

## Print Production

### *Print Production and Fulfillment Services*

Targetbase has extensive experience in direct mail production that delivers high-impact, cost-effective pieces of communication. Our overriding approach is to provide great mailings that reach the market with speed and efficiency, deliver excellence and trigger the desired response from the targeted recipients.

We have a versatile, industry-leading staff of experts whose strength comes both from experience and from well-developed vendor relationships in the industry. Our capabilities include:

- Over 100M postcards, self-mailers, newsletters, dimensional packages, tubes, CDs, and all premiums—efficiently printed, customized, personalized, and mailed/shipped annually by Targetbase. This has included 17M brochures customized to 2,100 separate retailers, mailed to individuals within a two-mile radius of individual store locations and data-driven one-to-one mailings with infinite versioning options.
- Leveraged our strong national core supplier vendor base to provide optimal pricing and on-demand turnaround for a wide range of executions.
- Maximized our relationship with the Post Office and package shippers to secure the most economical postage rates. This includes providing guidance to Creative for optimal size and weight restrictions for best delivery. We also provide complete turnkey fulfillment.

Our expertise extends beyond ink on paper into fulfillment management. We manage the inventory and fulfillment execution for everything from brochures to sampling programs to premium fulfillment. Our staff is conversant with data/versioning generated via Live Operator, IVRU and web customer interactions. In addition, we support a range of tactics from handling the postal accounts to data entry to sweepstakes/contest administration.

### *Variable Digital Printing*

Variable Digital Printing is the most exciting development to hit Direct Mail. The potential for relevant, truly personalized one-to-one communication is huge.

The traditional direct mail format has a letter and brochure inside an envelope. The letter is copy-intensive while the brochure is visually intensive. It is very affordable to laser-print multiple variations of the letter, and that flexibility creates opportunities for testing offers, segmenting on multiple levels, and sending a very narrow message to a targeted few. On the other hand, it has not been affordable to

have hundreds of custom brochures, or any other component that has varying photo or graphic needs.

Variable Digital Printing bursts through this restriction. With Variable Digital Printing technology, not only can the copy be individualized, *but the color visuals, including photos and graphics, can also be individualized too.* Instead of a handful of graphic versions, you can have infinite versions. Each sheet from a Digital Press is customized, based on the programming logic prepared for the specific addressee.

A lot of people understand the potential of Variable Digital Printing, but very few have the insight and analytic ability to develop a campaign that has unusual impact. At Targetbase, we acquire relevant individual data and apply our understanding of how to leverage it. For example, if we know Jane's travel history and preferences, we can make some great recommendations that would be relevant to Jane. If we know Tom's grocery-buying habits, we can send him relevant offers for products he would use, at the outlets he prefers. And so on.

It takes a great deal of insight on consumers, along with highly skilled Creative and Print Production professionals to structure a successful Variable Digital Printing print campaign. In short – a perfect Targetbase fit.

