

## WHAT IS PRINT?



- BOOKS
- CATALOGS
- COLLATERAL
- CORRUGATED
- DIRECT MAIL
- DIRECTORIES
- FSI's
- LABELS
- MAGAZINES
- NEWSPAPERS
- OUT-OF-HOME
- PACKAGING
- SIGNAGE

*Plus Many More*

For more information about supporting  
**PRINT DRIVES AMERICA FOUNDATION**

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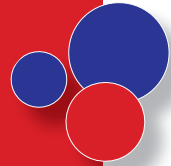
Ask for Guidelines on Becoming

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- A Contributor
- A Founding Member
- An Advisory Board Member
- A Marketing Partner
- A Media Partner

Print Drives America Foundation is registered  
as a 501(c)(3) charitable organization.





## **PRINT DRIVES AMERICA**

## **FOUNDATION**

## **A NATIONAL ADVOCACY**

## **INITIATIVE TO**

## **MEANINGFULLY**

## **INCREASE THE**

## **MARKET SHARE**

## **OF PRINT.**

### **Our Mission**

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The MISSION of the PRINT DRIVES AMERICA Foundation is to give PRINT a stronger voice.

INCREASE PRINT's dominant market share.

GIVE PRINT a positive perception and make PRINT attractive to all.

STRENGTHEN the high-tech status of PRINT.

DEFINE PRINT's efficiency and ROI effectiveness.

DEMONSTRATE how PRINT can be supported by other media.

REMIND everyone that PRINT is green.

RESET the PRINT mindset as positive.

SHOW that PRINT is the largest communications media of all, larger than broadcast and internet and new media and larger than all other media combined.

### **Our Targets**

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Every individual who can specify PRINT is a target.

We will include the brand owners, their Chief Marketing Officers (CMO's), and marketing teams who set media plans and budgets.

We will include ad agencies and all those who can specify and purchase media and print. We will educate all on the amazing effectiveness and ROI of PRINT.

Marketing and sales executives will be shown how PRINT sells products and services and how it can be supported by other media.

### **Our Tools**

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These tools will be among those used to get PRINT's positive message out:

Newspaper and Magazine articles.

Positioning Papers.

Presentations.

Speaking Engagements.

Advertising.

Educational Materials.

PRINT Facts.

Press Releases and Conferences.

Industry Events.

Dedicated Website—[www.printdrivesamerica.org](http://www.printdrivesamerica.org)

### **Our Members**

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PRINTERS – Large and Small. Every Process, Every Application.

VENDORS – Press Manufacturers, Paper Mills, Paper Merchants, Ink Companies, Finishing Equipment Companies, Software Firms, Color Management Companies, Print Embellishment Firms and more.

BRAND OWNERS – Products and Services from companies of all description.

AD AGENCIES – PR Firms, Graphic Design Firms, Creative Agencies.

MARKETERS – CMO's, Marketing Executives from Corporations and Agencies.

INDUSTRY ORGANIZATIONS and ASSOCIATIONS

EDITORS/ CONSULTANTS

MAGAZINE and NEWSPAPER PUBLISHERS

BOOK PUBLISHERS