

**FOR IMMEDIATE RELEASE**

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**PRESS+**

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**THE PRINT COUNCIL'S EXPENDITURES APPROACH \$1 MILLION**

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**WASHINGTON, DC, January 25, 2006** — The Print Council, a business development alliance dedicated to promoting the greater use of print media, today announced that close to \$1 million in initiatives and programs have been put in place to assist the advancement of print-related activities.

Contributions to The Print Council have come in many forms. Beyond membership dues and cash contributions, to date approximately \$225,000 of pro bono advertising space has been contributed by several industry trade publications. Furthermore, advertising space purchased and placed in publications to directly reach print buyers and influencers has been heavily discounted by more than \$75,000. Even the production of advertising has been provided 'pro bono', and public relations services from the nine-member PR Alliance has been valued at \$150,000. Exhibit space was donated by GASC for a press conference at Print 05, and presentation time to an audience comprised of the graphic arts industry's leading editors, columnists and consultants was donated by management of MediaDays 2005. Legal fees to create the nonprofit organization and other miscellaneous pro-bono items/services have also been accepted. All of these contributions have helped to dramatically increase The Print Council's activities, recognition, and reach.

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“An alliance and undertaking of this magnitude must have considerable support. The Print Council is grateful for the cooperation from many publishers, companies, associations, and individuals. It demonstrates that The Print Council's efforts have struck a chord within the industry,” remarks Ben Cooper, Executive Director of The Print Council. “We continue to explore ways that anyone interested in supporting us can play a part. We have an exciting list of programs slated for 2006 and, as we have demonstrated, welcome assistance in many forms.”

### **About The Print Council**

Through education, awareness, market development, advocacy and research, 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 now number in the hundreds, representing more than 50 companies, including many of the largest names in the industry. The Print Council may be contacted at 202-973-5977, on the Web at [www.ThePrintCouncil.org](http://www.ThePrintCouncil.org), or by e-mail at [bycooper@wms-jen.com](mailto:bycooper@wms-jen.com).

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(N.B. – Press+ and Broadford & Maloney are part of the PR alliance that serves The Print Council on a pro bono basis).

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### **MEMBERS**

Agfa	International Paper	Sappi Fine Paper
Allegra Network	Kodak Graphic Communications	Sheridan Group
Cenveo	Komori	Sun Chemical
EFI	MAN Roland	U.S. Postal Service
Franchise Services	Mitsubishi Lithographic Presses	Williamson Printing
Heidelberg	Quad/Graphics	Xerox
IBM	Sandy Alexander	

### **ASSOCIATE MEMBERS**

Broadford & Maloney Inc.	InfoTrends/Cap Ventures	NYU
CPR Marketing	Innes Publishing	PennWell
CUNY	Kean University	PIA / GATF
Cygnus Business Media	Leo Burnett	Press+
EMA	Liberty or Death Communications	Primedia Business
GAA	NAK Marketing & Communications	Print Buyers Online
Graphic Communications World	NAPL	Reed Business
Group M	New England Printer & Publisher	Rogers Media
Hayzlett & Associates	North American Publishing	TAGA
Hebert Communications	NPES	WhatTheyThink.com
HSPR	NPTA	Xplor International