

## It's election time... **SURPRISE**, the old is new again

The candidates are pulling out all the stops. They are offering to cure all our ills. If we could get everything they promised we would all be sitting pretty. Fat chance.

One thing that intrigues me is how they package themselves and in some cases hope to change reality. Sometimes making the same old promises once again. They do hire some real slick agencies who know how to sell snow to the Eskimos.

These are the smartest direct marketers in the business. Money is not usually an issue and they have their choice of media. In the 2002 mid-term elections, \$1.6 billion was spent on elections by the candidates. Catch this....\$912 million of that went to direct mail. In 2004 it was \$2.7 billion and \$648 million went to direct mail. How would you like a marketing budget like that? The change was related to the Internet being the rage. Cable TV was hot, too, so the pros let direct mail slip.

Now after analyzing the results, direct mail is back with an estimated \$1.2 billion to be spent on it in 2008! This in the face of cable TV's growth and in spite of the popularity in political circles for the web.

So, with all of this competition direct mail will still pull over \$1 billion! Jordan Lieberman at *Campaigns and Elections* nails the reason:

**"The use of direct-mail will grow based on the ability to MICRO-TARGET."**

You know it better as *variable data printing*. But Jordan is telling us what the pros know...drill down into your customer/prospect list...segment. Segment to levels of personal preferences, beliefs, emotions to the levels about which much is known. Then these

packages can be customized just for them. It can become your personal message to the recipient.

Direct mail is the only media that allows you to do this. There is none other. Period!

Finally, I leave you with one of my favorite reasons direct mail is preferred by recipients. **It has substance.** It requires intelligence, a certain level of sophistication, planning, organization and discipline. That's right! It is preferred because they know you took time to create this and have invested in your message. They know the investment was made for them. That's special.

—Tom Trevillian

## What's new in the forest?

- As of August 423,600 sq. miles of forest was FSC certified (that's 7% of the world's productive forests!).
- In 2007 the number of FSC certificates grew 40%.
- Space technology helps FSC certify forest management as it allows clear views of fires, roads and deforestation.
- See the World Wildlife Fund's "Guide to Buying Eco Friendly Paper" at [www.panda.org/paper/toolbox](http://www.panda.org/paper/toolbox).
- Call us today to get your job printed on FSC-certified paper. Vote for well-managed forests!



McClung can help you find the perfect stock photo! For maximum selection and impact, we use iStockPhoto. The service has advanced search capabilities, which allows searches by dominant color and clear area for copy. Rates are reasonable and vary by size of photo.

## Initial letters: Typography as art

Even before Gutenberg invented the craft of typography, fancy initials were used to begin chapters and decorate pages in medieval manuscripts.

These hand-drawn letters probably grew out of medieval scribes' desire to glorify and add visual beauty to the "words of God." Their goal was to raise text to the level of art. Initial letters are used today for the same, although somewhat less ethereal, purpose: to add beauty or emphasis to the beginning of an article, page, chapter or paragraph.

Drop caps that have sloped or open right sides (such as A, L, P, T, V, W, Y) need additional care so that the body text contours close to the drop cap. You can use this trick to move the body text close to the drop cap:

Place a space before the letter you want to move. If it's not on the first line of the paragraph, you will first have to enter a soft return (shift return). Place your cursor between the space and first letter of the line, and use manual kerning to move the line left.

### Enjoy!

It's OK to be creative with initials. Try putting a subtle ornamental scroll before the opening initial. Maybe a lowercase letter could be used instead of a capital. The initial can be put into a plain box or circle. Initials can be hand-drawn; they can be decorative or simple. They just need to look good.

While your next project may not be as lofty as that of a medieval scribe, a sprinkling of initial letters may be just what you need to elevate the end result.

—Paul Groff

### Typesetting Drop Caps

It's easy to set dropped initial letters in InDesign. In the "Paragraph" palette you can set how many lines deep the drop cap should be, as well as how many characters wide.

InDesign automatically adjusts the height of the drop cap so the top and bottom of the character is optically aligned with the surrounding copy.

A few letters with descenders, such as J, may need special attention. This can be modified in the drop-down menu "Drop Caps and Nested Styles."

### Basic drop cap

U nt veraestio eugueros nonulla feuis num quis aliquip iscillamet wis nonsequat praessenim esto odignit,

### Decorative drop cap

f ix et delit aciliquat el ulput flan velendipit eu feuismodit volobor iure molobore facillaore do diam, consequat adipsustie dolorem elestie do veliqui blamet ing

Uncheck "Align left edge" in the "Drop Caps and Nested Styles" dialog box to allow the tail of the "f" to go into the margin.

### Contoured drop cap

T essi. Tismodo lessis erostin cil euguera tetuer suscil irilis nibh et in veliqui blamet ing eugait augueriure ea alit wismo-

### How to handle a quotation

V ulpute dolummy nonum mo lobortis essequat. Ip et aliquam, quam vel essim zzrit." Volobore min eu facipis aliquis et velendr iure ist du veliq.

Make the quote mark's point size smaller and adjust baseline shift. Choose 3 dropped characters and place space before the quote in order to use it to kern into the margin.

## McClung's new hybrid gets great mileage!

So you've been listening to Tom talk about the importance of keeping your company name in front of potential customers. Is there another low-cost, high return arrow you can add to your quiver with our assistance? YES! Email.

McClung can help you create a hybrid print and electronic campaign that will have a big impact with just a little more investment. The key to adding email is to tie it to your print campaign as a complimentary piece that will be seen as additional useful information and not the dreaded spam.

The key to doing this are the *Subject* and *From* line. Your subject line must tie in immediately to the print piece you've already sent. You must get the customer to open your email. Aiding this is a *From* name that is familiar to them, as well as active and monitored if they reply to it.

In order to hit the mark of catching your customer's attention and provoking a response, you must take careful aim and have accurate information. If they don't receive your mailing or emails, you've failed before you've started. This requires the collection and storage of accurate customer data. Then target specific people with specific information.

Consider what you already know

and what might be useful to collect in the future. Give thought to how it can be stored efficiently for retrieval and use. Certainly, knowing such basics as **First Name, Last Name, Address, Phone and Email** are part of doing business with them, and you can build from there. And remember, the neat thing is once you have this for a promotional print piece, you can easily leverage it to an email follow-up that can remind them to act.

**E-mail marketing is a great addition to your print campaign.**

Creating an email piece involves the same basic steps as a print piece—design, list preparation, production and response tracking. Often the elements used in your print piece can be adapted to an email with just a little tweaking. List preparation means having the additional fields needed, primarily their email address. And with the proper email methods you can track counts for Sent, Bounced, Opened and even links they follow.

As always, if you need any assistance with implementing a full-featured print and email campaign contact us at (800) 942-1066 or [mcmarket@mcclungco.com](mailto:mcmarket@mcclungco.com). And if you have questions about storing and using your data, drop me an email ([daves@mcclungco.com](mailto:daves@mcclungco.com)) and we can arrange a time to chat.

—David Schullery

*Business & Technology Coordinator*

## Employees of the quarter honored

Mike Blevins and Matthew Perkins, pressmen, were recently chosen Employees of the Quarter at McClung Companies. Established in 1992, the award is based on recommendations from fellow workers and recognizes McClung employees who display extraordinary dedication to their jobs.



*Matthew Perkins, Tom Trevillian, and Mike Blevins.*

in entry level positions in our press area and are always eager to learn new equipment.”

Blevins has worked seven years at

McClung and lives in Crimora with his wife. Perkins has worked eight years at McClung and lives in Stuarts Draft with his wife and two sons.

Blevins and Perkins both operate McClung's newest press, a Heidelberg CD74. They enjoy its high level of automation and electronics, and take pride in producing high quality color work. “Both Mike and Matthew are flexible and willing to do anything we ask of them,” explained Dave Perkins, McClung Vice President. “They both started

## TOM'S WORD



## Boo!

*by Tom Trevillian,  
McClung President and CEO*

BOO! It's that witching hour. The time when goblins and ghost come to life. When normal people become monsters. We play tricks on each other. What a spooky time. You may think it's all about Halloween but I am talking about ELECTION TIME. You would think there was some prior planning with the two events appearing at the same time.

Whether your candidate wins or not try to keep it in perspective. This may help. I came across some laws our lawmakers have given us. **These are still on the books:**

**California:** No vehicle without a driver may exceed 60 MPH  
**New York:** Women may go topless in public as long as it is not being used as a business  
**Massachusetts:** No gorilla is allowed in the back seat of a car  
So, relax the fun is just beginning!

## McQUIZ

Which state has the most electoral votes? Name one of the states with the fewest electoral votes.

E-mail answers to [mcmarket@mcclungco.com](mailto:mcmarket@mcclungco.com) by November 7. Be sure to include your name and phone number. One name will be drawn from all correct entries and will receive a gift certificate to a great restaurant!

Employees of McClung Companies not eligible to enter. **Congratulations to Pat Koepfel at Waynesboro Nurseries for winning last issue's McQuiz!**

## What in the world is this font?!

How many times have you come across some text, and wondered what font it was? Here's your solution! Go to [www.linotype.com/fontidentifier](http://www.linotype.com/fontidentifier). You'll be led through a step-by-step process that asks you about the shape of certain letters. You can even enter just the characters in your sample if you don't have the whole alphabet!

SOLUTIONS IN PRINT

McClung Companies

McGraphics  
Publisher: Tom Trevillian  
Editor: Paul E. Groff

550 Commerce Avenue • Waynesboro, VA 22980-2832  
**800.942.1066**  
540.949.8139 • Fax 540.942.8706 • [www.mcclungco.com](http://www.mcclungco.com) • [mcmarket@mcclungco.com](mailto:mcmarket@mcclungco.com)

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**This newsletter's environmental savings**

0.4 trees	1.16 lb. waterborne waste	171 gallons wastewater
19 lbs. solid waste	37 lbs. greenhouse gases	285,600 BTUs energy

This newsletter is printed on Sterling Gloss Text, which contains 10% post-consumer waste. Environmental savings calculated with the Environmental Calculator at [www.mohawpaper.com](http://www.mohawpaper.com) for one year's printing of this newsletter.

- Training
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- Warehousing
- Web-to-Print
- Website Development

*A single sunbeam is enough to drive away many shadows.* —St. Francis of Assisi