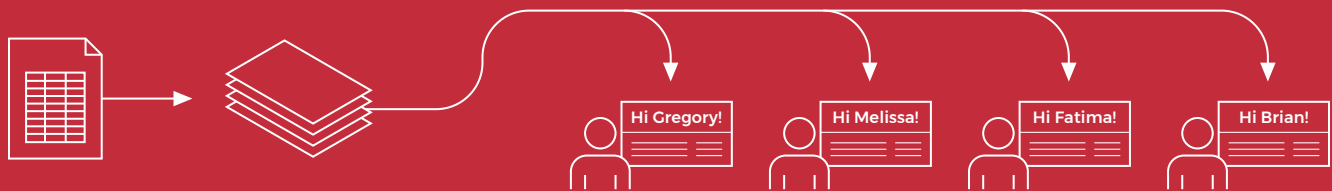




PERSONALIZED PRINT

WHAT IS IT?

Personalized print, also known as variable data, allows you to personalize printed products to match the recipient's interests.



HOW IT WORKS

You can print mailers, letters, or any number of products with information specific to each recipient. Variable data allows you to customize:

- The recipient's name
- Graphics
- Pictures
- Unique messages

For example, instead of mailing one generic new student recruitment postcard addressed to "Dear Student," you can add the student's name, and change the postcard's image and messaging to match the student's intended major.

BENEFITS OF USING VARIABLE DATA

In a media-rich world, print products using variable data grab the audience's attention. Recipients are more likely to see the message and respond to printed materials personalized to them.

Personalized Documents:

- ▷ Attract more attention
- ▷ Customizable to target differing markets
- ▷ Enhance document impact
- ▷ Reduce waste
- ▷ Boost response rates
- ▷ Increase sales
- ▷ Reduce production cost

NEED HELP? We can help you with idea generation, mailer design, and can print and mail it for you. For assistance, please contact your Project Coordinator or call us at 801-581-6171.