



HOT off the PRESS

May - June
2006

Brought to you by... **Printing Plus**



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Services Offered: Professional Printing & Design of Your...

- Brochures
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Copy Shop Manager
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Delivery & Bindery
Reynaldo Giron

Growing Your Business

How do you advertise?

When a potential customer asks you for information about your company, do you follow it up with a good-looking, up-to-date brochure?

Big companies have marketing and advertising people on the payroll. However, you can and should offer the same info so you can educate your customers about your services. You leave them with a lasting impression.

At Printing Plus, we have the graphic arts expertise and the printing know how to give you the edge on your competition. We have the short-run and the long-run full color capabilities to offer you. Provide us with good digital color photos and the information about your products and

services and let us do the rest.

We could design a brochure and print a small quantity of 100 that you can test run to your customers and perhaps you would take it to the next level. If you wanted to try a direct marketing program, we can work with your customer list or we can offer you a new client potential list geared toward your services and do a "bulk" mailing for you at a much lesser cost than first class mailing.

Come in and see us!
We're friendly and...

"It's our business to make your business look good!"

Getting Started

You will need to create some basic brochure copy about your business. Even if you're not a professional writer, putting some thoughts and facts about your business on paper will help us to create a professional brochure that will convey your needs.

When writing ask yourself:

- Is my company an industry leader?
- Does my company have a market niche?
- What distinguishes my company from my competitor?
- Do we offer better value, service or selection of products?
- Do we have anything new or different to promote?

Questions to ask yourself:

- Who is your target audience?
- What message will get a potential client's attention?
- What kinds of brochures and what level of sophistication are typically crossing your client's desk?

- Does your product or service require photographs or illustrations to help convey your message?
- Will the brochure need to be a self-mailer?

Key information to include in your brochure:

- Mailing address.
- Phone number (and 800 number if you have one).
- Fax number.
- E-Mail address.
- Web Site address.

Be sure not to include in your brochure any information which is subject to changing in the next 12 months or so. Also, be wary of using a specific person's name as a contact person unless he or she is someone you know isn't going to leave in the next year. The same goes for printing photographs of people. There's no sense in spending money to create a brochure only to have it become out of date because someone leaves the company.

\$200 Brochure Start Up Package

Provide us with the copy explaining your business services, your logo and any photos that you would like to incorporate into your brochure and we will do the rest!

Includes:

- **Layout (2 samples)**
- **100 full color brochures to get you started**
- **70# 8.5 x 11 white bond**

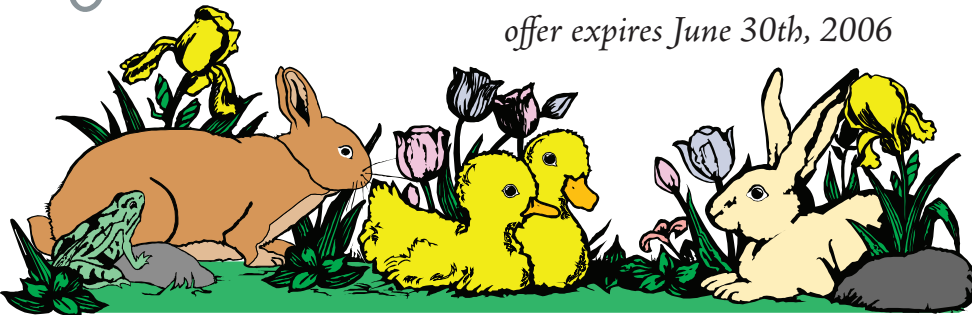
Offer Expires June 30th, 2006



We have **SPRING FEVER** and we're

Cutting Prices on Color Copies for the months of May & June!

minimum quantity of 100
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