.) If your collected files fall under 50 megabytes (we suggest using a compression utility like Stuff It [mac] or Winzip [pc] to cut down on size and efficiently keep all of you files together), it may be advantageous to upload your file(s) to our FTP site (we request uploads be less than 100 MB). You must use an FTP client to move your document to us.

Simply go to:
<http://www.morgantownprinting.com>

and enter this information
User: *mpbupload*
Password: *mpbupload*

Following these simple guidelines will help to ensure that your project prints efficiently and accurately. Happy designing!



On Wednesday, August 31, the WV Power, a single A baseball team from Charleston WV, featured a Fan Appreciation Night and MPB was the game day sponsor. The first 1000 fans in attendance recieved a complimentary poster of the April 4, 2005 Inaugural game at Appalachian Power Park courtesy of MPB. (Photo courtesy of Alan Kuhlman, MPB Charleston Division)

Wide Format Printing

Morgantown Printing & Binding has the Roland SolJet Pro II SC-540 large format printer equipped with a cutting feature. This combines speed with high print quality. The large format printer prints on paper, vinyl and decal media in widths up to 45"



The SolJet achieves better weatherability through use of SOL ink with a durable expectancy of up to three years. Vinyl is an excellent choice for indoor and short-term outdoor banners and flags. Our wide format



printer can meet your need for posters, signs, vehicle lettering, decal's, banners and much more.

With a 45" width, the Seal Laminator offers solutions for longevity of your printed material.

We also offer dry mounting on foamcore board, plastics, metals or even magnetic sheets. Our suggestions may help you present a dynamic display or advertisement at your next trade show.

Question



Q: What is dot gain?

A: This is an imperfection in printing that causes halftone dots to print larger than they should.

This is mainly caused by the absorption of ink by the paper and causes the reproduction to print darker than it should. It also reduces the sharpness of the image. Using coated paper will reduce the chance of this occurring.

Thanks to Sharon Harms, one of the owners of Image Associates, a Charleston, WV based public relations and advertising firm for providing us with the name of our newsletter

Paper Choices

By Brad Adkins

Choosing the correct paper stock is one of the most important considerations when planning a print job. There are thousands of different combinations of stock, i.e. weights, finishes, colors. Varying papers perform differently in equipment and react in their own way to ink and coatings. Begin by asking how the finished product will be used. The second consideration will be what is to be printed on the piece and what feeling you want to convey.

If the customer needs to write on the finished piece, you probably should not choose a glossy stock. This makes it more difficult to write on.

If full-color pictures will be used, you many want to choose a coated stock; glossy, matte, dull, or satin. The coating

on these papers allows the ink to sit on top of the sheet which reduces "dot gain", helping the pictures retain their sharpness. Heavy text especially smaller fonts can be difficult to read when printed on a hard glossy paper. A matte coated sheet or an uncoated opaque sheet will decrease the amount of reflective light from the piece, allowing the text to be read more easily. Consider whether the message is highly technical or is it a softer informational message?

An opaque sheet is ideal in situations where will there are pictures or heavy color coverage as it will reduce the bleed through from one side of the sheet to the other. If the final piece is going to be mailed, you will want to use stock thick enough to hold up under the post office regulations. A single postcard that will be returned requires certain minimum weights and sizes.

If the final piece may be used in a laser printer, such as letterhead or a card, you will want to choose a stock that will be compatible with your printer. Laser printers require smooth surface papers and do not work with all weights or finishes of paper.

These are just some of the choices and reasons for them. As you may have already determined, paper stocks can get confusing. If you have any questions about the different uses of paper or what stock would be better used for your job, please contact your Sales or Customer Service Representative at Morgantown Printing and Binding. We will be glad to help.



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Visit our Website

www.mp-b.com

We will begin offering mini-classes on a variety of subjects related to printing and mailing. We are always striving for better ways to help you achieve success in your printed projects. Please let us know what you would like to know more about.