



AMS
Print and Mail Specialists

MAINSTREAM AMS

SPRING 2017 newsletter



The Binary Ink Developer - the 'heart' of our HP Indigo Press.

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Strong partnerships make AMS.



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We showcase a top customer.



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Helping you understand how to create safe space for your mailpiece.

Our Objective

The AMS team is very excited to announce the launch of our quarterly newsletter! Each issue will offer insight into the worlds of Print and Mail. More specifically, our goal is to keep you up-to-date on the current trends in digital printing and creative direct mail marketing through facts, ideas, success stories and a little bit of humor.

To give you an idea of what is coming, each newsletter will feature a local, regional, or national business, include short blurbs on newly innovative technology and advances in the industry, and include pointers on common design, data procurement, and any other print/mail related queries we commonly see. And hey, there may even be a few stories on the Seahawks from time to time.

Lastly, the back page will regularly showcase "Tom's Tips": Mailing preparation information delivered from our very own Postal Rep to familiarize you with USPS mailing requirements and terminology.

So Stay Tuned...

A Note from the President – Dave Freeman



From local downtown Bellingham nonprofits to worldwide delivery service companies,

AMS has partnered with businesses large and small for nearly three decades. Over those years, my takeaway remains the same: we live in a beautiful part of the world and I'm grateful to serve many fine organizations and friends.

Nothing is more important than the relationships we've built; so what better way to give back than by keeping you, our customer, up-to-date with the trends and changes in our industry. I hope that you look forward to our quarterly newsletters and that you find them resourceful tools. Until then, here are five reasons why print and mail is NOT dead:

1. **It's Highly Personal** – From font size to message, digital printing allows each mailing piece to be unique to the end-user.
2. **It's Efficient** – 98% of people check

their mail box daily and 77% of people sort through their mail the day it is received. Whether the consumer wants it or not, they will touch and see your marketing piece.

3. **It's Cost Effective** – Getting more specific with your target demographics can limit the total amount of pieces mailed and yield a higher response rate. This decreases cost and increases overall ROI.
4. **It's Inclusive** – Email and newspaper marketing is limited to only those who subscribe on those particular channels. On the other hand, everyone gets mail in their mailbox.
5. **It's Tactile** – The physical nature of direct mail is engaging. You can feel it, open it, and in some cases, smell it. In a broader sense, direct mail provides a tangible experience that when done properly, can kindle interest greater than an online ad campaign.

5 Easy Steps to Improve your Direct Mail ROI

1. Use a Quality Mailing List: What's your product or service geared towards? Men? Women? College Graduates? Couples with Kids? Get as specific as you can on your target demographics. AMS finds great mailing lists for you.
2. Personalize your marketing pieces as much as possible.
3. Hire a Professional Designer. Steer away from doing your own marketing piece design. AMS has graphic design professionals to help with your next project.
4. Socialize your marketing piece: Link your piece back to a custom landing page through Facebook, Instagram, or Twitter that reinforces the message in your direct mail.
5. Always Follow Up with another direct mail piece, email, or a phone call.



“A satisfied customer is the best business strategy of all.”

– Michael LeBoeuf

The AMS Customer of the Quarter



AMS has some amazing clients and would like for you to meet them!

The AMS team will select and showcase the “Customer of the Quarter” who has impacted the community.

Along with giving a shout out in the newsletter, the “Customer of the Quarter” will be asked to write a small segment about their operation and mission.

We look forward to bringing advocacy to the businesses and nonprofits that help make our community great.

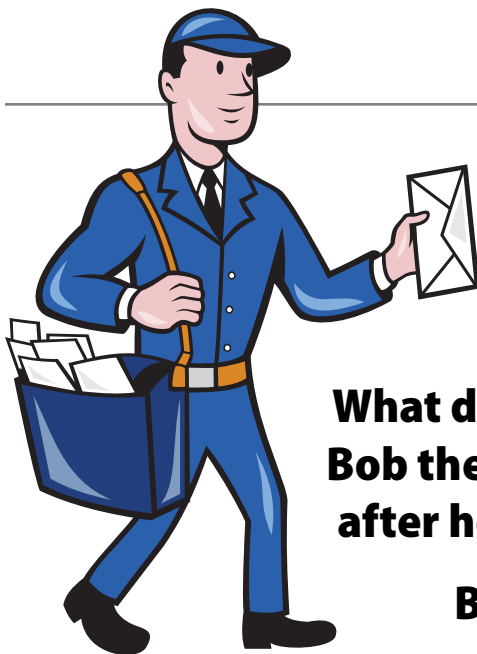
Fun With Printing Word Search Puzzle

P H Q R Z Q F M E B D D S U B
 O O G S G M A K Z N E G Z N G
 H S S U V G W R S Z R L N C D
 J C X T E N E H I L L O H O T
 C Z T N C I B L A C K S G A G
 O O T I N A A S D J D S L T W
 S A V Q T N R O P V Z X U E O
 Z Y W E O S M D O S V T J D L
 I H K S R P K B M Q U Q Q C L
 W E R N E W S L E T T E R O E
 Q E K F L W T G G A C Y G F Y
 P E K R M D F J M Y L I R C J
 E L D D A S V Q A Z D K V O Q
 I M L X E E C N Z N A U Z M K
 D S F R T X E T I N L R P S X

See if you can find these words.

- | | | |
|--------|--------------|----------|
| BLACK | MAGENTA | STITCH |
| COVER | NEWSLETTER | TEXT |
| CYAN | PERSONALIZED | UNCOATED |
| GLOSS | POSTCARD | USPS |
| INDIGO | SADDLE | YELLOW |

Words may run forwards, backwards, diagonally, up or down, and may overlap. Enjoy.



What do you call Bob the Mailman after he retires?

Bob.



Fun Jokes with AMS



A lady bought a stamp at the post office and asked the clerk, “Shall I stick it on myself?”

The clerk replied, “It’ll get there faster if you stick it on the envelope.”

Thank you for choosing AMS. We look forward to serving you, again!

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«OEL»
«PALLET» «CONTAINER» «BUNDLE» «SEQUENCE» «BREAKMARK»
«FIRST_NAME» «LAST_NAME»
«COMPANY»
«ALTADDR»
«DELADDR»
«CITY» «STATE» «ZIPCODE»



TOM'S TIPS

Create-Space!

When creating artwork for a mailer, it's important to leave the correct amount of space where the complete delivery address will be placed. Leave a 3.5" x 2.125" area for the address

panel and a 4.75" x 0.625" area for the IMB (intelligent mail barcode) underneath.

Not sure if you've left the appropriate room? Send your artwork to AMS in the early stages of the design and we'll let you know if you've got the green light or if there are tweaks that need to be made.



In the Next Issue of MainstreAMS

- **EDDM Mail** – What it is and why it works so well.
- The real variables in variable data printing.
- **AMS Open House** – *We want to show you the shop!* Stay tuned for a date announcement.

