



June 2008 Newsletter

- **No More Web Ads Movement?**
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In the past few issues of this newsletter, I have covered the developments of the Do Not Mail legislative movement. But an interesting article from the Washington Post's June 25th Business section has come across my desk--it's entitled "No More Web Ads."

A blue-collar, mid-50s NY-state man named Rick (he withheld his last name intentionally) spends his evenings assembling a list of Internet ad sites and related data that will enable web surfers to filter and freeze out nearly all advertising that would appear on the screen. "The free EasyList and Adblock Plus software screens out not just pop-ups, but virtually every other Internet ad form, including in-page display and video, based on Rick's list."

These ad blocks affect the business model of the Web by reducing the number of times the ads appear and the ad revenues generated--"possibly threatening the financial underpinnings of much of the Web, where publishers are largely dependent on advertising."

EasyList and Adblock Plus have been downloaded 20 million times and there are about 4 million active daily users. Fans see them as tools for uncluttering Web pages filled with "annoying," distracting ads.

Interestingly, our Print in the Mix site shows that 75% of consumers find online ads more intrusive than print ads. And nearly 65% report paying more attention to print ads than online ads. (2007 Deloitte State of Media Democracy study)

This may be a "No More Web Ads" movement in the making and a confirmation that well designed, responsibly printed and distributed print advertising is an effective communication channel.

NewPage Site Explores Issues and Concerns Surrounding Imported Paper

NewPage Corporation is launching a "Story" marketing campaign and new website, www.PaperTellsAStory.com, to help educate consumers on the importance of knowing the manufacturing source of the paper used for their companies' business printing. Imports of coated sheetfed paper continue to make their way to market in the U.S. and Canada--the source of some are obscured by "private" labels. In an era of heightened environmental consciousness, NewPage wants its customers to know that some Asian imports also potentially carry a much higher degree of risk-by-association based on questionable sustainability and environmental practices, logistics issues, and labor practices.

Visitors to the site are given several ways to interact with the site to learn more about the origin of their paper. The informative campaign and website raise questions and explore issues of concern and questionable practices surrounding some imported paper from Asia.

Visit www.PaperTellsAStory.com to learn more.

Print Council Awareness Campaign--Articles and Appearances

The Print Council's article series is up and running, appearing in both marketing publications and print trade publications. To date, *DMNews*, *Marketing Daily*, *PostCom Bulletin*, *Canvas*, *Printing Impressions*, *Management Portfolio*, *Paper & Packaging magazine*, *Forestweb.com*, and *Digital and Offset Technologies* have published our articles. Future articles will appear in *Target Marketing*, *Kodak's One Magazine*, and more.

Educational seminars sponsored by The Print Council have been held at several events. Jim Mikol, Leo Burnett and a Print Council Executive Committee member, gave a keynote address at the NAPL Top Management Conference in March; Ben Cooper spoke to a group hosted by NewPage.

This month, Cheryl Kahanec, VP of Digital Solutions at Sandy Alexander, was the lead-off speaker at the PIA/GATF's S&ME Conference. Joanne Vinyard followed Kahanec and gave an overview of Print in the Mix and explained how some companies are using the research in their companies.

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 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

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.