

Resolution

A Resource from Dartmouth Printing Company for Publishers

- Paper Market Tightens
- Qualify for Periodicals
- Stress-Free Selling
- SWOP® Releases 10th Edition

#1 IN SHORT RUNS

DARTMOUTH PRINTING COMPANY

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Dartmouth Printing Company is a full web printer dedicated exclusively to printing short run publications and catalogs on full size web presses. We define "short run" as press runs between 5,000 and 100,000 copies; our average run length is approximately 20,000. We believe that by concentrating on this specialized market, we better serve its publishers.

To us, short runs are
always a perfect fit.

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Paper Market Tightens

Paper industry publications and websites have been full of news recently regarding paper machine shut downs and even mill closings. Much of the activity has been with Canadian facilities, in part due to the increased value of Canadian currency. None of these mills are currently producing paper used by Dartmouth Printing, but reduced capacity and supply does have an effect on the entire marketplace.

On December 7th, the Helsinki, Finland-based company, UPM, announced they would be shutting down their Miramichi mill in New Brunswick, Canada for three months. This announcement came after the mill had resolved a labor strike at the plant earlier in the year. The three month shutdown is scheduled to start on February 1, 2006. According to the president of UPM's magazine paper division, Jyrki Ovaska, "The Mirimichi mill has high operating costs, and the strong Canadian dollar makes mill exports to the US unprofitable. That's why we have decided to temporarily cease operations at Mirimichi during the slowest season of the year." Dartmouth Printing switched



Continued on page 4

SWOP® Announces Release of 10th Edition

Earlier this year the Specifications for Web Offset Publications (SWOP) launched the sale of its 10th edition. The new specifications can be ordered as a printed booklet with an electronic download version also available. The organization launched its first set of guidelines in 1975 for “promoting consistency and quality of advertising material in publications.”

The latest edition is a collaboration with IDEAlliance®, the developers of GRACoL® (the other industry standard) and IPA, the association of graphic solution providers. Not long after the press release for the new edition came the announcement of a merger with SWOP and IDEAlliance. The two organizations actually began working together in early 2004 with the stated goal “to develop common marketing, publishing, ordering, and fulfillment mechanisms ... moving forward, both...will be developed and published as a coordinated effort.”

The formation of these standardizing efforts has made a great improvement to print advertising over the past 30 years. According to *FOLIO*: magazine, before SWOP, advertisers or agencies were dissatisfied with the print result versus their proof as much as 40% of the time. The new alliance will only further refine the process, “eliminate duplication and thereby more effectively utilize volunteer and financial resources.” □



Improvements to SWOP: Highlights of the 10th Edition

WHAT: Included 150-line standard for line screening, in addition to 133 line.

WHY: Because more publications today are printing with a higher or finer screen ruling as their standards.

WHAT: Added specific numeric values for image trapping.

WHY: Industry practitioners have been wondering what the correct thousandth of an inch was to trap imagery. The previous edition just gave general guidelines.

WHAT: Altered gray balance from 50% black 50% cyan 39% magenta 39% yellow to 50%-50%-40%-40%. Comparable gray-value black-value went from 25%-25%-16%-16% to 25%-25%-17%-17%.

WHY: The intention is to be more in compliance for not just domestic, but international standards.

WHAT: Added section about proofing requirements when alterations are made.

WHY: Found in many instances that people picked up old proofs, made changes to the job and sent on with proof that wasn't representative of the new file.

WHAT: Added new section addressing paper specification guidelines.

WHY: The industry has gotten much more particular about paper grades.

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Stress-Free Selling™

The 7 Steps to Successful Sales

Jenaé Rubin presented the Ad Sales Boot Camp at the recent Folio: Show in NYC. The following is the first of two parts.

By Jenaé Rubin, president, Sales Powerhouse®

Many salespeople create anxiety wanting to get to "the good stuff," erroneously thinking that talking about themselves early will speed things up. Unfortunately this tactic prolongs the sale or doesn't create interest. When you skip steps, you miss sales. You are left wondering, "What do I need to do? What do I need to say?"

Good news! Here is an easy formula everyone can follow to avoid sales pitfalls. Go through these seven steps, in order, and you will make sales stress-free. **Sales will happen easily, be larger and last longer.**

To make the close the natural conclusion of the sale, to have the prospect already desire your product or service by the time they ask about (or you talk about) price, don't skip a step... or you'll miss a sale and be left wondering what to do next.

Step 1: Get Ready

Create a foundation you can build on.

Prospecting

Identifying those most likely to work with you results in more business. In addition to the obvious (or not so obvious sources) finding leads you can turn into sales nearly 100% of the time is a tool most salespeople do not capitalize on. You are in control. Start off on the right foot and save yourself a lot of time.

Pre-Call Planning

"To me, selling begins with investing time in preparation and planning," Donald Trump (Selling Power, 11/04). Determining and gathering the information you need prior to contact facilitates Getting In and helps make first calls successful.

Step 2: Get In

Eliminate "I'm not interested" as an opening response.

Create an Introduction that Creates a Desire to Speak with You

Good introductions create interest in speaking with you. Your first words are critical in creating a desire to communicate with you. You cannot sell anything if they don't want to talk with you. Create introductions that include the most appropriate benefit. Lead with this introduction. Skip this step and miss all sales opportunities.

Getting Past Gatekeepers, Voice Mail, eMail

One of today's biggest challenges is the electronic obstacle. Getting voice mail and email returned and getting past gatekeepers is a vital skill. Obviously you cannot sell to someone who will not speak with you! Identify the key phrases and techniques that will make prospects respond and use those.

Getting Permission

"I don't have time to speak with you right now," frequently

ends up with salespeople agreeing to call back. This vague agreement results in having to play the games of getting past gatekeepers, voice mail and email again. Plan what to say to set up your next appointment so they'll keep it and look forward to it.

Step 3: It's all about them!

Prospects don't care about you until they care what you can do for them. Ignore this reality and create your side and their side. Prospects set up barriers to protect themselves. To avoid obstacles from ever being put up, follow these steps precisely.



Fact Finding

Focus the entire first 30 - 60 minutes (maybe more depending on what you're selling) on discovering their goals, challenges and priorities. Find out what they expect from working with you, how they will judge results, and how decisions will be made. Skip this step and 1) it will be excruciatingly difficult to find it out later, 2) you will not have information you need when you need it to help overcome obstacles, and 3) you will not know their hot buttons to show them how your product or service helps them achieve their goals.

Benefit Selling

When you do finally talk about yourself (and it's not in the fact finding stage at all), talk about what you have in terms of how it achieves their goals and overcomes their obstacles. By doing it this way, by the time you talk about price, they have so much desire for your product, price becomes a minor issue.

Checking In

Before proceeding to another feature or challenge you will overcome, determine agreement with what you've shared so far! Concerns uncovered here become objections later... objections difficult to unearth. Checking In shortens the sale and removes objections. Skip a step, miss a sale. ☐

To Be Continued!

Jenaé Rubin is president of Sales Powerhouse®, a sales and marketing consulting and sales training firm whose mission is to help you become #1 in your market. Jenaé has authored [Turn Objections Into Sales](#) and [Pearl Marketing, 99 Inexpensive and Free Techniques to Reduce Attrition and Increase Sales](#). She is currently writing [Stress-Free Selling™, the 7 Steps to Successful Sales](#). Jenaé may be reached at www.SalesPowerhouse.com or 954-476-0067.

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Qualify for Periodicals Mailing

Our postal coordinator, Lloyd Mills, has put together a series of presentations on various topics covering the complex regulations of the US Postal Service. Here are excerpts from his PowerPoint presentation on the USPS regulations for qualifying for periodicals mailing status. Please consult your sales person for access to additional postal presentations or to get clarification on any postal regulations.

General Publication Category aka "paid"

- Must have a legitimate list of subscribers who have paid or promised to pay, at more than nominal rate, which is at least 50% of the subscription price.
- Cannot contain more than 75% advertising in more than half the issues published in any 12-month period.

- May qualify for preferred rates such as in-country.

Requester Publications aka "controlled circulation"

- Must be circulated to persons who have requested a free subscription (at least 50% plus one copy)
- No issue can have more than 75% advertising.

- Not eligible for preferred rates such as in-country.

Disadvantages of Periodicals Status

- Complicated record keeping.
- Records must be kept at least three years.
- Postal monitoring and/or audits.
- Circulation records are public.
- Restrictions on content and enclosures.

Resources

www.usps.com for general information.



www.usps.com/cpim/ftp/hand/dm204.pdf the handbook for periodicals application.

http://pe.usps.com/text/dmm300/dm300_landing.html the domestic mail manual.

<http://postcom.org> great information on domestic and international mail. Updated daily – not a USPS site. ☐

Paper Market Tightens

our lightest #5 groundwood stocks from UPM Cote to Advocate at the beginning of 2005.

A week before came the announcement that Montreal-based Domtar would be shutting down mills and eliminating 1,800 jobs in an effort to return to profitability. This move included the permanent closure of their Cornwell, ON mill as well as permanently shutting down machines in their Ottawa mill and putting their Vancouver facility on the market. They are also closing sawmills in Grand Remous and Malartic, Quebec. The high

Canadian dollar was again cited as the major factor.

Similar announcements have followed since from paper manufacturers Weyerhaeuser and Cascades, Inc. The Cascades announcements began with their Thunder Bay, ON plant, which specializes in coated paper. This announcement was followed by shutting down a machine at their fine paper mill in Saint-Jerome, Quebec. The Weyerhaeuser announcements include plans to sell a Saskatchewan mill and closing mills in North Carolina and

Continued from Page 1

Washington state.

The continued news regarding mill closures, machine shut-downs and temporary mill shut-downs could possibly impact publishers in Q1 and early Q2 2006. As we progress into 2006, we might possibly begin to see tighter availability, somewhat longer lead times and maybe another round or two of price increases. Of course that is all speculation right now. But it does seem like the stars are aligning to create a more difficult market in the future. ☐