



Printer's Ink

December, 2015

DESIGN • PRINT • MAIL

OVER THE RIVER AND THROUGH THE WOODS

HERE'S HOW TO ORGANIZE YOUR TRAVEL PLANS

Traveling for the holidays? Don't just rely on Post-it notes and your email inbox. Thanks to all the travel apps and websites that have popped up in recent years, organizing your travel plans has never been easier.

Here are a few of the most popular.



FOR FINDING AIRFARE:

Google Flights, Kayak and SkyScanner help you draw a quick baseline for the cost of flights. They also suggest alternative days to travel if you can be flexible on your travel dates to save a little money.

FOR RESEARCHING HOTELS:

The professional photos a hotel posts on its website aren't always reflective of the truth. TripAdvisor offers thousands of consumer reviews along with photos that have been uploaded by travelers rather than advertising professionals. If you do arrive at a hotel and don't like it, apps HotelTonight and Roomer can help you find a suitable (and likely discounted) alternative on the spot.

FOR TRACKING DETAILS:

Flight times, your hotel's address, rental car info, confirmation numbers—so many numbers

you want at your fingertips when traveling. TripIt and TripCase are two apps that strip out unnecessary information and put what you need to know from confirmation emails into a well-ordered itinerary. They're both free, but you can pay \$49 annually for

a more robust TripIt Pro with extra features like notifications of gate changes and alerts when a better seat becomes available.

FOR ROAD TRIPS:

iExit tells you what services are where at various U.S. highway exits so you can decide whether to wait or turn off now. Roadtrippers finds all the great American roadside attractions as well as restaurants and other services that are close. And GasBuddy compares gas prices of all the nearest stations.

Inside this Issue:

- Partners In Printing, message from Dave Baker
- Ben Holden says
- Five Last-Minute Gift Ideas
- 5 tips for creating a successful video

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Partners in Printing

Time to say "Thanks!"



From the desk of Dave Baker

November is here. Along with it are the usual signs of the season. Falling leaves, colder weather, and of course Thanksgiving.

We like to take time at Thanksgiving to recognize the loyalty and trust that you have placed in us as your design, print and mailing company. It is not something that we take lightly. We are grateful for the opportunities to work on projects with you. It gives us the chance to meet and interact with some really great people.

One of the things that is great about Thanksgiving is that it gives us a chance to get a jump on Christmas with mailings and year end appeals for donations as 2015 comes to an end. There is something to be said for getting your appeal out early so that you are one of the first ones on the donor's list to give at this time of the year. It can also help to separate your mailing from the many others that come during December.

What is the most important piece of the appeal mailing? You might think that it is all important but the content inside doesn't matter at all if nobody opens the envelope. That makes the outside envelope the most important piece of the mailing. What we do with the envelope, using colors and even changing up the size to an announcement size envelope, can greatly increase the percentage of people who actually open up the mailing. Once they are inside the envelope, you have their attention.

People usually separate their mail into three piles. Bills to pay, junk mail and things that they want to look at. Our job is to get your mailing opened by the reader. We have had great success doing this through the use of color and design on the outside of the envelope.

We have many success stories from non-profits who have been able to meet their financial goals in capital campaigns where time was of the essence. Call us to find out how we can put this fundraising tool to work for your organization.

Thanks for checking out this latest edition of Printer's Ink. We hope to hear from you soon. We are so thankful for our partnership with you!

Happy Thanksgiving!



Ben Holden Says...

My Christmas Wish For You

"A grey stone house on the boulevard
Where you get a 'lovely view'
Another 'invited' club membership,
A new motor car or two;
The Chairmanship of the Corporate Board

So that more will 'Mister' you.
Are these your fondest hopes my friend?

Well.... here's more power to you!"

But if you'll leave such foolish trinkets to those who want to pack a lot of worry and get down to the fundamentals of peaceful livin'..... then here's my wish for you:

No debt or worry, and of course, no need to rush. Go ahead and just take your time. There's plenty of dry wood for the fire. A pretty good television set that works. A snow shovel with a good solid handle on it. A faithful black lab who's lived with you long enough to get used to your annoying personal habits. A few friends who actually think enough of you to drop around uninvited. A box of fairly ripe apples kept cool in the basement. And enough home-made jam and sauce to last until rhubarb time, maybe longer. With just enough cash to pay the grocer and the paper boy on time. Good health? Why man, that's the only kind you could have in a set-up like that. Whether you know it or not.

THAT'S A RICH MAN'S DREAM OF PARADISE!

MEMORABLE DATES

December 1	Rosa Parks Day
December 4	National Cookie Day
December 6	Hanukkah begins
December 18	Answer the Telephone Like Buddy the Elf Day
December 25	Christmas Day

SOMETHING TO THINK ABOUT

The average value of a sale referred through Instagram is \$65.



FIVE LAST-MINUTE GIFT IDEAS

(THAT DON'T REQUIRE A TRIP TO THE MALL)

1. For readers: An e-book for their Kindle, Nook or tablet.
2. For entertainment buffs: A subscription to a streaming service like Netflix or Spotify.
3. For bargain shoppers: A one-year gift membership to a warehouse club like Costco or Sam's.
4. For foodies: A monthly subscription to a wine or food club (there are several).
5. For someone who has everything: A charitable donation in their name.

WORDS TO LIVE BY

"A brand that captures your mind gains behavior. A brand that captures your heart gains commitment."

—Scott Talgo

LIGHTS, CAMERA, ACTION

QUICK TIPS FOR CREATING SUCCESSFUL VIDEOS

Whether you're shooting a video for your website, a marketing campaign or your YouTube channel, you want one that doesn't suck and does represent your brand well.

Here are six ways to make sure that happens.

Try to shoot during the day.

Natural lighting is your friend, especially if you don't have a legit lighting setup (and most people don't). Natural lighting complements people's skin and won't make them look washed out.

Don't shoot backlit or with a window behind you.

This will make faces dark. Turn the camera around so you're facing the light source, and your lighting should be much better.

Be aware of where you're looking.

If you're watching your face on the screen, you're not looking at the camera—and not engaging with your audience. Be sure you're looking right at the camera lens.

Be wary of shooting outside, especially in a public place.

The number of background noises is endless and can make for an editing nightmare.

Know that your hands are not as steady as you think they are.

Your best bet is to put your phone or camera on something steady, even if you think you have good control.

Consider the editing process before you decide you're done shooting.

Watch for any weird lighting changes—did your phone try to switch light sources? Listen to your video with headphones—did you capture a lot of background noise? If yes, then reshoot. It'll make the editing process much easier.



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A LOT GOES INTO GREAT CREATIVE—LET US TAKE CARE OF IT FOR YOU.

PROOF POSITIVE

Remember that post-holiday sales are popular. Reach your customers after the holidays with well-timed mailings to help liquidate the last of your year-end inventory or get a head start on the New Year.



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