

# First Impressions

## Meet Our Newest Team Members



**Bob Schuster**

(Lead Bindery Operator)

Loves working at Spectrum almost as much as his Pittsburgh Penguins hockey team.

**Sheila Callen**

(Office Manager/Accountant)

A proud mother of three and adores the author Janet Evanovich and her Plum Series of books.



## Spectrum Wins 2013 PIAZ Print Excellence Award



We've been honored with this award from Printing Industries of Arizona/New Mexico for demonstrating superior craftsmanship in the year 2012 with our entry in the category of Annual Report, for our work with Arizona Land & Water Trust.

## Special Seminar for Local Graphic Designers Save the Date! August 14, 2013

Are you a local creative professional who should be our guest at our free *Fiesta del Fuego* Seminar in Tucson? Grab your appetite for advanced design effects (*maracas* optional) and maybe even dance the *Macarena*. Special presentation, samples, food, prizes, and networking. ¡*Vámanos!* Space is limited. Advanced Registration: Call (520) 571-1114.



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## Behind the Scenes

Pre-Press • Printing • Bindery • Mailing



“When clients visit to see a print proof, I calm them if they might be worried how it will look. This is all part of the process when color gets together and things happen on the press. There's nothing to worry about – it will be nominal. I tell them, ‘I will meet your expectations.’ I may be mechanically inclined, but I have an eye for quality color.”

~George Villanueva  
Lead Press Operator

## Production Notes

Each issue of *The Complete Spectrum* is a unique production designed to illustrate various printing terms, techniques and attributes. The following is a description of this issue:

This issue is a Folded Self-Mailer “FSM” printed in 4-color process. It has been scored and folded to 6” x 11” so that it qualifies to mail at a “letter rate.” For pleasing aesthetics and ease of opening as well as qualifying for the lowest possible postage rates, the piece has been sealed closed with fugitive glue.

**Paper:** 80# Flo Gloss Cover

**Press:** Indigo 5500 Digital Press

**Inks:** Standard Digital Press Ink

**Sealing:** Fugitive Glue

**Mailing List Processing:**  
Spectrum Mailing Dept.



4651 S. Butterfield Dr., #161  
Tucson, AZ 85714

PRSRT STD  
U.S. POSTAGE  
PAID  
TUCSON, AZ  
PERMIT NO. 553

Special  
Offer

Start saving money  
with a FREE piggy bank  
from us!

It's our 27th Anniversary! To celebrate, the first 27 respondents to register at [SpectrumPrintingCompany.com/Piggy-Bank](http://SpectrumPrintingCompany.com/Piggy-Bank) will receive their very own FREE piggy bank.

Go online now to get your FREE piggy bank  
AND a valuable discount code to use on your  
next print order! (For New and Existing Clients)



## Next Issue

- Improving Responses to Your Tuition Support Organization's Appeals
- Can Augmented Reality Gain the Interaction You Desire?
- Branding with a Picture Permit Imprint Indicia

*The Complete Spectrum* is a bi-monthly publication of Spectrum Printing Company. To update your subscription or tell us what you'd like to see in our next newsletter, please let us know: [Welcome@SpectrumPrintingCompany.com](mailto:Welcome@SpectrumPrintingCompany.com) or (520) 571-1114, 4651 S. Butterfield Dr., Tucson, AZ 85714.

<http://bit.ly/1aeVLEV>



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[SpectrumPrintingCompany.com](http://SpectrumPrintingCompany.com)

# The Complete Spectrum

July / August 2013

Friend,

Have you ever heard someone say, “We’re saving money by sending our newsletter by email these days?” Really?

If your only goal is to send out a newsletter, then email is probably your least expensive option.

However, if your goal is to actually connect with your customers, share information, and use your newsletter as the important marketing tool it should be, then we suggest a better alternative. Something that is measureable, flexible, and more effective. Ignore Spam blockers and fast fingers on “Delete” keys.

SpectrumXMM (Cross-Media Marketing) communicates much more completely with your audience. After all, isn't that your real goal?

Heck, we'll even give you a FREE piggy bank as a reminder to save all the extra money you make by effectively communicating with your customers (see back of this newsletter for “Special Offer” details).

George E. B. Stewart

What's  
Inside

- Cost-Effective Design & Printing Strategies
- Start a Cross-Media Marketing Campaign in 5 Steps
- Strategies Non-Profits Can't Live Without

“Spectrum unfailingly delivers our projects on time and on budget, and saves us money by researching better ways to accomplish our project.”

~L.D., non-profit media



## A Fresh Perspective

### Marketing Ideas You Can Use Now Bottle Neckers

Planning or sponsoring an event this Summer? Drench yourself with creative branding on these hot-to-trot bottle neckers. Don't be bashful! Let the thirsty ones know who to thank for their refreshment and hydration. See your logo and message in full, vibrant color on these easy-to-apply tags, completely waterproof to still look great after a stint in the ice chest. You'll be the greatest thirst-buster around!



## Inside Prepress & Production

### Cost-Effective Design & Printing Strategies

With restricted budgets and scarce funding, making good choices when designing your project is more important than ever. Start with the efficient use of paper. Paper generally comes in standard size dimensions. The goal is to yield the maximum number of finished pieces out of a standard sheet. For example, this newsletter was run on one of our Indigo Presses with a standard paper size of 12" x 18". The 11" x 17" finished size takes advantage of the largest amount of print area possible, thus getting the most for our money.

We understand that there are times when the impact of the piece requires unusual

sizes and shapes. These can, of course, be accommodated but at a price of having lots of wasted paper to be recycled. Save money by maximizing the printed area of each standard sheet of paper whenever possible.

The same thinking holds for our large offset presses as well. Want to create something unique? Consider that slight size adjustments may allow greater paper efficiency and big savings in the price of the job. Not sure about how your project may work out on the press? Give us a call and we can guide you.

### Share Your Spectrum Story Be Featured in Our Blog

*You want to tell the world about your printing and mailing success story, right? Sure you do!*

Spectrum Printing Company wants to make it easy for you. Along the way, you'll teach other Spectrum clients just what you did that had that magic marketing touch, so that everyone can get a little magic of their own. Everybody wins!

Submit your story proposal and we'll

review it. You'll hear back from us with some suggestions and the guidelines for writing the guest post.

We'll post your story in Spectrum's Company Blog, so that all of our subscribers can revel in your glory and bask in your printing and mailing genius.



<http://bit.ly/15kwV35>

## Marketing Strategies

### Start a Cross-Media Marketing Campaign in 5 Steps

Why start a cross-media marketing campaign? Because everyone's doing it? Well, not everyone is. Only hundreds of companies like Kodak, Harvard, Nike, Discovery Channel, and chances are, your competitor down the street.

What is a cross-media marketing ("XMM") campaign? It's an effective marketing tool - personalized, targeted, and relevant - with a compelling offer usually using PURLs (personalized URLs) to improve response. It's designed for you to gain a conversation with new prospects.

Transform your marketing results:

#### 1. Connect with the Right Audience

An accurate, current mailing list is the first critical piece to almost any marketing campaign. If possible, augment that list with additional demographic data. Not having a list or fearing your list may be inadequate, should not deter you from your marketing goals. Choose a mailing partner who can help you with your current list as well as strengthen it with added information.

#### 2. Use All the Right Communication Tools

Today, customers expect to be able to respond electronically if they so choose. Establish an easy way for them to do just that - online or with their mobile devices. Don't leave off the tried and true telephone, FAX, and even USPS mail.

#### 3. Communicate the Right Message

Drive customers to your website with a powerful message. It has to be pertinent and resonate with each recipient which is why your database is key. "One size fits all" actually fits no one.

#### 4. Promote the Right Offer & Track Results

Your offer must be compelling enough to move people to action. Wimpy offers generate wimpy results. Monitor responses in real time and track the specific data about your prospects that you want to know.

#### 5. Seal the Deal with the Right Follow-up

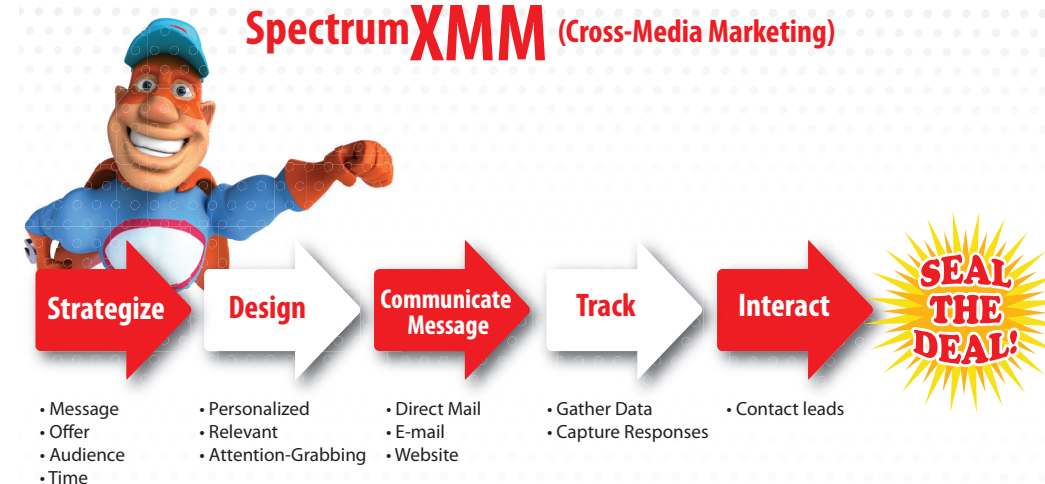
Armed with important prospect responses, you will be ready to respond to each of their specific needs. Contact your leads promptly and make that great, first impression. No longer make "cold calls." Make more productive use of your time by asking pertinent questions and close the deal!

#### Make the Right Choice

When you choose Spectrum Printing Company, you are choosing a partner with the knowledge and experience to guide you through a cross-media marketing campaign designed to accomplish your marketing goals. Ready to stamp-out your online marketing fears with cross-media marketing? Then you're ready to work with SpectrumXMM, a cross-media marketing service that will help you seal the deal with new customers!

### Stamp Out your online marketing fears with

#### SpectrumXMM (Cross-Media Marketing)



## Strategies Non-Profits Can't Live Without Position Yourself for Greater Fundraising Success

The next time you're strategizing for your next appeal or your marketing plan in general, consider this:

- **Communicate** your measurable accomplishments with donated funds. 36% of donors give more generously when you do.
- **Share** more information than solicitations. Donors get frustrated with over-solicitation.
- **Update** your online presence (your website). 83% of donors research non-profits on their website. 32% of donors not intending to give when they visit a non-profit website, end up giving based on what they learn while there. Donors want to know: a) what would be accomplished with their gift, b) what has been accomplished with gifts, and c) the latest updates about the organization and its activities.
- **Maintain** your mailing list. An up-to-date mailing list coupled with an information-rich data base is critical.
- **Reach** donors with a targeted approach for appeals such as using PURLs in your cross-media marketing campaigns to increase both response rates and gift levels.

Source: 2012 Cygnus Donor Survey

## Lee Knows Mail

### Answers to Your Most Pressing Mailing Questions



#### Dear Lee,

I know I need to seal my folded self-mailers with glue or tabs, but the new rules are confusing - can you give me

advice on the size and placement of tabs and glue?

~Clueless About Glue & Tabs

#### Dear Clueless,

It's important to use the correct sealing methods to ensure you get the lowest automation postage rates. The first thing to remember is that perforated tabs are out, and folded self-mailers (FSM) that open at the bottom of the address panel are also out.

We've used glue dots on this newsletter for ease of opening, plus most people prefer the cleaner look of FSM glue rather than tabs.

Keep in mind, glue is not allowed as a sealing method on quarter-fold pieces or with nested sheets.

For tabs (often called "wafer seals"),

most folded self-mailers require two 1" non-perforated tabs. However, if they are over 1 oz., two 1.5" non-perforated tabs are required. If your FSM has binding of any kind (such as saddle-stitching), it is considered a booklet and requires three 1.5" non-perforated tabs. Other rules apply if your piece has loose enclosures, is die-cut or perforated - feel free to give me a call or send me an email and I'll answer your question!

~Lee Oliverio, Your Mailing Specialist

#### FREE Starbucks Gift Card!

Submit your next postage and mailing question (in 50 words or less) to Lee. If your question is selected, you'll receive a FREE Starbucks gift card AND get your answer printed in the next issue of *The Complete Spectrum*.

<http://bit.ly/1b4sn7b>

