Print...
An Optimum Choice
The printed word on paper, enhanced with effective images, has enormous power to communicate ideas to targeted audiences.

Print is the only form of communication that allows the reader to experience—through touch and feel—a tangible connection with the brand before them. This makes print the ideal single and multi-channel marketing medium:

**Print is . . .**

- Powerful
- Effective
- Personal
- Engaging
- Influential
- Tangible
- Proven
- Recyclable
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- Sustainable

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