



A New Perspective on Newsletters

Fresh Look | Environmentally Conscious | Interactive



Deep roots: This is where growth begins.

A successful newsletter is one of the best ways to strengthen existing relationships and develop new ones. If some simple changes could make your newsletters better, while making your life a little easier, wouldn't you want to hear about them? We thought so.

How can your newsletter be better than ever before?

Fresh Look.

**Environmentally
Conscious.**

Interactive.



FRESH IDEAS: PUT THE “NEW” BACK IN YOUR NEWSLETTERS

Catch the attention of your audience,
and keep them engaged – issue after issue

New look.

Even a great layout can start to look dated after a while. So let's begin with a brand new masthead. PSB's designers are ready to help.

New content.

The latest information is at your fingertips, with no need to research, write or rack your brain for ideas. PSB provides hundreds of free articles in our extensive archive, as well as timely ideas and expert guidance from your PSB Account Representative.

Smaller, EcoSmart™ newsletters benefit the environment – and your budget.

- FSC paper stock with soy inks.
- Less paper usage.
- Key information highlights for busy readers.
- An optional web version to encourage interaction and response.



Introducing the EcoSmart™ newsletter.

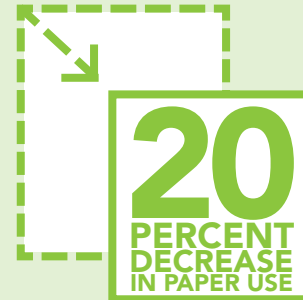
With your 12-month EcoSmart™ newsletter commitment you receive...

- Free masthead design (if necessary).
- 20% off your first order (new client discount).
- Free prewritten newsletter articles for each edition, and access to hundreds of articles in PSB's Library.
- Complete copywriting and translation services available (at an additional charge).

Popular prices and quantities

Other sizes and quantities available.

Size	Mini 8 1/4" x 9 1/8"	Mini 8 1/4" x 9 1/8"	Double 16 1/2" x 9 1/8"	Double 16 1/2" x 9 1/8"
Quantity	25,000	50,000	25,000	50,000
Paper	60# FSC	60# FSC	60# FSC	60# FSC
Color	4/4	4/4	4/4	4/4
Total Print Estimate	\$2,043	\$2,841	\$2,656	\$3,693



To learn more about EcoSmart™ newsletters, go to www.psonline.com/ecosmart.

Online solutions: now your newsletter knows no boundaries.

What do you call a newsletter that lets people read any time, react on the spot and respond with just a click? We call it better than ever.

The Internet opens up new possibilities for your newsletter program:

- A pdf/HTML version on your website.
- Our exciting new Living Pages version for greater interaction.
- Direct links to applications pages, downloadable files and email requests.
- An outbound email campaign that calls out important articles.

PSB makes all of these components easy and affordable. Our tech experts have plenty of experience and all kinds of ideas to take your newsletter program into the 21st century.

Introducing Living Pages.

Bring your online newsletter to life, with page turning effects and a variety of interactive features.

To learn more, go to www.psonline.com/livingpages.

Living Pages

Online version with "turnable" pages.



Create an interactive, page-turning online version as a supplement to your printed newsletter.

Why choose PSB for your newsletter?

- Nearly 2 decades of newsletter experience
- Over 180 creative awards
- Satisfied clients from coast to coast
- Every step of the process under one roof
- A free archive with hundreds of articles
- World-class designers
- Dedicated, experienced, friendly account reps.

(Why would you choose anyone else?)

Better results: The PSB difference shows through.

Bring your newsletter to the next level! Reach more people. Spend less money. Reap the rewards of a stronger, healthier newsletter program. Trust a company that has years of experience in creating successful newsletters.

Step one? Put PSB on your side.

Call **877.384.7772**, email to mail@psbonline.com or visit www.psbonline.com/newsletters today. **Ask about our mailing services, too.** We offer state-of-the-art mailing technology and bundled pricing to save you money!



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