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Dung On A Twig

Finding cheer in going green

Historians tell us that the original Anglo-Saxon interpretation for mistletoe was "dung-on-a-twig." It was believed that mistletoe would appear where birds had left their droppings. Today this green plant has come to symbolize the holiday spirit for those that celebrate Christmas.

Ironically, many of those challenged by their companies to buy environmentally sustainable printed products feel as though that dung-on-a-twig is hanging over their heads. There is a misinterpretation that going green in printing can only be at a great sacrifice. But improvements have resulted in recycled papers comparable to papers made from virgin fibers and virgin fibers from sustainable forests.

Each year American businesses throw away enough paper to construct a 12-foot high wall from New York to Los Angeles. Every day, businesses use enough paper to circle Earth 20 times. So paper is an enormously effective way to contribute to the effort. When used in your direct marketing, your customers will notice. In fact, a single ton of paper made with 30% recycled post-consumer fiber saves three cubic yards of landfill space, seven trees, 3,000 gallons of water and more than 4,000 BTUs of energy.

Improved manufacturing processes, increased demand and a growing number of suppliers has resulted in several product lines with environmentally preferred papers that have similar price points as their more wasteful cousins. ArtisOne believes that environmentally preferred paper is paper that reduces environmental impacts while meeting the needs of business. To view ArtisOne's policy on environmental sustainability, an overview of processes that contribute to sustainability, and a list of environmentally preferred papers, go to www.artisone.com/green. Finding yourself under the mistletoe won't be so intimidating.

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Happy Holidays

Learn More

Building a better list

Newcomers to direct marketing often get lured in after hearing other mailers' success stories. Let's face it — developing exciting creative, sending it out and receiving a load of new orders is fun, right? However, the best marketers know success is hidden in the sometimes unglamorous work of list creation, list hygiene and testing. The most brilliantly crafted message will go unnoticed if it isn't relevant to the audience. What's more, many mailers have doubled their efforts to reduce wasted postage by improved



data quality and hygiene in response to recent postage rate increases.

ArtisOne Direct Marketing's newest white paper takes a look at how your organization can improve your direct mail results by managing list quality.

Download our whitepaper, "Building a Better List" at

www.artisone.com/wp

The Power of Print

Print puts them in control

Telemarketing is the crudest form of cold calling and, with the growth in do-not-call lists, its effectiveness has sunk to an all-time low. In fact, a Time magazine poll ranked telemarketing **number four on the list of worst ideas** of the 20th century. Today, it has gotten to the point that many companies stay away from the phone because they don't want their reputations damaged by overeager telemarketers.

But what happens when we add print to the equation? Send prospects a personalized mailing that introduces that caller and lets them tell you the best time to call. Now you're putting the potential customer in control of the situation. There are no more interruptions at dinner. There is only a

positive flow of information between the marketer and the consumer. The bond starts to get stronger, the relationship grows, and the sale becomes a natural progression of the power of print rather than a rude intrusion.

—Courtesy of The Print Council



ePpHaNY!

**"Many a small thing
has been made large
by the right kind of
advertising."**

—Mark Twain

How To Reach Us:

Mail List: If you wish to update your mailing address or be removed from our list, please send an email with your current name and mailing address to directink@artisone.com

General: for general correspondence with ArtisOne, please call us at

1-877-578-4700,

find us at www.artisone.com,

or write to us at

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Enhance with Fonts

Communication, both face-to-face and in writing, occurs on two levels: verbal and non-verbal. To achieve maximum impact, it is essential that this dual communication consistently corresponds. Think about it. Would you find comfort in a snickering salesperson? Would you find a monotone motivational speaker inspiring? No. Why? Because communication is more than just words. Quite simply, presentation matters. Presentation is crucial to all forms of communications – most of all when dealing with written communication. Unlike information conveyed personally, a written message is static. It must speak for itself. Expert communicators know that superb content is not enough. They know that to achieve truly effective communication one must pay equal attention to how the content is presented. The fundamental element of written communication is font.

Happy Holidays
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Put technically, font is the interface between your ideas and your readers. Put simply, font is the style of your typeface. Is it big, bold, crisp, underlined, or colored? Is it spaced well? Is it even legible? These are all important questions – questions that any conscientious document creator must answer and act on. When utilized well, a font or font mix accomplishes four things: 1) focuses attention, 2) enhances readability, 3) sets a tone, and 4) projects an image. Font is your first line of defense against reader apathy – and your first chance to really capture an audience, create a positive and lasting impression, and encourage continued interest. Remember, though, while font can (and should) be used for good, it can also be used for bad... impressions that is. Effective font should be chosen both carefully and strategically. To assist, presented here is a brief digest of useful font guidelines.

Size Does Matter Generally accepted writing guidelines for typical documents prescribe the use of 10-12 point font for the body, 14-48 point font for primary headings, and one-half of the primary heading point size for secondary headings. A warning though: font on your computer screen may appear larger than it actually is. If you err, err on the large side. Remember, if your text is too small to read, it simply won't get read. Avoid using all upper or lower case text anywhere in your document, as both can be difficult to read. As for headings and titles, use upper case lettering whenever prescribed or necessary.

Keep It Simple Simplicity is a virtue in writing. Keep this in mind when choosing a font or font mix. Remember, your font is supposed to enhance your message, not sabotage it. Unless it is truly warranted, tend toward simple, inconspicuous fonts like Times New Roman or Arial. Also, these fonts, among others, are TrueType – this means that what you see on the screen is exactly what you will see on the page.

Be Consistent...Yet Use Variety When Needed As a rule, never use more than two fonts in the same piece. So once you choose a font, be committed and use it throughout. Your readers will thank you. However, variety is sometimes needed to break the monotony. One good way to infuse diversity into a document is via the use of italicized, bold, or underlined text. These highlighting tools, as well as many others, are properly used to signal importance, emphasis, even inflection. But remember, use them sparingly or don't use them at all.

Above All Else: Match Your Medium The goal of every project is different; as is the intended audience, the resources available, and so on. Accordingly, there isn't one best font. Rather, it is the characteristics of your project that determine which font is superior. Remember, these are just guidelines, not gospel. If you need uppercase text, use it. A multicolored paragraph? Do it. Ultimately, the bottom line is: Does your presentation match your medium? If it does, bravo. If it doesn't, it better.

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**ArtisOne just made
your life easier.**

DON'T GET LOST IN THE MAIL. If you're new to designing for mail, you know it can be confusing. If you've made a mistake, you know it can be expensive. ArtisOne's creative services will ensure that your mail piece conforms to USPS guidelines for OCR and automation.

Or your graphic designer can download a design template for our standard mail pieces. These EPS documents give the creator a guideline to create mail pieces that will meet USPS requirements. And before printing and mailing the piece, we will always make sure it meets USPS requirements.

Find us at **artisone.com**

YOUR SILENT SALES FORCE

*Direct mail keeps you
in front of customers
and prospects*

Businesses use direct mail because it works. From the dawn of the Cheshire label and despite the explosion of online communication, direct mail continues to be a cost effective tool for generating sales and communicating with customers and prospects. Your decision to use a newsletter, postcard, sales letter, or other mail piece depends on your specific objectives. You may use a newsletter to communicate your company's value and develop a bond with customers. The newsletter can be a non-threatening format with more real estate to announce product releases, promote sales, present customer testimonials to name a few. Postcards and sales letters are more tactical, used more often for promotional purposes like sales discounts and generating leads.



Successful direct mail projects require the combination of many different skill sets. ArtisOne Direct Marketing believes that the greatest value comes from a partner that can help you with all aspects of mail piece design, printing and entry into the postal system.

ArtisOne Direct Marketing is a full service graphic communications company. More than just a printer, ArtisOne facilitates the direct marketing process. Our team will design, produce and mail your printed piece. Because our creative services, printing facility and mail house are under one roof, ArtisOne can take accountability for the entire process while delivering our clients quick time-to-market.

Call ArtisOne for a direct marketing consultation that can help you develop a consistent program that fits your budget and hits your target.

1-877-578-4700

*"Our success isn't measured
by the quality of our output,
it's determined by the quality
of our customers' outcomes"*



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