

Bill

“Pursue some path, however narrow and crooked, in which you can walk with love and reverence.” ~Henry David Thoreau

Peace of mind.



520.571.1114 • spcaz.com

Lee Knows Mail

USPS Proposes 2015 Rate Increases

It's that painful time of the year when you start to wonder about the annual postage rate increase, and how it's going to affect your direct mail budget for the year. As expected, the USPS has filed for a postage rate increase.

Here's what's going on: If approved, postage rates are predicted to rise an average of 2% overall, becoming effective on April 26, 2015. The increase is predicted to hit periodicals the hardest, as well as parcels and followed by First Class Presorted Letters and cards:

	<u>Current</u>	<u>Expected Increase</u>
First Class Presorted Letter	40.6 cents	41.2 cents
Standard Nonprofit Letter	16.1 cents	16.3 cents
Standard Letter	27.9 cents	28.3 cents

The price of a retail stamp is predicted to remain at 49 cents.

Is the unpredictability of postage rates confusing to you? We can help guide you. Give me a call: (520) 571-1114.



Lee Oliverio
MAIL DIVISION MANAGER

FREE Starbucks Gift Card!

Submit your 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*.
spcaz.com/Lee-Knows-Mail

The Sheer Pleasure of Personalization

People love free stuff. People love seeing their name printed on free stuff. So, it came as no surprise to see the abundance of smiles on people's faces at a recent event we sponsored where we gave out personalized calendar notepads that we printed just for them with their first name displayed on every single page.

Calling people by name is just one important factor in creating a powerful message. Personalization may also include using variable images, colors, text, etc. to increase attractiveness. To multiply the persuasive power of marketing, leverage your data by teaming up with relevance, timeliness, a strong call to action, and delivery to the right audience.

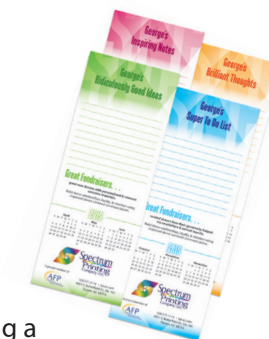
Personalized direct mail is enjoyable and drives response rates. Did it make them smile? Yes. Did it spark direct conversation? Yes.

That's what we call engaging with your audience at an emotional level. It's how you can transform your mass marketing tactic to a one-to-one relationship.

Yes Bill, that's the sheer pleasure of personalization.

How many times do you see your name printed in this edition of *The Complete Spectrum*?

Tell Heather@SpectrumPrintingCompany.com the correct number of times your first name is printed in this issue (including the envelope) by February 20, 2015 and you will receive your very own personalized 2015 calendar notepad—on us!



A Fresh Perspective

Marketing Ideas Bill Can Use Now

This bi-monthly edition of *The Complete Spectrum* is a unique production designed to illustrate various printing terms, techniques, and attributes. The power of personalization and inspiration packs a punch. People love to see their name on a mail piece they can keep, such as the unique landscaped poster with an inspirational quote that you can display in your office or home office.

Z-Fold Poster & Newsletter

This z-fold poster and newsletter was printed 4/4 on 80# gloss text, trimmed, scored, perfed, folded, and inserted into a printed 4/4 Stardream Metallic Rose Quartz square envelope.

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

Have you missed us? Download past issues: www.spcaz.com/newsletter-archives
Update your subscription or tell us what you'd like to see in the next issue:
(520) 571-1114
Heather@SpectrumPrintingCompany.com
4651 S. Butterfield Dr., Tucson, AZ 85714



Bill

“There is no path to happiness:
happiness is the path.” ~Buddha

Peace of mind.



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10 Scientifically Proven Ways to Make Yourself Happier

- 1 Exercise more - just minutes might be enough.
- 2 Sleep more – you’ll be less sensitive to negative emotions.
- 3 Move closer to work – a short commute is worth more than a big house.
- 4 Spend time with friends & family – don’t regret it on your deathbed.
- 5 Go outside – happiness is maximized at 57°F.
- 6 Help others – 100 hours a year is the magical number.
- 7 Practice smiling – it can alleviate pain.
- 8 Plan a trip – but don’t take one.
- 9 Meditate – rewire your brain for happiness.
- 10 Practice gratitude – increase both happiness & life satisfaction.

Source: Detailed explanations can be found here:
<http://blog.bufferapp.com/10-scientifically-proven-ways-to-make-yourself-happier>

Bonus: Top 10 Things Bill Can Do to Smile

10. Watch a cartoon that you loved as a kid.
9. Tickle a baby.
8. Eat something sweet.
7. Google online e-card images like “someecards” and read funny lines like: “I’m so thankful to Netflix for allowing me to consume TV the same way I do alcohol and ice cream.”
6. Watch a funny YouTube video.
5. Play with—or pet—your pet.
4. Hug a child.
3. Call a dear friend.
2. Commit a random act of kindness.

And the #1 Thing You Can Do to Make Yourself Smile is...

Choose to smile.

Discover more! www.spcaz.com • Call us! (520) 571-1114

Visit us! 4651 S. Butterfield Dr., Ste. #161, Tucson, AZ 85714

Socialize with us!



Detach this reversible poster & enjoy with our gratitude.

Gain peace of mind with a printer you love.

Valentine’s Day... Love and affection abounds. While we never take for granted that you love us as your printer, we can assure you that Spectrum loves being your printer.

Rather than candy or flowers, our gift to you on Valentine’s Day and throughout the year is peace of mind and confidence knowing that the work you entrusted to us will be performed on time and to your specifications.

In this fast-paced, multi-tasking, not-enough-time-to-get-it-all-done world, we believe that confidence and peace of mind is more welcomed and will last longer than a bouquet of flowers or even delicious candy (that in my case, goes directly to my waistline).

Nothing brings greater pleasure and satisfaction than knowing we made a positive difference in someone else’s day.

What makes Bill so happy?

Tell me at George.Stewart@SpectrumPrintingCompany.com.

Happy Valentine’s Day!



George E. B. Stewart
MANAGING PARTNER