Incorporating Print Media in the Electronic Age by Robert Johnston

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The increased usage of the Internet and modern technology has greatly affected the printing industry. This has increased digital media while reducing the role of print media. These days, a print only strategy will not likely produce the same results as in the past, but nonetheless, printed materials are still important. If there is a balanced blend of digital and print media, the result can be significant.

A lot of businesses have tried to implement the no print method but to no avail. They quickly learned that a lot of people these days still donâ€™t use the Internet or if they do they rarely respond to online ads. This should be reason enough for you to make use of both digital and print media in your marketing campaign.

One significant benefit the Internet and digital technology has brought to the business industry is online printing. With the emergence of printing companies in the virtual market, printing has become so much easier and convenient. Even at the comfort of your home or office, you can already talk to a printer and place your order. This has greatly reduced the cost of going back and forth the printer. If you need to print business cards, calendars, brochures, or notepads, you simply have to a trusted printer, place your order, pay for it, and it will be delivered right at your doorstep.

Before you hire an online printing company, itâ€™s important that you do a thorough research first. Donâ€ just hire the first printer that promises you the sun and mood. Remember that there are plenty of fly-by-night print shops in the virtual market these days. Be very cautious of these print shops so you donâ€™t waste your money on them. For a thorough research, this is what you need to do:

First, shop around. Itâ€™s the same as window shopping; you browse through different print shops, get to know them, and figure out what people are saying about the printer. The information you get will help a lot in making the right decision.

While you are shopping, you might want to submit your file and get price quotes. Make sure you do this for several printing shops. This will help you determine the company that will meet your budget. But donâ€™t hire the lower bidder yet. You still have to consider the quality of print job you will get. This leads us to the next step: ask for samples.

Ask the printers to give you samples of their previous job. Most print shops wonâ€™t hesitate to give you samples, but if they refuse, donâ€™t even bother asking again. Just move one to the other online printer and consider only those that will give you samples. Take a look at the color quality, paper stock, font, and image quality of the sample. This will give you an idea whether the printer will be able to meet your quality requirement.

Finally, look at the turnaround time. Online printing takes only about 3 to 5 days to complete. With the digital technology online print shops use, it is easy and quick to complete a print job. If the printer will take weeks to complete your job, better look for another printer.

Although print media will not look as appealing today as in the past, the fact is it is cheap and effective. It will complement any type of business so you should never completely ignore this printing strategy.

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Robert Johnston - About Author:
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