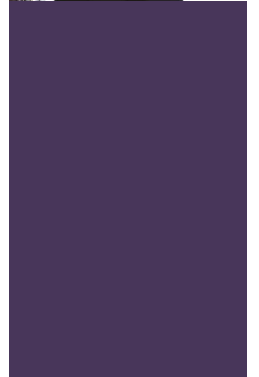
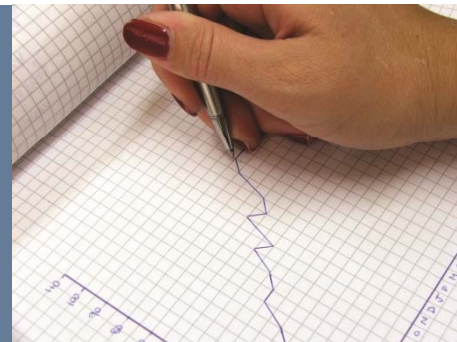


Your one-stop solution
for marketing and
printing solutions

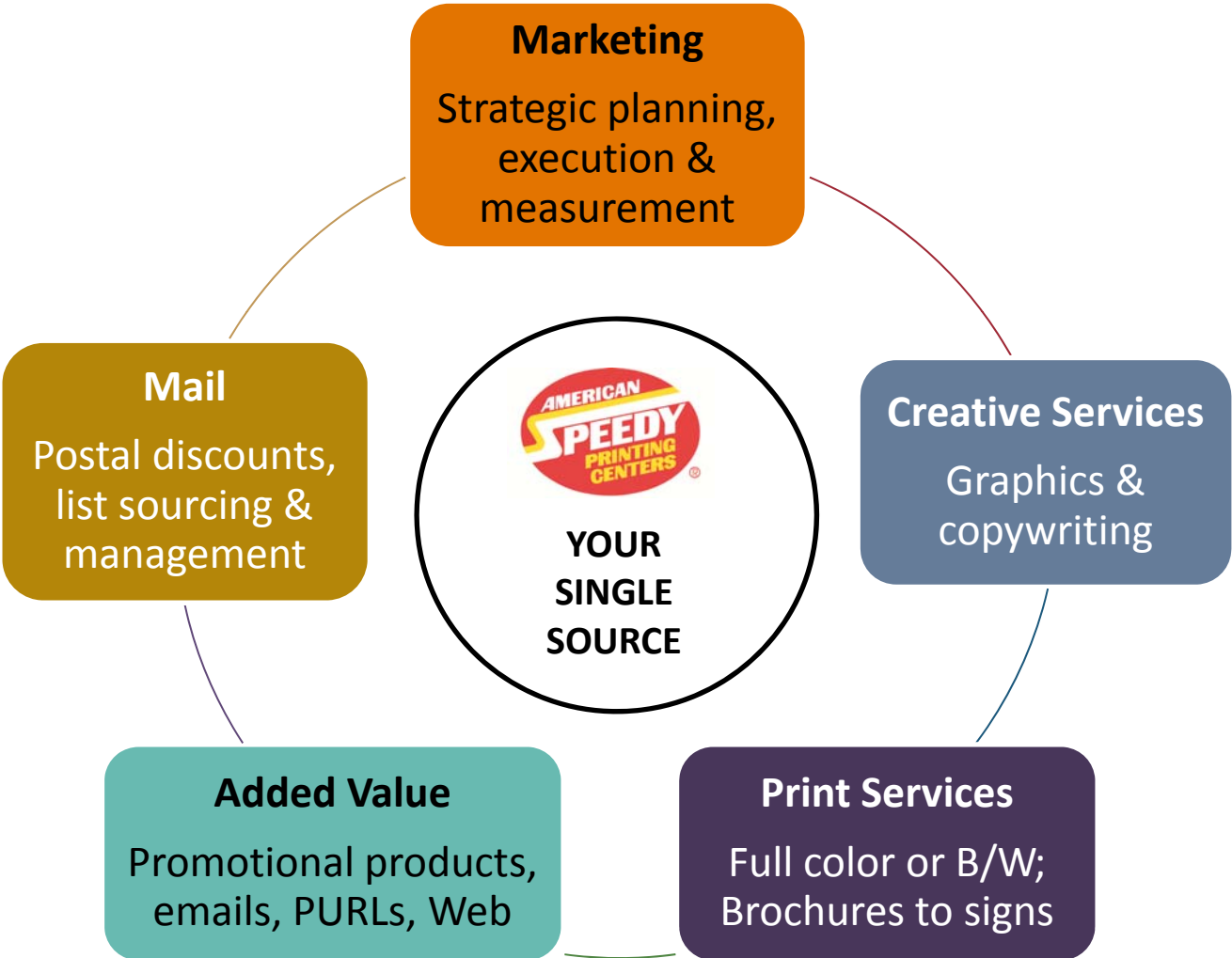


Who We Are

- 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



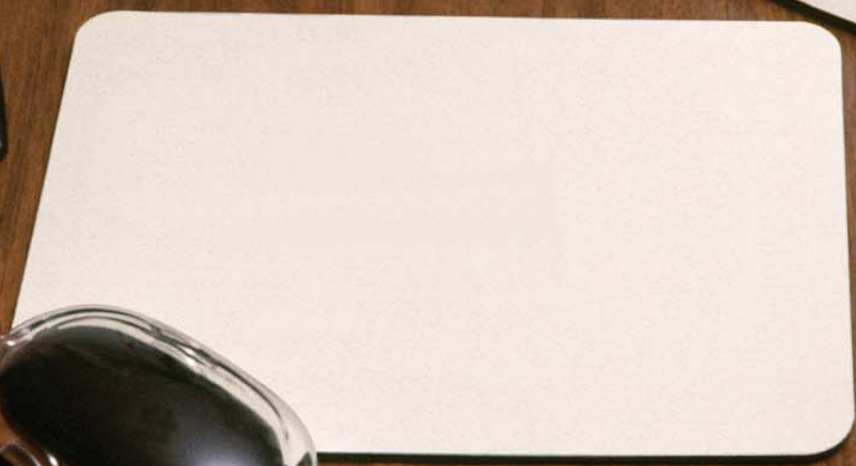


SIGNS & BANNERS

- 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.

American Speedy Printing
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