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**RIT AND THE PRINT COUNCIL JOIN FORCES
TO LAUNCH THE MOST COMPREHENSIVE WEBSITE
ON RESEARCH DEMONSTRATING
THE VIABILITY OF PRINT**

WASHINGTON DC, August 21, 2007 – The Print Council announced the launch of *Print in the Mix: a Clearinghouse of Research on Print Media Effectiveness*, a web-based clearinghouse of information and research on the effectiveness of print in advertising and marketing. Published by the Rochester Institute of Technology's Printing Industry Center and funded by The Print Council, *Print in the Mix* (<http://printinthemix.rit.edu/>) is a collection of statistical information and research on all areas of print including direct mail, magazines, custom publishing, newspapers, etc.

"This is a very exciting and useful portal into the world of print for all those who study, design, create, evaluate and use the medium for commercial or educational purposes," says Patricia Sorce, administrative chair of RIT's School of Print Media, and co-director of its Printing Industry Center. "*Print in the Mix* is a living, growing communications tool that will serve to demonstrate, in very positive ways, the role of print as a viable information medium within the marketing mix, which as we all know grows and changes in many ways each and every year."

In addition to sharing pertinent surveys and studies, through an ongoing series of contributing editors and columnists *Print in the Mix* will offer many interesting viewpoints and motivating ideas for its viewers. Case studies of successful (and unsuccessful) print advertising projects and campaigns will also be part of the editorial lineup from time to time.

MORE...

“The most effective way to build the market for printed goods is to provide the best educational resources, to increase awareness, to promote advocacy and to sponsor ongoing research into the field. That’s what *Print in the Mix* is all about, and we’re extremely pleased to be a major part of it,” says Ben Cooper, executive director of The Print Council, which funds the online clearinghouse.

The *Print in the Mix* website will be presented in detail at The Print Council’s next membership meeting on September 11th, from 2:00 – 4:00pm during Graph Expo at McCormick Place in Chicago.

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 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 through Ben Cooper, Executive Director at 202-973-5977, by e-mail at bycooper@wms-jen.com, or on the Web at www.ThePrintCouncil.org.

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(N.B. – Group M Inc. and Bradford & Maloney Inc. are members of the PR alliance that serves The Print Council on a pro bono basis.)

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