



## July 2008 Newsletter

- **Intelligent Mail Barcode Implementation Delayed**
  - **Welcome to New Print Council Members—Classic Graphics and Continental Web Press**
  - **Two Newly Posted Print in the Mix Fast Facts**
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Postmaster General Potter is expected to announce next week an additional delay in the implementation date of the new Intelligent Mail Barcode (IMB) until November 2009. Final rules are expected in the Federal Register soon.

The IMB is a major initiative for the Postal Service, part of its effort to further mechanize the processing of mail. It is also expected that the IMB will provide mailers with significantly more data than has previously been available, including service measurement. The real problem with the program is that mailers are still uncertain about what data will be provided, what discounts will be offered for using the full IMB program, and whether the cost of implementation can be recovered.

There are numerous technical questions surrounding the IMB, including the ability of mailing companies to consistently "hit the target" of the mailing label with the full IMB.

What is significant about the implementation of the IMB and several other USPS programs designed to automate and streamline mail handling is that the cost of these new systems---including the investment in new technology---is going to be borne by mailers.

## Welcome To New Print Council Members

The Executive Committee would like to welcome two new members to The Print Council:

- Classic Graphics, a North Carolina-based company, under the leadership of David Pitts.
- Continental Web Press, an Illinois and Kentucky based company, and Ken Field, Sr, President.

Thank you for your support of The Print Council and our goals of promoting the market for print media through education, research, advocacy, and awareness.

**And finally, The Print Council and the staff at Print in the Mix (PIM) are very interested in learning how you are putting to work the market research available in Print in the Mix.**

Are you using the information in your collateral, in your sales calls, in your customer marketing approach? Is it helping you tell the story of print and make the sale? This is where the "rubber meets the road" for our clearinghouse. Your input can help us learn from your experience and help us refine our clearinghouse. Please email Joanne Vinyard at [jvinyard@msn.com](mailto:jvinyard@msn.com) and give her your real-life PIM stories.

Please let me know how we can help and send along your ideas and suggestions.

Sincerely,

Ben Cooper

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### **Print in the Mix Research**

#### ***Fast Fact #1--Direct Mail Leads Purchasing Decision for US Internet Users***

More than three-quarters of respondents in ExactTarget's "2008 Channel Preference Survey" made a purchase in response to direct mail. Nearly two-thirds made a purchase because of an email marketing message.

#### ***Fast Fact #2--Coupon Sources--Online Up But Newspapers Top Source***

Of the nine categories of coupon acquisition (8 of which are print), the Sunday newspaper remains the #1 place (53% of households); mail #2 (35%) and in-store coupons #3 (33%). Online captures 11% of households.

(Source: Scarborough Research, July 17, 2008)

**Please visit Print in the Mix at [www.printinthemix.rit.edu](http://www.printinthemix.rit.edu)**

**Become a Member of The Print Council.**

**Support the Print in the Mix research clearinghouse and print awareness campaign; and receive benefits, such as access to Print Council promotional *Why Print* files and the Print In the Mix research locator service.**

**Contact Ben Cooper at (202) 973-5977.**