

Copresco and experts agree...**Electronic Media Ineffective Without Print**

Last month, we talked about the need to promote your business better in a tough economic environment and why digital on-demand offers you benefits you just can't get from any other printing process.

Changing Times

In recent years, there has been a major shift in the ways we communicate, especially with the younger generations.

Text messaging, blogs, Facebook, MySpace and Twitter have become major outlets for personal and social interaction.

Not the Best Answer

They are not, however, the total answer to effectively connect with our business and professional clients.

To borrow the thought of a famous author, the death of the printed word has been greatly exaggerated. Truth is, electronic communications are only effective when combined with print.

A Deluge of Spam

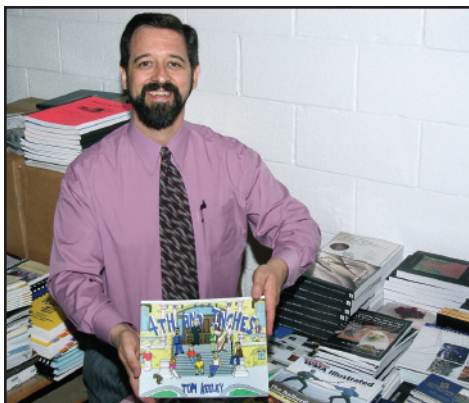
E-mail in its infancy, for example, was hailed as the savior to business communications. It quickly replaced tons of snail mail, faxes and even courier deliveries.

That salvation image has been severely tarnished today by the flood of spam to our in-boxes that some experts claim to be as much as 100 billion messages a day.

Some direct marketers believe it's more cost-effective to send tens of thousands of e-mails than print and mail a direct marketing piece.

Blasting It Anywhere

However, the sheer volume of e-mail marketing is its downfall. Copresco believes that a successful marketing program—be it consumer or technically oriented—requires a tightly targeted plan.



President and CEO Steve Johnson shows off a sampling of Copresco's arsenal of digitally printed books and manuals.

The Right Way

That means sending the right message to the right audience via the right medium. And that medium is digital on-demand printing.

Consider This

Companies have now gone to great lengths—and costs—to block unwanted e-mail and protect company computers from devilish virus attacks.

Market research professionals tell us that little uninvited e-mail is actually read—and what is read had better be short, sweet and to the point.

For example, a Nielsen Norman Group report says that a typical e-mail newsletter gets about 26 seconds of a reader's time.

How About This

Compare this with a professionally designed piece with vivid color, photos and graphics that not only boasts perceived value but offers your clients convenient and comfortable reading.

Or, how about putting a well-crafted book or manual into your customer's hands that adds significant value to your story?

Compare this to downloading a 150-page PDF that you'll have to wade through on your computer screen or print a hard copy to digest.

Your Best Bet

Electronic communication has its place. Text and e-mail are good tools for messaging.

But the best choice for serious communication and relationship building with your clients is the printed word.

Copresco is an expert in dealing with the digitally printed word.

So, when you need to get the word out quickly to the right people at the right time, call Copresco.

Speaking of Communication

Thanks to Dan Dornbrook, a member of the Society of Technical Communication Chicago, for pointing out another reason for careful proofreading.

A high school student in Kansas caught a word-usage error on a statewide writing test that nobody else had noticed during a two-year review process by some 30 teachers.

He reported the error to his teacher, who alerted state officials, much to their chagrin.

An Error of Omission

The error was a correctly spelled word "emission" (as in auto emission testing) that was spelled "omission."

While the word was spelled correctly and was the right part of speech, the error was never picked up by computer spelling and grammar-checking software.

The Human Factor

Catching the error, Dan says, "required the use of human intelligence—and so does our work."

For more on proofreading, check out *TechTopics* No. 12 on our website.

<http://www.copresco.com>

(630) 690-2000 • Fax (630) 690-8182



Digital On-Demand Printing

262 Commonwealth Drive
Carol Stream, IL 60188

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Two pirates met after a long separation. "My, Angus, what happened to you?" "I guess you're talking about my peg leg. I was out on the rigging one day and fell into the water. Before I could get back aboard, a shark got me, and now I've got the peg." "Terrible! And what about your arm?" "You mean the hook? I got



into a fight with a young swashbuckler one night. I got him, but he got my arm." "Wow! And your eye?" "You mean the patch? Well, I got an eyelash in my eye." "Seriously?" the friend laughed. "A tough guy like you? I can understand you losing a leg to a shark and losing an arm to a young swordfighter, but how did a little eyelash cost you an eye?" "Easy," the pirate said, "if it's your first day with a hook."



Love is grand. Divorce, twenty grand.



"Sweetheart, darling," he whispered, "I love you. I can't live without you." "Please," she said, pushing him away. "What's wrong?" "I don't want to get serious," she said quietly. "Are you kidding?" he replied. "Who's serious?"

"So, my boy," growled old Bigelow, "you want to become my son-in-law." "Well, not exactly," the boy admitted, "but I want to marry your daughter, and I guess there's no other way."



February 12 is Abraham Lincoln's birthday. Lincoln was asked by a friend to endorse a new product. Not wishing to endorse it, nor to disappoint his friend, Lincoln said, "For the sort of people who want this sort of thing, this is the sort of thing that that sort of people want."



It's hard to say when one generation ends and the next begins—but it's somewhere around 10 o'clock at night.



My kids are surrounded by high technology every day, and it's really affecting them. I handed my son a ball point pen, and he asked, "Is it on?"



Q: What do you call a four-foot psychic who escapes from jail?

A: A small medium at large.



I'm going to join that new church in San Francisco called Our Lady of Procrastination. They hold weekly services on Tuesday afternoons.



A prizefighter was floored in the second round of an important fight, and he was struggling to get back on his wobbly feet. "Stay down and let the referee count," his trainer yelled. "Don't get up until eight." The boxer nodded weakly. "What time is it now?"

At the grocery store, a woman noticed a man pushing a cart with a screaming baby.



The man kept repeating softly, "Don't scream, Albert. Don't yell, Albert. Keep calm, Albert. Hang on, buddy..." "Excuse me sir," the woman said, "you certainly are to be commended for so patiently calming little Albert." "Lady," the man explained, "I'm Albert."



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Copresco
262 Commonwealth Drive
Carol Stream, IL 60188-2449
phone (630) 690-2000 fax (630) 690-8182
<http://www.copresco.com>