

Color This

A CopyThis Newsletter for the Missouri State Campus

FALL/WINTER 2007



CopyThis

Student Union, Room 210
8 a.m.-11 p.m. Monday-Thursday
8 a.m.-5 p.m. Friday
Closed Weekends
Phone 836-5808
Fax 836-5040
CopyThis@missouristate.edu

Do you have recruitment information, brochures, fund-raising promotions, alumni communications, newsletters, training materials, benefit packets, orientation materials or legislative information packets to produce?

Do you want higher response rates to the information you send out? Then Variable Data Printing (VDP) and the use of color are the answer you are looking for!

VDP is a messaging enabler. It is relevant, unique and specific to the needs of the recipient. VDP nets a 36 percent increase in response rates. That's an impressive jump from the normal 2 to 4 percent.

Trends show that color printing is 55 percent more likely to be read than black and white documents.

In a report by Ben Russert of ProSource, Russert states, "Color increases learning and retention by up to 78 percent. Reader recognition of brand and company names increase 70 percent when color is used, and color increases the likelihood that people will buy a product by 85 percent."

This research comes from Dataquest and the American Marketing Association, so we are assured of the integrity of these percentages.

For price estimates to produce full color marketing pieces utilizing VDP, (and don't forget we do black and white too!) contact CopyThis at ext. 65808 and ask for Phil Graham or Brian Rude. Also ask them about the many finishing options available through CopyThis and Printing Services.



WANT THAT ON GLOSS?

CopyThis can run coated paper stocks. Whether it's matte or glossy – from 70 lb. text up to 10-point cover – our digital color printer can handle it. If you need a small quantity of 8.5 x 11 inch color brochures on gloss stock, we can help. If you need 4 x 6 inch postcards on heavy cover stock that meet or exceed USPS regulations, CopyThis can make your color images look great!

SUPER SIZE IT

Are you interested or have a need for wide format, full color posters and banners? Printing Services can produce your project in full color on canvas, vinyl, textured art, matte or photo glossy stocks. If you need it to hang from the ceiling or wall, be mounted on foam board or laminated, they can do that too. Visit Printing Services' web site at www.missouristate.edu/printing/wideformat.htm to see what they have available from their 44-inch color printer!

Receive 25% off

your total order when you place a VDP or color order

Expires December 6, 2007



Peel off this handy coupon and send it with your color or VDP order between now and the end of the semester and we will give you 25 percent off.

Printed on Xerox 5252 Color Press using Docucard 60# Color Expressions text.