



May 2008 Newsletter

- **Intelligent Mail Barcode Update**
 - **Do Not Mail Legislative Update**
 - **Articles on Value of Print**
 - **Welcome to Westamerica Graphics**
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The Intelligent Mail Barcode (IMB) rules are expected soon. The IMB program being designed by the U.S. Postal Service should have final rules published in the Federal Register in the coming weeks, according to PMG John E. Potter. This was announced last week in Potter's keynote speech at the 40th annual National Postal Forum in Anaheim CA.

Potter noted that there were more than 1,000 responses to the proposed rules showing a high degree of interest and concern with the new rules. One of the results of the heavy response was to move the implementation date from January 2009 to May 2009.

The IMB will offer two levels of service and two price levels. The better pricing will come from the "Full Service" option. Among the advantages of the Full Service option should be more data on the handling of mail. Current testing, however, is not revealing data for the mailer as much as for the Postal Service. According to *Business Mailers Review*, mailers are uncertain about what information will be available in the two IMB options offered. Regardless, most mailers will be required to use the IMB for mail discounts.

Do Not Mail Bill Introduced in Pennsylvania as Many States Wind Down for the Year

Pennsylvania House Bill 2551 was introduced on May 20 and referred to the House Committee on Consumer Affairs. The bill is similar to others that have been introduced around the country except that it appears to offer no exceptions, such as for non-profits or political mail. Plus it remits a portion of the penalty assessed against the mailer to the individual bringing the complaint.

While Pennsylvania is a new entry in the Do Not Mail legislative battle, most other states have either ended their legislative sessions for the year or have finished much of their legislative work.

Print Council Article Series on Value of Print

As of this year, The Print Council is developing a series of articles about the value of print media and is incorporating research from Print in the Mix in the articles. As of this writing, two op-ed pieces by Xerox under Gina Testa's byline have been placed in marketing publications-- *Marketing Daily* and *DMNews (web and print)*.

In addition, we are working to incorporate regular, monthly articles and sidebars of Print in the Mix research in our trade magazines. To date, *Printing Impressions*, PIA/GATF's *Management Portfolio*, *Digital & Offset Technologies*, *Canvas*, *Paper & Packaging Magazine* are a few. Plus many of our supplier members have incorporated or will be including the information in their own publications and websites. More to come.

Welcome to a Print Council New Member—Westamerica Graphics

Finally, I would like to welcome our newest Print Council member, **Westamerica Graphics**, and **Doug Grant**, President. The company is located in Foothill Ranch California.

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

Sincerely,

Ben Cooper

Print in the Mix Research

♦ *Fast Fact--B2B Marketers Spend Big on Custom Content*

According to a survey by Junta42 and BtoB magazine, B2B marketers report spending an average of 29.4% of their total 2008 marketing budget on custom content.

More than 40% of marketers report increased spending on customized content marketing activities in 2008.

♦ *Research Summary—TransPromo Revolution, The Time is Now*

A summary of the InfoTrends, Inc study by Barb Pellow, Cary Sherburne, and Eve Pedula is now posted on Print in the Mix. It shows that blending relevant, personalized marketing messages with statements, invoices and notifications is a way for marketers to make a connection and drive a purchase.

These studies and more can be found at www.printinthemix.com

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