

THE LEECH LETTER



Be Bold
with eye-catching
coloured paper from **QUICK PRINT**

January 2009

Happy New Year!

www.leechprint.com

Featured Product



Customized Mail Services

Mail is an indispensable tool for marketing and business. Most business relies on postal mail - whether it be to mail out your monthly statements, direct marketing pieces to the general public, or customized invitations or cards to solidify customer relationships.

At Leech Printing, we offer personalized mailing services. From simple jobs like folding and inserting to fully customized direct marketing pieces printed using your customer database, we can help you achieve success with your mailouts, or simply lessen your monthly workload.

For more information on our mail services, contact your sales representative today!



In a marketing environment that includes print, television, radio, online advertising and other "media rich" services, you may find yourself wondering where to spend your advertising dollars – which medium will give you the most bang for your buck? With a little help from The Print Council, we present our top ten reasons to choose print.

1. Print Gets Delivered

Studies have shown that even requested e-mail marketing is not delivered as much as one-fourth of the time by ISPs' spamblocking filters. Yet the Post Office — so-called "snail mail"—boasts 99% deliverability. Imagine: the marketing campaigns you have worked so hard on can actually be delivered!

2. Print Generates Higher ROI

Studies conducted by the Direct Marketing Association and the Wharton Economic Forecasting Associates have found that advertisers spend \$167 per person on direct mail marketing and sell \$2,095 worth of goods per person. That's ROI of 13 to 1. And an RIT study found that 67% of respondents said they liked receiving printed mail about products from companies with whom they do business.

3. Print Drives Other Media

Studies have repeatedly found that customers who receive a printed catalog from a given

retailer are nearly twice as likely to go to that retailer's Web site and make a purchase. Print's role in "multichannel marketing" is a crucial one.

4. Print Is Credible

Print takes time, skill and money to produce. This imparts a sense of importance and credibility to printed messages that electronic media lack. Anyone with a computer can send e-mail; it takes effort to produce a print mailing.

5. Print Is User-Friendly

No one has ever received an error message trying to read a catalog. No one has ever needed to consult a help file to figure out how to use a postcard. Print is the ultimate in user-friendliness.

6. Print Is Permanent

Batteries die, screens go black, e-mail gets deleted and disk drives fail. Electronic files are ephemeral, but print endures.



Around Town

Courtesy of Brandon.com

Manitoba Ag Days

January 20–22
Keystone Centre
www.agdays.com

Brandon Jazz Festival

March 12–14
Brandon University
www.brandonjazzfestival.com

Royal Manitoba Winter Fair

March 30–April 4
Keystone Centre
www.brandonfairs.com

January Facts

January is named for Janus, a Roman god. The Romans believed he opened the gates of heaven at dawn to let out the morning, and that he closed them at dusk.

In the northern half of the world, January is the coldest month. In the southern half of the world, January is the warmest month.

The official flower of January is the carnation or the snowdrop. The birthstone of January is Garnet.

Mini Sudoku

3	1		2	4				
8		2	7	3		4	5	
7		9				2		
6		5			4	3		
		4	6					
	2	9			6	7		
	6			2			3	
2	4	3	1	5	8			
		8	6		7	4		



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Did you know that you can place a **FREE listing** on Brandon.com for your **upcoming event**?

Simply visit brandon.com and click on the "Submit Your Event Online" button.

* Details online. Event must be open to the public. Business sales and promotions are not eligible. Please submit your event at least one week in advance. All submissions are subject to review by the editor.

7. Print Is Portable

No one needs a special device or application to use print. Print never suffers from file or platform incompatibility. Flyers, catalogs and brochures are the ultimate in "grab and go" and can be consumed anywhere at any time. And when the power goes out, print will still work.

8. Print Respects Privacy

Print never interrupts someone's dinner. Do-not-call lists have reduced the effectiveness of normal telemarketing, and government regulations have made "cold e-mailing" difficult. Print is the perfect medium to open the door to other media, introducing a potential caller or e-mailer. Customers can specify the best time to call, or indicate that they don't mind receiving e-mail. This "respect for the customer" leads to a more meaningful relationship — and a sale.

9. Print Is Personal


Customized publications and personalized printing can give customers exactly what they're looking for. Research has found that 66% of

people surveyed read custom publications and 80% agree that custom publications contain "useful information." And the average response rate for customized color direct mail campaigns is 21%, rising to a high of 75%. Customized, personalized printing is not just for digital presses either. Offset printing is often used to produce effective and higher quality, customized materials.

10. Print Is Pretty

The beauty of print has never been in doubt. At heart, printers are craftsmen, and advances in software, presses, inks and substrates, and printers' skills have made printed materials even more attractive, appealing and effective. High-quality imagery and typography and special effects enhance the beauty of print, which in turn enhances the customer's message.

These are 10 compelling reasons, but the 11th and most important reason is simply that print works. Call your salesperson today to put it to work for you!



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ALSO Print from your digital files! E-mail, upload or bring your file to the experts at Quick Print. We'll print them directly to our high-resolution digital color printers, so you get beautiful quality and colour every time! Visit our website at leechprint.com for a list of supported software or to use our easy file transfer system!

When it comes to printing, count on the experts!



* some restrictions apply

DIGITAL PRINT AND CONVENIENCE COPY CENTRE