

USA QUICKPRINT®

Would like you to know...

*This month
save on:*

OUR COLOR OF THE MONTH

Red
032

Mention this for no additional charge for wash up on this month's color.

\$29.00
for 1000
Business Cards
(Black, Red, or Blue
Raised Ink, One Side, White
Stock ONLY, No Bleeds.)

Restrictions may apply.

facebook fans

Log on to facebook and give us your feedback?

Post a current photo of USA Quickprint delivery van for a 20% discount on your next order. Limit one per customer.

What is new around the shop:

This issue of our newsletter is the 12th issue. To understand how we can improve this newsletter, and who it is reaching we would like to hear from you. Besides emailing, calling or mailing us your comments you can also take a six question survey online at: <http://www.surveymonkey.com/s/G66CXRN>. Thank you for the feedback!

-Your Friends at USA Quickprint

We will be closed Wednesday, July 4th, 2012.

Rethinking the value of Print Advertising

Sunday, February 5th, 2012 by Ty Velde

While I know that the focus of this blog is around digital marketing and the components that encompass it, I figured I'd go off the beaten path a bit and write about a topic that is rarely discussed in the digital world...the value of print advertising. Yes, you heard me correctly...the value of print advertising.

During a client meeting recently the topic of print advertising came up and this client said something that really made me rethink and reassess the value of print advertising. The statement was as follows: **"Not everyone will read your ad, but if they do, reward them"**

Ultimately, what this exercise taught me about print is that there is more than one way to look at it. All too often we get caught up in looking at things through a single lens and as a result that view is short sighted. Therefore, you should not only look at things via the medium, but also through the lens of engagement and audience segmentation. With print, we too often assess its value based on placement and the reach it provides; but when looked at from an "engagement/segmentation" perspective, suddenly that value equation changes.

While this subset of users may be small, they likely represent those who may actually purchase your product or are currently out there consuming it.

I encourage you to read the entire article online at:

<http://blog.ovrdrv.com/rethinking-the-value-of-print-advertising/>

Or follow the link on our facebook or twitter page.

Useless Fact

Rubber bands last longer when refrigerated.

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Monday - Friday 8:30 am to 5:00 pm or Find us online at www.usaquickprint.net