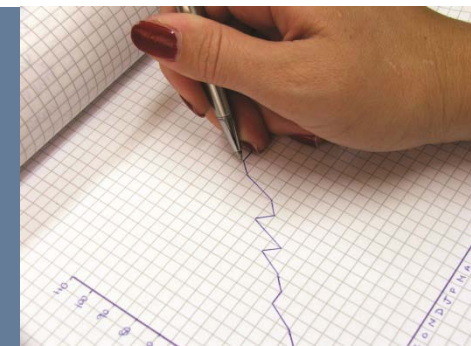




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**Insty-Prints: Your Single  
Source for Marketing &  
Print Services**

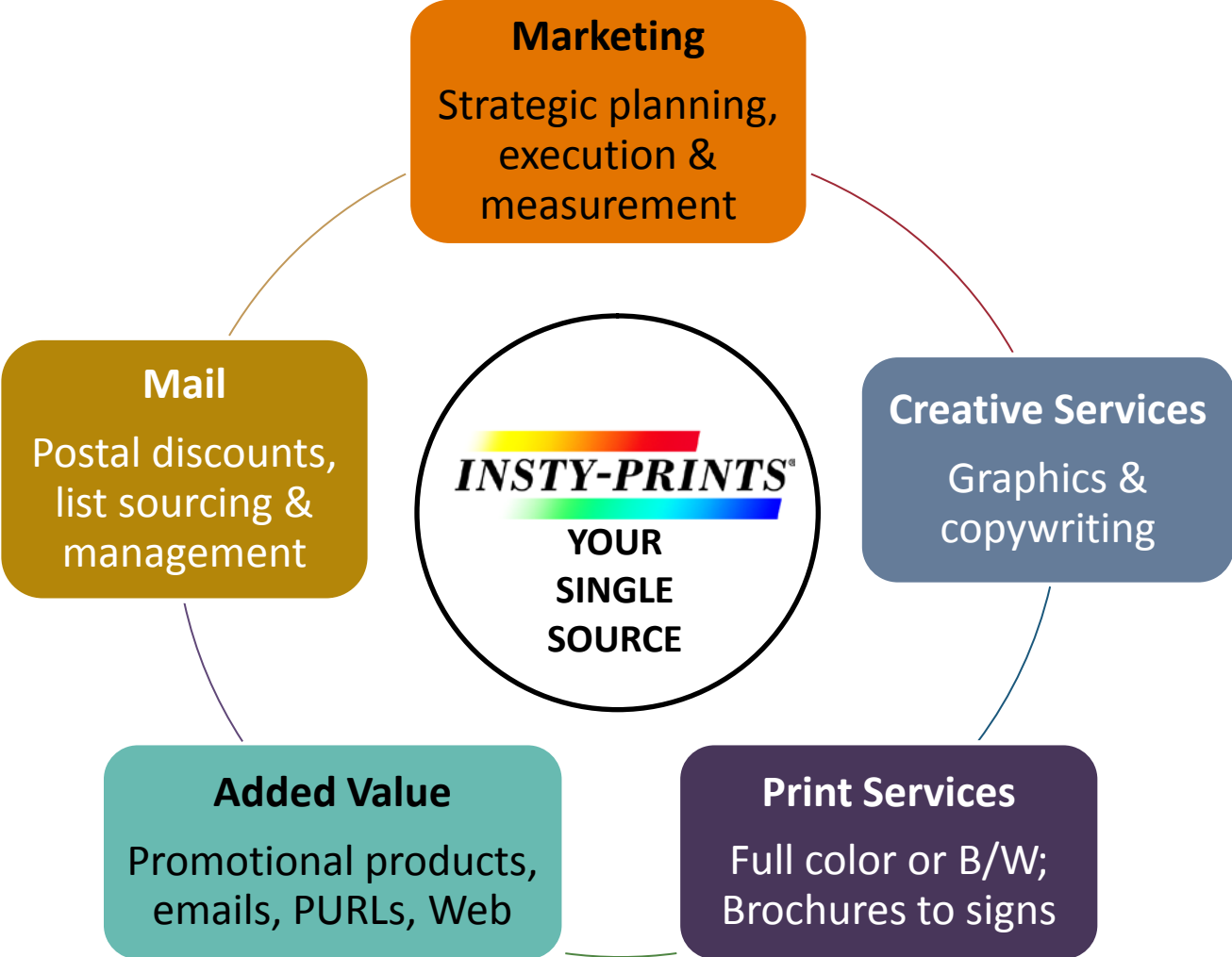


# Who We Are

- Origins as a print-only provider
- Today, have evolved into a full-service marketing communications resource for small and mid-sized businesses

*Mission – To enhance the value of the businesses we serve.*

# ONE-STOP ADVANTAGE



# Marketer's Challenge: More Choices to Consider

What generates  
the best results?



# Ideas that Deliver

- Campaign development
- Strategic marketing planning
- Measurement and analysis



# MARKETING CAMPAIGN GOALS

- Customer retention
- Lead generation
- Donor recruitment
- Employee recognition



# CREATIVE SERVICES

- Graphic design
- Brand identity
- Logos
- Web sites
- Copywriting



# CREATIVE SERVICES

**Our Guiding Principle:  
It isn't really creative if it isn't  
strategic or practical.**


- Professionally-designed materials enhance credibility
- Graphic elements increase readership
- Persuasive copy motivates action

# PRINT SERVICES

- Full-color and B/W printing
- Variable data
- High-volume copying
- Bindery/Finishing



# SIGNS & BANNERS



You will never win  
fame and fortune  
unless you invent  
big ideas.

-David Ogilvy

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idge

- Indoor/Outdoor
- POP displays
- Trade shows
- Grand opening
- Meetings/Events
- Van graphics
- Safety signs
- Window graphics

# PROMOTIONAL PRODUCTS

- Target marketing
- Customer appreciation
- Employee recognition
- Incentives
- Sales support



# MAILING SERVICES



# MAILING SERVICES

- Postal design – conform to postal regulations
- Tabbing, folding, collating, inserting & sealing – automated for time- and cost-effectiveness
- CASS certification – verify addresses to ensure fewest returns
- Direct addressing and bar coding – speed up delivery time
- Sorting and delivery to the post office

**Using bulk rates instead of first class could save you almost \$3,000! (on a 15,000 piece mailing)**

# LIST SOURCING AND MANAGEMENT



# LIST SOURCING/ MANAGEMENT

- Different types (compiled vs. specialty data)
- Consider size of mailing
- Geography (local, regional, national)
- Frequency of mailing
- Target response rate (1% is industry standard)

60% of the success of a direct mail campaign depends upon the list.

***You need to talk to the right people who are making decisions about your products/services.***

*Insty-Prints*  
**ADVANTAGE**



# Single Point of Contact

- Convenience – Eliminate multiple suppliers and points of contact
- Cost savings – Manage costs through process efficiencies
- Time savings – Reduce delivery time
- Accountability – No more ‘finger pointing’
- Access to technology – Allegra is industry leader in communications trends
- Access to subject matter experts – Trained in all marketing communications disciplines

# The Power of Our Network



Tap into the  
resources and  
experience of  
more than 550  
sister companies

# AT YOUR SERVICE



Your Single Source for Communications  
Strategies With Measurable Results