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THE PRINT COUNCIL

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**THE PRINT COUNCIL PROMOTES THE VALUE OF PRINT
WITH AN AD CAMPAIGN TARGETING
MARKETERS AND DESIGNERS**

GREENWICH, CT, August 3, 2005 – Advancing its prime directive to promote printing, The Print Council launched a multi-faceted advertising campaign this summer designed to give media decision makers, corporate marketers and graphic designers solid reasons to use print.

The series is running in the leading marketing and advertising trade magazines — *Adweek*, *Brandweek*, *Mediaweek* and *PrintMedia*. It's also being aimed at art directors and graphic designers in *Graphic Design USA*.

The first advertisement in the campaign shows an attractive woman enjoying coffee and a catalog. It invites corporate communicators to: "Double your online success. Just add print." The body copy cites a comScore survey which found that: "Online consumers who received a printed catalog from any given retailer were nearly twice as likely to make an online purchase at that retailer's web site."

In its second ad, The Print Council tells its targeted audience to: "Generate an extra \$3,300 per person. Just add print." The ad's text block points to another comScore finding proclaiming: "The U.S. has the largest direct mail consumer market in the world, amounting to \$3,300 per person per year in revenues. Print is the only medium that lets you access it." The graphics of the advertisement reinforce the versatility and responsiveness of print.

MORE...

Both ads feature the campaign's tag line: "Print: The Multi Medium," and end with the invitation: "Contact us today to learn more about tapping the persuasive power of print."

The graphic arts community will get an opportunity to view the ads directly in industry trade publications. Industry magazines will carry the advertisements tagged with an announcement that reads: "This ad is for your customers. See how The Print Council is instructing them about the persuasive power of print. Call Martin Maloney at 203-622-1333 for membership information."

Maloney, executive director of The Print Council, sees the ad campaign as a way to pinpoint the industry's resources where they will have the most impact. "Of course the best way to promote print would be to go after every potential reader with a 'Got Milk?' approach," he says. "But the cost of such a strategy would be astronomical. By reaching corporate marketers and art directors where they work and live, we're maximizing the impact we will generate."

The advertising campaign was created and developed by NAK Marketing & Communications, a full-service marcom agency for the graphic arts. "This series goes way beyond image advertising," says NAK President Thaddeus B. Kubis. "It gives marketers value propositions that involve using print to increase their profits. It's information that will strengthen their promotions, and that in turn will make our medium stronger."

About The Print Council

Through education, awareness, market development and advocacy, The Print Council serves the industry to develop, maintain and increase the market for printed materials. Launched in 2003, The Print Council's charter members represent many of the largest names in the industry. The Print Council may be contacted at 203-622-1333, on the Web at www.ThePrintCouncil.org, or by e-mail at m.maloney@bmcorg.com.

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(N.B. – NAK Marketing & Communications and Bradford & Maloney Inc. are part of the eight-member PR Alliance that serves The Print Council on a pro bono basis).

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