

P.S. Magazine

Four-color (or more) magazines

P.S. (Paperwork Simplification) Magazine is a 16-page, customer-focused publication printed by Standard Register three times a year. Each issue is filled with successful product and service applications within the document management company's primary markets – healthcare, financial and general business.

A vital sales tool, *P.S. Magazine* delivers customer testimonials, sharing with readers innovative solutions for improving business performance through partnership with Standard Register. Overall, editorial content nurtures understanding of and appreciation for Standard Register's capabilities, complementing the company's branding initiative by clarifying the many solutions encompassed within document management.

Successful production and distribution of *P.S. Magazine* requires collaboration with customers and among Standard Register's Corporate Marketing and Communications department, sales force, Commercial Print Group, and customer database and Web site teams. Talented technical and creative agencies contribute when needed, with design and photography costs combined typically ranging between \$3,000 and \$5,000 per issue.

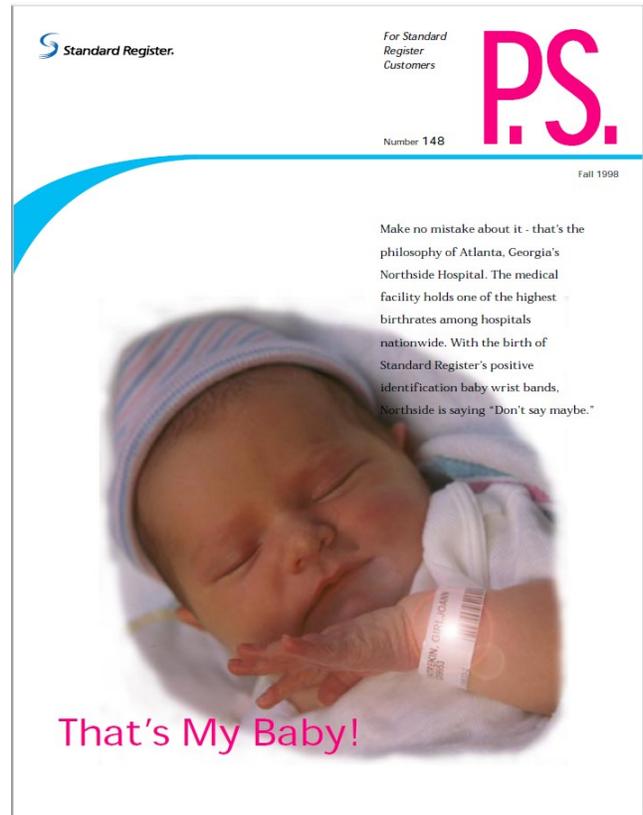
P.S. Magazine is sent directly to more than 8,000 customers, 300 institutional investors and approximately 200 trade magazine editors. The publication is also distributed to 1,000 Standard Register marketing and sales professionals who capitalize on opportunities to share featured solutions with prospects and customers during sales calls and at tradeshow nationwide.

In addition to increasing sales, the publication validates concepts inherent in Standard Register's solutions and business philosophy via "News of Note" and "Bookends" sections which often complement the articles that follow. Customers may look to these sections for informational resources and encouragement for achieving personal and professional excellence. Both sections enhance Standard Register's credibility up front when reading the publication and attract readers who otherwise might view *P.S. Magazine* as nothing more than a 16-page advertisement.

To fully leverage the content and visual appeal of each *P.S. Magazine* issue, a press release is posted on the wire, sent to relevant trades, placed in Internet databases, and a picture of the magazine cover is posted on the Internet in a downloadable format for publishing.

A convenient link in the *P.S. Magazine* press release takes Internet surfers to the "P.S. Link" page within Standard Register's Internet site where the magazine cover and "UpFront" section appear along with an electronic order form. A free issue of *P.S. Magazine* is sent to each recipient who provides a name, title, company name, address, phone number, and email address. More than 300 requests for the current issue of *P.S. Magazine* have been received through P.S. Link. Submitted information is tracked and used as sales leads.

By positioning featured customers as well as Standard Register, *P.S. Magazine* enhances business relationships and generates continued interest, among other customers, in being



included in the publication. *P.S. Magazine* also drives continued publicity for Standard Register and customers through feature articles in a variety of industry publications. Articles from the enclosed issues have subsequently appeared in *Document Processing Technology*, *Materials Management in Healthcare*, *Credit Union Technology* and *Appliance Magazine*.

The in-house printing of *P.S. Magazine*, beginning with issue 149, showcases a quality Standard Register product and substantially reduces the cost of production, maximizing return on investment. *P.S. Magazine's* customer database has grown by 3,000 entries over the last year as a result of collaborative efforts to produce and aggressively distribute an informative publication that offers a variety of benefits to all.

