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# THE PRINT COUNCIL WORKS TO UNITE PRINT PROPONENTS WITH A NEW MEMBERSHIP CAMPAIGN

Two Recruitment Brochures and an Ad Campaign Target Print Providers and Media Decision-Makers

**WASHINGTON**, **DC**, **October 23**, **2008** – The Print Council is stepping up its drive to unite print providers and media decision-makers behind the effectiveness of printing as a marketing, entertainment and educational medium. The accelerated effort is spearheaded by two new membership recruitment brochures produced by Council member Jet Inc., and a recently launched series of advertisements that were created by Council member NAK Marketing and Communications.

"As a graphic communication company focused on our client's success with branding and marketing programs, we are very excited by and proud to be a key supporter of the activities of The Print Council," stated Jeff Norby, President of Jet Inc. "At Jet, we understand the value-proposition tradeoffs that our clients face when making media-spend decisions. To that end, we believe that the activities of the Council are critically important to help clients evaluate and clearly understand the value of print as a key component of a successful program."

Both of The Print Council recruitment publications were produced using the latest printing techniques to showcase the capabilities of print as a communications medium. The first is directed toward printers and companies that supply the graphic arts with equipment, software and consumables. Titled "Put It in Print: An Invitation to Join The Print Council", the guide covers such topics as leveling the competitive communications landscape, winning new business, becoming an authority, and energizing your brand.

The second recruitment booklet, titled "Please Print: An Invitation to Join The Print Council", is directed to art directors, graphic designers, agency account executives and corporate marketers. It details how membership in The Print Council helps give them the edge when it comes to using print most effectively and credibly.

"Media decision makers are confronted with a variety of unproven channels which they are using to distribute their messages," Ben Cooper, Executive Director of The Print Council, notes. "Membership in The Print Council helps them get on track with a medium that can serve as a solid foundation to any marketing or informational campaign. Print is a proven medium that delivers solid results for marketing specifiers and corporate America."

## Fill in the Blank

A four-part advertising series was also created by NAK to drive demand for the recruitment books. The ads feature situations where print is essential, but has been left out of the picture. For instance, one shows a political rally with participants holding blank placards and posters. Another shows a breakfast table with all the packaging blank. The reader is asked to imagine a world without printing and without The Print Council.

The ads will start appearing this quarter in a variety of printing trade magazines, as well as in the DMA Show Planner and publications directed toward advertising and marketing professionals.

#### **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 represent companies of all sizes that share the common goal of increasing the print market, including many of the largest names in the industry.

*Print in the Mix*, a clearinghouse of research on print media effectiveness is published by the Printing Industry Center at Rochester Institute of Technologies and made possible by a grant from The Print Council. Please visit www.printinthemix.rit.edu.

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. – NAK Marketing Communications and Broadford & Maloney Inc. are part of the PR Alliance that serves The Print Council on a pro bono basis).

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