



Print...
**An Optimum
 Choice**





The printed word on paper, enhanced with effective images, has enormous power to communicate ideas to targeted audiences.

Print is the only form of communication that allows the reader to experience—through touch and feel—a tangible connection with the brand before them. This makes print the ideal single and multi-channel marketing medium:

Print is . . .

- | | |
|-------------|-------------|
| Powerful | Tangible |
| Effective | Proven |
| Personal | Recyclable |
| Engaging | Renewable |
| Influential | Sustainable |

Learn more at
ChoosePrint.org



There's nothing that can substitute for print.

Watch video: Scan the QR code with your smartphone or go to <http://bit.ly/PrintOptimumChoice>



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