



The *Complete*  
Spectrum



## Making History – for the Fifth Time

March/April  
**Spring 2016**

The first time it happened was in 1863. Then, it happened again 20 years later. Two years after that, it happened for the third time. It took another 34 years for it to happen again in 1919.

Now, 97 years later, it is about to happen again!

What are we talking about? The U.S. Post Office is actually reducing their postage rates!

Our Mailing Expert, Lee, has more on this in her column but this critical pillar of overall marketing strategy – direct mail marketing – just got even more reasonable.

Direct Mail, expertly combined as a component of Cross-Media Marketing, is a specialty at Spectrum Printing. So, let's take advantage of this new-found bonus in your budget to reach out to even more prospects, customers, members, or supporters.

The reduction may not last long and it might take another 97 years to happen again!

*George E. B. Stewart*



# Lee Knows Mail:

## Postage Decrease!

As you tune up your marketing budgets for the year, you may wonder about possible postage rate hikes looming on the horizon . . . but wait, is this a mirage? NO, I am pleased to tell you about the *Postage Rate DECREASE* happening as of April 10, 2016. That's right, USPS will be reducing postage, including Forever Stamps, by more than 4% on average.

A few years ago, the post office won a temporary "exigent" postal rate increase which has been coming out of your direct mail budgets ever since. Everyone thought the post office would find a way to make this "temporary" increase permanent. In fact, while the USPS seemed to have the widespread backing of Congress to make this surcharge permanent, Congress never got around to actually approving it. Without that approval, the USPS must now reduce their rates. No telling how long it will take the USPS to apply for higher rates again but this window of opportunity should be enjoyed as long as it is available.

As of Monday, April 11th, a retail first-class postage stamp will drop from \$.49 to \$.47. To see an exhaustive list of the new postage rates in all categories, visit [pe.usps.com](http://pe.usps.com) and click on "Rollback Pricing Files".

Here is a quick overview of the average price decreases in each commercial mailing category:

### First Class:

Presort Letters down almost 2 cents per piece.  
Flats down about 3.2 cents.

### Standard Mail:

Letters down about 1 cent per piece.  
Flats down about 1.5 cents.

### Nonprofit:

Letters down a bit less than 1 cent per piece.  
Flats down a little over 1 cent.

Further, if you mail Standard Mail/Nonprofit Flats outside of Tucson, you will save about 3 cents per piece on those.

Happy Mailing! Remember to bring an umbrella to dodge those falling postage rates on Monday, April 11th!





## Cherrybell Post Office Closure?

Remember the possible Cherrybell Post Office processing plant closure? Here's the latest scoop: The post office is going to update and review current studies, deferring a decision on the closure for an indefinite amount of time. We are hoping it will be at least a year. The Cherrybell Post Office closure is still officially "on hold." In the meantime, all of our First Class Retail stamped mail will continue to go to Phoenix for postmark; in fact, Tucson does not even have a postmark machine anymore. All Standard (including Nonprofit) and First Class Presorted Mail destined for Tucson and Southern Arizona (zips beginning with 856 or 857) is being processed here in Tucson. The Standard and First Class Presorted mail destined for other than 856/857 zips is being processed in Phoenix.

## First Impressions:

### Kyle Williams – Graphic Designer

As Spectrum's graphic designer, Kyle is a creative of the utmost caliber. In his spare time, Kyle has fun exploring Tucson with his wife Kim, daughter Kaileen and family dog, Archie. His hobbies include working on home improvement projects, gardening, raising chickens, brewing his own beer, playing disc golf and mountain bike riding.



### Uma deSilva – Marketing Manager

With over two decades of marketing, graphic design, and print experience, Uma brings her boundless creative energies to Spectrum. She has helped transition the company website and is excited to turn her attention to enhancing and expanding client relationships with informative, innovative, and educational materials. When she's not creating artwork, she's performing with her multiple bands.



# Spring is Springing:

The Palo Verde are beginning to explode with their bright yellow flowers and Spring is in the air. Maybe you have already started your Spring-cleaning projects. This seems to be the time of the year we shift many things in our lives from our wardrobes to our schedules and activities.

But what about your organization's marketing and advertising? Have you been sticking to the same old routine year after year, hoping to make progress? Maybe it is time to try something new!

Whatever your plan, put it into effect! It's like taking an ordinary egg and turning into an Easter Egg! Adding small amounts of color, texture, and special effects can have a huge impact. Be creative.

However you choose to spruce things up, be sure to stay true to your branding. You want to retain the familiarity your customers have with your business while avoiding banality. Consider adding the spice of a complementary or accent color to your newsletters or marketing pieces.

Have you experienced the impact of EDDM? Every Door Direct Mail is a great way to extend awareness or send a call to action. If you've been painstakingly hand-applying labels to mundane monthly mailers reaching the same people, you may want to consider this valuable marketing tool. It's ZIP-code saturation for your marketing pieces! Ask us how we can help you reach a whole new clientele.

Do you have marketing or advertising ideas that never came to fruition? Rather than starting from scratch, it may be time to revisit those long overdue plans and see if you can nurture them back into action. Great ideas don't always play out the first time, but when you are brainstorming for new ideas, looking under that old rock just might pan out. You may just find a hidden treasure!





## Accolades:

"I've used Spectrum multiple times for large printing jobs. They offer stellar customer service and always work with me to get the job done on time and correctly. [My CSR] is friendly, fast, efficient and accurate. When I'm under a deadline to get something out the door, I always rest easy knowing that they will come through."

- R. Goodrich

## Website Spring Cleaning:

In the spirit of the season, we've revamped our website . . . just a bit. It should be familiar with the same functionality like the Spectrum Printing site you know, but maybe you'll notice a slightly different feel. We've just spruced things up a bit. You can still upload files and receive estimates the same way as you always have. Share your thoughts with us. We want our website to serve you!

## Production Notes:

Each issue of ***The Complete Spectrum*** is a unique production designed to illustrate various printing terms, techniques & attributes.

- Eight-page newsletter mailed in an A-9 envelope.
- Printed 4/4 on 80# uncoated text, folded, and saddle-stitched.
- Designed and Produced by the Spectrum Team.





*"Every child is an artist, the problem is  
staying an artist when you grow up."*

*- Pablo Picasso*

*"Creativity is allowing  
yourself to make  
mistakes. Art is  
knowing which  
ones to keep."*

*- Scott Adams*

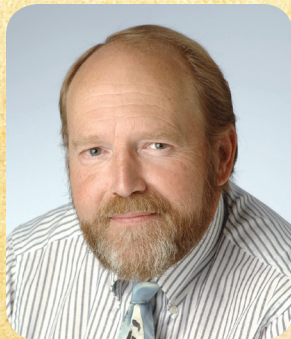




# Lasting Impressions:

## David Young – A fond farewell to the man behind the curtain.

Generally found bathed in the light from a computer monitor, Dave has been an integral part of our printing, mailing, and data management process at Spectrum Printing for the past 15



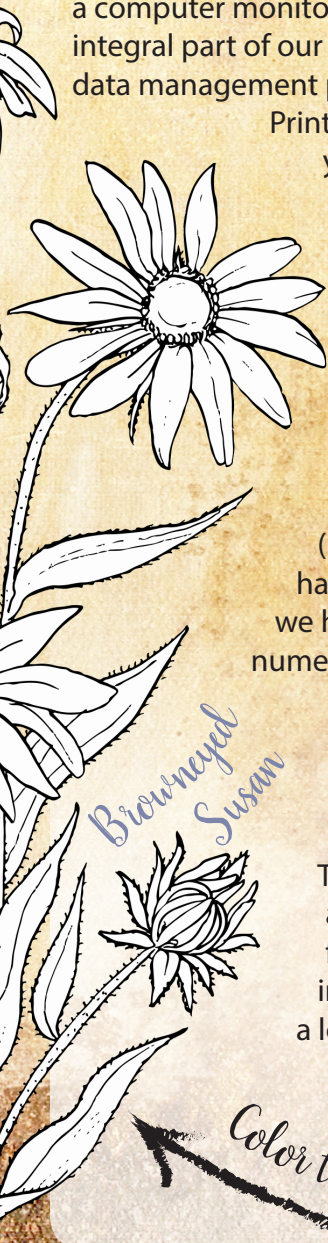
years. As our Prepress Manager, he has been responsible for transforming the Department from the old “film-based” systems to “Direct to Plate” and has overseen nearly every job that has passed through our doors! His dedication and professionalism have been a huge contributor to the growth and success of the company. We are going to miss his daily presence but wish him the best of everything as he has more time to enjoy his hobbies and (non-prepress) passions. The good news is that he has pledged not to be a stranger. Godspeed, Dave, we have all appreciated your leadership and your numerous contributions.

## Super Coloring:

<http://www.supercoloring.com/>

This website has beautiful coloring pages for all ages! You can even color online. Take a moment from your busy day to be creative yet still color inside the lines. Organized creativity can take you a long way from home, but still keep you on track.

Color the Browneyed Susan, Tulips and Irises!





# Best Movies of 2015

<http://www.thetoptens.com/best-movies-2015/>

1. Star Wars: Episode VII - The Force Awakens
2. Inside Out
3. Mad Max: Fury Road
4. Jurassic World
5. The Avengers: Age of Ultron
6. The Martian
7. The Hunger Games: Mockingjay, Part 2
8. Ant-Man
9. Straight Outta Compton
10. Kingsman: The Secret Service

First of all, do you agree? Everyone's preferences are different. Have you even had a chance to see all of these movies? Sometimes it feels like all you do is work, but getting out to the movies, seeing movie posters and advertising at its finest might help relax you and get your creative gears moving!

Do you notice anything interesting about this list? 50% of these movies are sequels or re-envisions of old stories. Even blockbusters can be recycled! Re-envision your marketing materials and plans. See your business through someone else's eyes. Use phrases that motivate a response and ask questions that your clientele need to answer.

