

Innovative Ideas for **Your Print Marketing**



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Could your marketing use a jump start? Maybe you're at a loss on what to do to make your next marketing piece memorable? It happens to the best of us.

This idea book is chock-full of great ideas for direct mail pieces, brochures, business cards and more for any budget. This is just a small taste of our capabilities. When it comes to dreaming up projects, your only limit is your imagination.



Give us a call to request a quote!

800-930-7978



Mini-Table Tent with Wire-O® Binding

This great little piece is worth keeping. Consider making the piece a calendar, or a series of inspirational quotes that anyone would want to keep on their desk. You can apply this format to virtually any information or imaging that is appropriate to your product or service. For example, if you are a dog groomer, you may want to have a several cute dog images, with an explanation of the service offered on each flap.



Brochure with Graduating Pages

Graduating pages are an economical way to add interest to any piece. Staggered reveal pages spark curiosity and draw the reader in. This piece incorporates rich black and gray hues combined with a High Gloss Spot Coat that lends to the brochure's sophistication. We can help you get this sleek, sophisticated look at a very reasonable cost.



Window Die Cut with a Single Fold

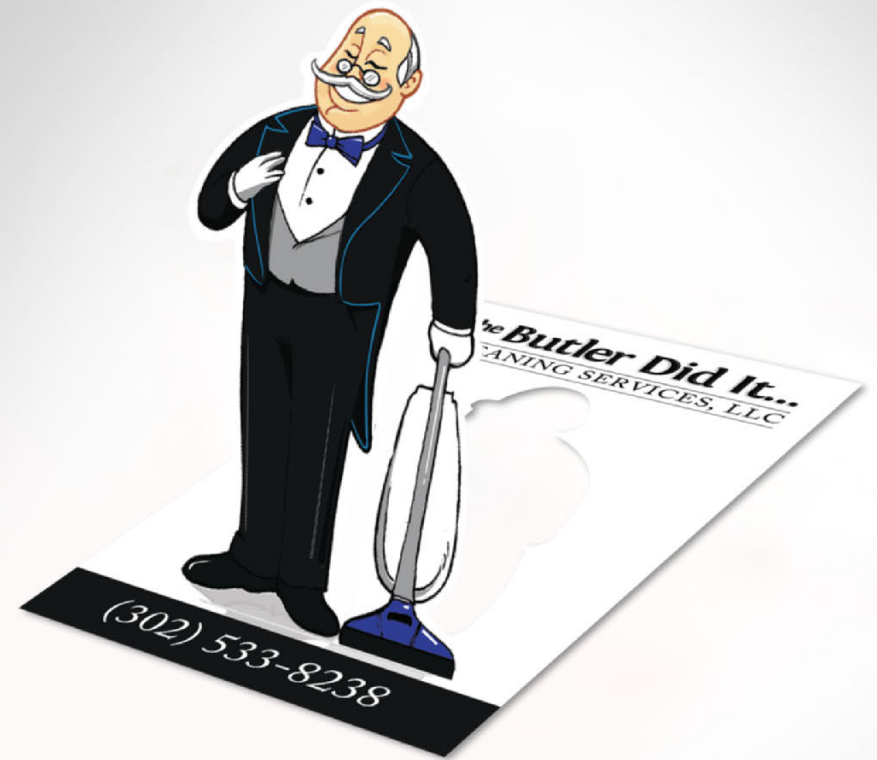
This creative idea can be used in both small and large pieces and incorporate a standard or custom die cut. The peek-a-boo effect is visually engaging and increases the piece's impact. This technique has many possibilities. Call one of our print experts for specifications and details.



Reference ID: CQ771289

Pop-Up Business Card or Postcard

Give your marketing efforts a boost with 3-D effects on their materials. Pop-up pieces become points of conversation in their own right. You can pop-up a person, as seen here, so that they become a self-standing card, or you can pop up any object. For example, a real estate agent may want the “FOR SALE” sign to pop-up in the yard on a postcard. Apply this creative technique to your own business model.





Modified Gate Fold with a Die Cut

One of the best ways to make a piece stand out is to experiment with folding patterns and possibilities. The golf ball die cut, combined with the gate fold makes this piece appealing. People are likely to share this with others based on its strong design elements.



Reference ID: 498981077

Clear Plastic Business Cards

The unique, see-through element gives clear plastic business cards a modern touch. Clear cards can incorporate a number of design elements and finishes. They are perfect for businesses and individuals looking for that competitive edge. A conversation starter, these cards are not going in the trash any time soon.



“Wallet” Mailer with Inserts



This die-cut wallet with soft touch coating is a show stopper. The flat size is 4.2” x 10.5” and the finished size is 4.25” x 5.125”, ideal for a mailing. There are a few things that really make this piece stand out. The first is the soft touch coating. Its velvety and smooth texture elicits an immediate response; it feels rich and elegant. Once opened the inserts and the fine attention to detail take over. The \$500 bill was used for the offer, and the business card contains important information about how to contact the company. It feels great, it’s clever and makes a lasting impression.

Iron Cross Mailer

Iron cross mailers not only provide ample printing real estate, they also present the opportunity to tell a story in a clever and innovative way. The finished size of this iron cross is 4.25" x 6.25" and the flat size is 13" x 18.5". It's compact when closed, and perfect for mailing. The real beauty of an iron cross lies in its unfolding. By using creative cross over imagery and copy on each panel, the iron cross becomes an interactive, tactile experience. Coupons, magnets, and inserts can easily be glued or placed inside the piece as well.





Die Cut Coffee Cup

Skip the boring and make it extraordinary! Die cut business cards are an effective way to create an unique impression. This to go coffee cup is a perfect fit for a coffee shop or café. It can also double as a frequent drink card that people are sure to hang on to.

ABOUT US

PrintingForLess.com (PFL) is the nation's first e-commerce commercial printer. Since 1996, we have helped over 125,000 customers, from entrepreneurs to the Fortune 500, implement high-impact print marketing strategies. If you can imagine it, we can make it happen.

And you won't do it alone. Our dedicated customer service teams are real people, located right here in the US. They make sure your print marketing is a success. We are happy to help you with marketing advice, design services, mailing capabilities and our legendary print quality. We handle it all.

Contact us today and get started with your next project.



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