



Are You Getting the Message?

If you're having a hard time getting others to hear your message, you are not alone. With thousands of companies out there – and most shouting at the top of their lungs – it's easy for the smaller or more reserved guys to be passed over. The Internet has only increased that competition. Just think of all the popup ads you had to sift through the last time you were looking for information or shopping online.

In the jumble of messages, consumers are looking for solid content; they want information. One of the proven, enduring methods to give them what they need is through a newsletter. Featuring a topic in depth and then linking your product as the solution will create a lasting relationship that builds on brand and increases identity. Send newsletters in the mail. Leave them on checkout counters. Pass them out at conventions or trade shows.

Newsletters can go well beyond serving just the end consumer. Highlight a new product so salesmen know the right answers to tough questions. Keep past clients up on new developments and added services. They can even target your current employees to keep everyone connected, improving cohesion and teamwork.

Newsletters help build on your total marketing program. Web sites, banners, business cards, displays, and mail packages are all useful in certain situations and for specific goals. But none of these may provide the full scope of in-depth information necessary to reflect your company. Tag lines and logos have their place in newsletters, extending a name or image, but value-conscious people crave more. They want solid facts they can use.

Perhaps one of the most versatile aspects of

a newsletter is that it can fit just about any industry or niche. From the strongest steel to the softest mattress, from technical medical concepts to the simplest household tips, newsletters can convey the message that you care enough to educate, update, or entertain.

3E can help you produce a newsletter that reflects the best of your company. Services can include full layout, writing, printing, mailing, and more. The same company that provides databasing, kit creation, display materials, and CDs now offers a new way to connect and communicate. We look forward to providing another avenue to deliver your message to all the right people.

The flexibility of a newsletter in a hard-copy format provides a number of benefits...

- Control the frequency, length, style, and overall feel
- Keep others up on your developments
- Include photos and art to reinforce the points
- A handy size and medium helps it get passed along to others
- Small bites of information are easier to digest than whole courses of material
- Versatile layouts allow for features and news to come across creatively
- The value-added extra keeps customers coming back to the brand they know
- Cannot be blocked or deleted like electronic newsletters

Signs of the Times

Form follows function. We've all heard that phrase countless times, mostly referring to new designs in clothing or household goods. It also fits perfectly for choosing the right material for your promotional banners, signs, and posters. The newest technology and printing methods have opened up a number of surfaces that accept ink with phenomenal results. Now all you have to do is choose the right one for your needs.

Some things to consider when choosing a material include weather exposure, durability, light/sun exposure, size, and sign competition. You want to make sure your message will stand out – but only for the right reasons. A torn sign, faded colors, or poor graphic design can catch an eye just as much as sharp printing, pleasing colors, or bold type.

Advancements in printing now allow a single print at a cost-effective price. What once took expensive setup costs and large pressruns has been reduced to a much more affordable per unit price, even for one-off printing. Lower costs have made unique signage, on a variety of materials, feasible for many more companies. Some printers, like 3E, even include proofing, protective coating, fast turnaround, photo quality printing, and professional assistance to help meet all of your needs.

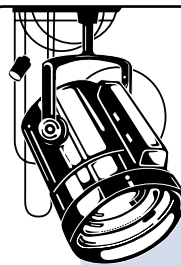
Try any one of these surfaces
– from conventional to the
most progressive – for your
next banner, sign or poster...

Clear Vinyl **Polyethylene**
Banner Cloth
Polycarbonate Backlit
Styrene
Pressure-sensitive Polyesters or Vinyl
Enamels
Window Vision Vinyl **Photo Gloss**
Gold or Silver Foils

Did You Know?

- ? 8,000 subscription newsletters exist in the United States, as estimated by The Newsletter and Electronic Publishers Association. There are hundreds of thousands of non-subscription newsletters.
- ? The for-profit newsletter industry itself is a \$2 billion-a-year industry, according to a Northwestern University report.
- ? The most common newsletter topics are business, health, communications, computers/technology, and international issues.
- ? The largest circulation newsletter still currently being published is "Bottom Line," which reaches 1.5 million subscribers.

All facts as reported by the Newsletter and Electronic Publishers Association.



Special Service Spotlight

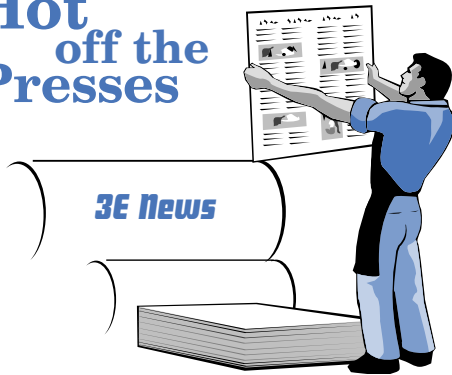
Every issue, we will feature another of 3E's unique services plus some great ways to incorporate it into your own marketing program.

This issue: Scratch-off Tickets

- grand-prize giveaway
- trivia questions
- percent off discount
- location information under map overlay
- money-saving tips for customers
- promotional item prizes

Next issue: Window Clings!

Hot off the Presses



We've Got It Covered

Need that banner or sign to be waterproof, even oil-proof? Special coatings turn standard materials into durable, compelling signage that will function for years to come. This simple step can increase the life of your marketing items tenfold.

Super-market

Implementing an entire marketing program through one company keeps all ordering organized and unified. Everything from point-of-purchase supplies, CD cases, mailings, kit assembly, database management, perfect binding, and signs can be done under one roof for a striking, cohesive program.

It's in the Mail

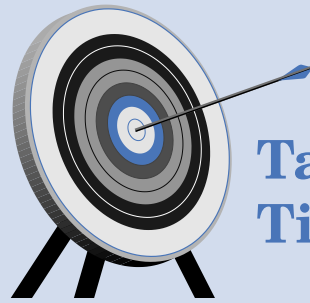
Postage costs can easily exceed 50% of your direct mail budget. We can help keep those costs down by improving your database and designing materials that use size, bulk, and features in the most effective manner. Getting addresses right the first time and using a targeted database can help assure proper delivery of your message.

Press On

With 25 printing machines, we can keep your job on schedule with fast turnaround times. We'll use the right unit and assure color consistency for the entire job. Plus, our advanced printing for plastics - like floor graphics, mouse pads, and ID cards - provides a variety of marketing implementation for a total program.

Under One Roof

Finishing a job may include a series of special services. In-house binding, gluing, laminating, poly-bagging, and insertion means we complete jobs other printers have to outsource. And, we'll provide daily, weekly, or monthly deliveries to get your materials in the right hands on time.



Target: Tight Database

Maintaining a correct and complete database is the cornerstone to making sure materials have the best effect. After all, if your information can't even get into the right hands, how can those people use the materials you are providing? Expertise in establishing a well-defined database enables a market strategy to get the best return on investment.

Once the core database has been created, compare your listing with the National Change of Address listing regularly to keep up with moves and relocations. This simple, yet often overlooked, step helps reduce returned mail and wasted postage.

Adding to your database can be as easy as including all individuals in a specific geographic radius from your headquarters. This can increase your market many times over. You can announce an upcoming sale or an open house. Another possibility is to use the U.S. Standard Industrial Classification (SIC) code. This code is assigned to each company or organization to help categorize millions of listings into a much more manageable coding of goods and services.

For example, let's say you want to target construction companies to announce an upcoming convention featuring your newest power tool. The SIC code can help you identify all contracting and construction services in the U.S. Reduce that list to include only the states you ship to, and you have a tight database that will produce better returns than a mass mailing.

Databases may determine print job size. On the flip side, your mailing budget may have a major effect on what size database you can reach out to. In either case, consider these ways of sorting and limiting your business or consumer file:

Business

- geography
- sales volume
- employee size
- headquarters/brand
- contacts
- e-mail
- title addressing
- fax numbers
- import/export
- latitude/longitude

Consumer

- radius count
- geography
- telephone number
- age (exact or inferred)
- income
- mail order buyers
- single family/multi-family
- home owners
- length of residence
- credit card holders

3E Marketing & Communications
3933 North Ventura Dr.
Arlington Heights, IL 60004



Introducing our newest service...

Custom Newsletters

Showcase New Products & Services

Promote Your Business

Keep Your Customers Informed

Build Your Brand

Educate & Entertain

**Add a Personal Touch
to Your Communications**

In this issue:

Getting the Message p.1

Signs of the Times p.2

Special Service Spotlight..... p.2

Hot off the Presses p.3

Target: Tight Database..... p.3