

A Fresh Perspective Marketing Ideas You Can Use Now



4-Panel Self-Mailer

This bi-monthly edition of *The Complete Spectrum* is a unique production designed to illustrate various printing terms, techniques, and attributes. Capturing and holding the reader's attention with an interactive 4-panel self-mailer has proven to be an excellent direct mail solution. Studies have shown an interactive piece that requires the recipient to unfold panels like this increases readership and response rates. Additional print materials (such as our magnetic bookmarks) or a DVD can also be inserted within the mailer.

4-panel self-mailer printed 4/4 on 100# gloss cover with double-sided aqueous coating, die-cut, scored, folded to 5 5/8" x 8 5/8", & tabbed.

Magnetic Bookmarks

These small pop tab magnetic bookmarks hold your place in the latest novel you're reading. Following our Halloween theme, our examples—"bleed" and "widow"—come from our "Top 10 Ghastly Print & Design Terms That Don't Mean What You Think They Mean" list. Especially for small quantities, these magnetic bookmarks are a superb branding opportunity at minimal cost.

Magnetic bookmarks printed 4/0 on 130# cover with single-sided glossy UV coating, die-cut, scored, folded, & attached to self-adhesive magnetic strips.

Printing: Spectrum Production Team
Mailing List Processing: Spectrum Mailing Dept.
Design: Julie Gard
Concept & Content: Heather Strong BremPELL



September / October 2014

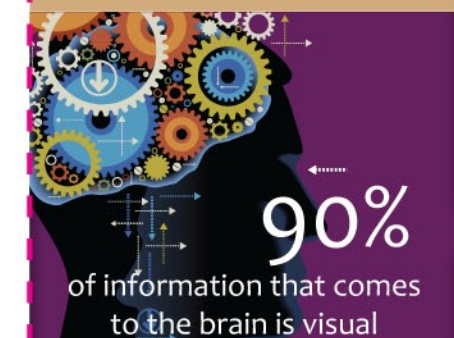
Spectrum Printing Company
4651 S. Butterfield Dr., #161
Tucson, AZ 85714-3456



PRSR STD
U.S. POSTAGE
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PERMIT NO. 553

SuperStats

Why Use Infographics
in Your Marketing?



The brain processes
visual information
60,000X
faster than text

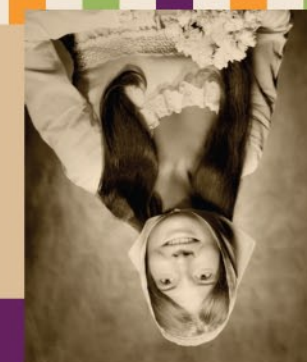


[Data Source:
VisualTeachingAlliance.com]

PEEK INSIDE FOR
MORE FALL FUN...

Guess Who?

Which Spectrum Printing team member is this? You could win a FREE delicious beverage (adult or otherwise)! The first person to submit the correct guess gets to choose their prize. To submit your guess and review prize specifics and contest rules, visit www.spcz.co/guess.



Top 10 Ghastly Print & Design Terms That Don't Mean What You Think They Mean

#10
booger

Ewww! Also known as fugitive glue, the material is used to seal mailers and folded pieces in order for them to make their way through the postage process securely.

#4
widow

So sad, and alone. A single word or two left at the end of a paragraph, or a part of a sentence ending a paragraph, which loops over to the next page and stands alone. Also, the last sentence of a paragraph, which contains only one or two short words.

#9
guts

No guts, no glory. All the text pages, everything inside a book's cover.

#3
creep

Let the eerie creepiness begin. The phenomenon of middle pages of a folded signature extending slightly beyond outside pages. Also called feathering, outpush, push out, and thrust.

#8
bleed

Not for the faint at heart. Graphics that extend beyond the edge of a page to avoid a white gap along the edge when trimmed.

#2
mask

What's hidden underneath? Opaque material used to protect selected areas of a printing plate from receiving image. Also called knock out.

#7
ghosting

Strange apparitions may appear. The phenomenon of a faint image appearing on a printed sheet where it was not intended to appear.

#1
guillotine

No executions here! It's only a machine that precisely cuts and trims larger quantities of paper at one time.

#6
die

This is not a death threat. It's a metal or wooden block in which steel rule is positioned in the shape of the desired pattern needed to cut the paper.

#5
scum

How grossly uncalled for. Unwanted deposits of ink in the non-image area of a printed piece.

And the #1 ghastly print & design term that doesn't mean what you think it means...

What's in it for you?

- Experience a unique behind-the-scenes look into a full-service print shop to get a better understanding of everything involved in producing projects like yours.
- Meet some of our splendid Spectrum team members and get any questions answered directly by the experts.
- Stir your "creative juices" with new ideas and techniques you see demonstrated.



- Receive valuable tools and takeaways, such as "Creating a Dynamic Marketing Piece."
- And, because we're always up for it as well, we feed our distinguished guests, too.



What Would My Halloween Costume Be & Why?

Striking fear in the minds of copy writers and English teachers everywhere, I would plan to dress up in a scary Halloween costume as a – Dangling Participle!

Oh, yeah! Frightening for sure.

*"Please check the proof we emailed with your client."
(Did the email of your client come through okay?)*

*"Going through the heat lamp, the pressman watched the ink dry."
(That had to be hot for the poor guy!)*

*"While sorting the mail, the trays got strapped."
(I didn't know that trays could sort mail!)*

Those Dangling Participles can get you every time, so watch out if one shows up at your front door announcing "Trick or Treat!" Was that the Participle or the door doing the announcing?

One thing is for sure. When you call Spectrum for your printing, mailing, and marketing needs, we won't keep YOU dangling!

What is YOUR costume for Halloween this year?

Tell me at George.Stewart@SpectrumPrintingCompany.com.

George E. B. Stewart

Fourth Annual "Bobtoberfest" 2014



Customer Service Representative Candy Denman celebrates Spectrum's 4th Annual "Bobtoberfest" with Bob Schuster, lead bindery operator.

Rather than our usual team appreciation cookout, we celebrated this quarter a bit early with an Oktoberfest-theme to honor the birthday of Lead Bindery Operator, Bob Schuster. Bob, who happens to be of German descent, brought the bratwurst and Mail Division Manager (and In-house Baker), Lee Oliverio, made the German chocolate cake. "I like celebrating 'Bobtoberfest' because Bob tells us to!" said Michele Matyjasik, scheduler.



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