

# SPECIAL PROMOTION – SAVE UP TO \$2,000 ON CUSTOM DESIGN WORK!

Start any brochure project with us after May 1, 2009 but before August 31, 2009 and receive \$200\* off the design work for each brochure in a series up to 10...up to \$2,000!

Or if you select one of our collective brochures, take \$500\* off the design work (collective brochures typically list all your services or capabilities in one multi-page document).

**It's like getting the design work for FREE!**

This is an incredible value. We want you to see, first hand, the outstanding quality our artists can bring to your material.

**If you just need to reprint your brochures...save 25%.**

Whether you have an existing brochure series from PSB or artwork from another vendor, we're offering 25% off\*\* our regular low price for printing.

**All printing must be completed by September 30, 2009.**

\*All orders for brochures must be placed prior to August 31, 2009 and must print prior to September 30, 2009. Project billing will follow print completion. Production/layout and printing are extra. A \$200 allowance can also be applied as a discount on production costs for PSB Catalog designs. A \$500 allowance applies to collective brochures only. PSB owns and retains artwork for all projects. Large orders or multiple version orders will receive separate discounted quotes.

\*\*Orders for reprints receive a 25% discount from the standard PSB price list. Pricing will include film plates and printing. Large orders or multiple version orders will receive separate discounted quotes. Production/layout changes to existing artwork are additional.

Above offers cannot be combined. PSB uses high quality house paper stocks. Other stocks are available. Pricing may be affected with substitution.

## PSB Integrated Marketing – Where Creativity Meets Reliability

For over 18 years PSB has served clients across the country with award-winning design, printing, and mailing services. With a "can-do" spirit that makes your entire project quick and convenient, PSB delivers quality, service, and value.

### What are you waiting for?

To request a quote,

call us toll-free at: 877-384-7772

Visit us online at: [www.psonline.com](http://www.psonline.com)

Contact us via email at: [mail@psonline.com](mailto:mail@psonline.com)



26012 Atlantic Ocean, Lake Forest, CA 92630  
877 384 7772 | [www.psonline.com](http://www.psonline.com)

# BROCHURES

## NOW MORE THAN EVER, FIRST IMPRESSIONS MATTER



## Make sure your company brochures look their best

And now you  
can save up  
to **\$2,000**  
on printing  
and design!



# IT'S NOT GETTING ANY EASIER OUT THERE

With companies scrambling for every nugget of opportunity in today's competitive environment, nothing can be left to chance.

That's especially true for your company brochures.

Your product, service or corporate brochures communicate the essence of who you are. From the consumer's point of view, it's a window to the inside of your brand.

With the pace of change today it's not unusual to find your brochures obsolete. That's why the most progressive companies review and renew their brochures regularly.

## Assess your current brochures continuously

**For the consumer, the brochure is the window to the inside of the brand. Does your brochure leave the right impression?**

**Your brochures should involve and engage the reader both intellectually and emotionally.**



It's a good idea to critically evaluate your brochures to determine if they maintain their effectiveness and their relevance. The brochure has to provide both tangible information – such as specifications, pricing, and policies, as well as intangible information – like the subtleties of imagery and style.

The goal is to inform, involve and engage the reader both intellectually and emotionally.

## Ask yourself the following key questions about your brochures:

**1) Is the core information still accurate?** Have things such as prices, fees, locations, hours, terms or conditions changed? Have there been any changes to Federal notifications or laws and policies that must be updated?

**2) What has changed about your business that isn't included in the brochure?** Do you have recent awards, expansions in business scope, new products, new services or recent accomplishments that can be featured?

**3) Does the brochure still reflect the image your organization wants to portray?** Is the "feel" and "tone" of the brochure in line with how your company operates today? Is it in sync? Does it leave the impression you want?

**4) How does your material compare to the competition?** Be objective here. If you were to lay out your brochures next to your top 2 or 3 competitors, would your company stand out? Would you be the natural choice?



Your answer to these questions will tell you if it's time for new brochures!

# THE PSB BROCHURE DESIGN PROCESS

For over 18 years, PSB has been developing award-winning brochures for clients throughout the country. We have a proven approach that delivers both results and value.

We review your company goals and objectives to understand what makes you unique. We review your current materials and look for areas to build upon. We balance the need for impact and readability with the subtleties of your organization's image and budget.

Then, we deliver up to three artist sketches for cover and interior designs for your review. After your approval of the initial creative, we develop the chosen design and layout into the brochure of your choice.

We can write copy for you or work with copy and content that you provide. We even offer certified translation services if needed.

We take everything into consideration as we partner with you to produce a product that is both successful and cost effective.

Finally, we print your brochures here at our facility. Since we maintain control of the entire project through design, pre-press, printing and bindery, you are assured of the highest quality control.



**With our proven record of success, you can avoid costly, time-consuming experiments and concentrate on winning strategies.**



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# WHICH BROCHURES ARE RIGHT FOR YOU?



**Product and Service Brochures**  
Full color brochures in the most popular sizes help communicate your products and services.

Traditional sizes include 8.5 x 7 folding to 8.5 x 3.5; 8.5 x 11 tri-fold, 8.5 x 14 folding to 8.5 x 3.5.

## Collective Brochures

Consolidate all of your brochures into one comprehensive document with easy navigation tabs.

A wide array of options and possibilities are available. Can be created with or without pockets.



## New Client Kits

These kits help with conversion of clients to your business. Include forms and other company information.

All products and sizes can be custom created or you can utilize one of our existing templates.

## Presentation Folders

This is a great way to package all your branded material into one corporate shell.

Most popular size is 9 x 12.



## Folder/Brochure Combo

Expand your story by using your folder in combination with a capabilities brochure.

Most popular size is 9 x 12 but other sizes and types are available.

The options listed above are the most common formats and sizes. Other sizes, types and styles are available. Please allow us to quote and provide samples.