

Resolution

A Resource from Dartmouth Printing Company for Publishers

- **Are You a Candidate for Reprints?**
- **Improve Your Direct Mail Response**
- **Sappi Printer of the Year Award**
- **Electronic Address Change Notification from USPS**

#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 run 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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Reprints: An Untapped Revenue Source?

Publishers owning copyright to the content published in their titles can often harness that content to generate profits by marketing the content to third parties.

IMAGINE THIS SCENARIO

Home Theater Today includes a feature article about panelized wall attachments for home media rooms.

The publisher owns full and exclusive copyright to the article because the employment contract with the staff-writer or freelance writer states so. Thus the publisher has legal rights to publish the article in

the magazine, online, in an annual directory of home theater supplies, and as reprints.

The article is marketed directly to the manufacturer of the panelized wall attachments. It is illegal for the manufacturer to simply photocopy and distribute the article, but the manufacturer may pur-



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Electronic Address Change Service

New Service Saves Time and Money

If you struggle with returned copies from the US Post Office due to faulty or expired addresses, you may be interested in their new Address Change Service (ACS). Implemented in 2004, the service provides an electronic update to the mailer with address corrections. The system does not require a contract or service charge but is assessed based on the number of notifications you receive.

The ACS system is designed to reduce the number of manual address corrections and replace them with electronic notifications. It would not completely eliminate manual notification since some parts of the country do not have the electronic capability. It also will not generate an electronic notification if no Change of Address notice is on file or has expired or if addressed to certain single delivery points such as universities or other 3rd party receivers. The rate for electronic notification is \$.20 each versus \$.70 for each manual notice.

To access the benefits of the ACS you will need to add the ACS participant code to your address block as assigned by the USPS. The code is provided by the ACS Department at the National Customer Support Center (NCSC) in Memphis, TN.

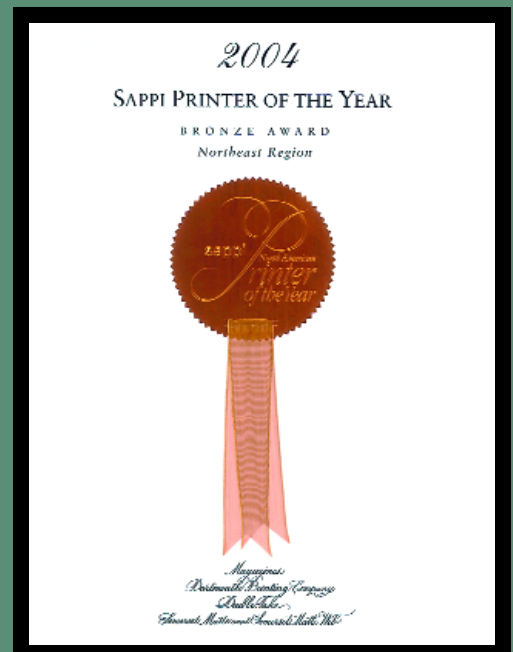


More than 200 Computerized Forwarding System (CFS) units cover the majority of the United States and generate the ACS notices. These are transmitted daily to the NCSC where they are consolidated and forwarded to participating ACS mailers. In addition to sending notification, the mail piece is either forwarded, discarded, or returned to the sender depending on its mail class and endorsements. To find out more about this service,

you can visit the web site at www.usps.com/ncsc/addressservices/moveupdate/acs.htm or call the National Customer Support Center, ACS Department, at 800-331-5746. □

Dartmouth Printing Company Awarded for Printing Excellence

Dartmouth Printing has been recognized as one of the top twelve magazine printers in North America as determined by Sappi Paper in their annual Printer of the Year contest. Sappi manufactures Somerset Gloss and Belgrade along with many other stocks used by us and is one of the largest paper companies in the world. The award is for printing excellence based on the degree of difficulty for the submitted piece as well as technical excellence and overall impact. The judging is by a panel of industry experts including representatives from the Graphic Arts Technical Foundation and the Rochester Institute of Technology. □



Are Reprints an Untapped Revenue Source?

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chase reprints of the article. The reprints include the publisher's copyright statement, and may be legally used for marketing, education, training, recruitment and so on. (Special FDA rules apply to medical article reprints.)

LET'S LOOK AT THE MONEY

The article will fit on an 8-page signature and will cost \$1,000 to print and finish. Reprints are typically sold for 4x to 8x the print cost. We will assume the reprint buyer pays \$6,000 for the reprint. Out of this sum the printer is paid \$1,000, leaving \$5,000. The publisher pays a 35% fee on the \$6,000 to the reprint marketing company managing the reprint program. The publisher's profit is \$2,900.

Some publishers manage reprint programs internally. If so, the fee is not deducted, but the \$5,000 is not all profit. Overhead and administrative expense to cover the management, marketing, sales, administration, production, billing and collections for the reprint program — roughly equivalent to the expense associated with maintaining an in-house advertising sales department — is deducted. The balance is profit to the publisher.

QUESTIONS YOU MAY BE ASKING YOURSELF

Is my content marketable?

Should I market my own content

internally? Or should I hire a professional content marketer? My writer and photographer contracts do not grant me full copyright beyond one time use in my publication, what do I do?

Why would people buy my con-



tent when they can get it free online?

The parties who might buy reprints of my content are also my advertisers, will that be messy?

What are eprints? How are people prevented from “stealing” my content if it is sold to them in electronic form?

What special skills or experience or training do I need to successfully market my own content? Who buys reprints? How do I identify marketable articles? How do I find buyers? How do I make sure possible buyers know

about my content? What does a professional content marketer do that I can't do myself? If I out-source the program, how do I evaluate content marketers?

I doubt that content buyers of my articles will be able to afford to purchase traditional reprints or eprints. Are there less expensive deliverables that will still protect my profit margin? For example, could the articles be converted to B&W or printed on digital presses?

I already have a program. Can I improve profits by reducing cost, or by offering eprints or digiprints, or by setting up an electronic order center or an Article Reprint Management System?

HOW TO GET ANSWERS

If you are interested in discussing these questions further, please contact your sales representative to be put in touch with Sheridan Reprints, our sister company, or contact Beth Ann Rocheleau at brocheleau@rockwaterinc.com.

Rockwater, Inc. markets content for American Association for the Advancement of Science, American Academy of Family Physicians, iSixSigma, American Veterinary Medical Association, American Public Health Association and others, and contracts printing exclusively with Sheridan Reprints. ☐

If Your Direct Mail is Lagging, Take a Look at the Message

Metro Corp.'s Boston and Philadelphia increase renewal rates by focusing on edit value.

Readers don't always renew subscriptions to magazines because they like the price. So why do publishers continue to send out generic renewal notices that tout special pricing offers? Metro Corp., publishers of regional titles *Boston* and *Philadelphia*, decided earlier in 2004 to focus its renewal efforts on what it believed was the real reason people subscribe: Unique content. And the results were impressive. Both multi-tier efforts (six for *Philadelphia*, seven for *Boston*) yielded cumulative response rates of 56.6 percent (*Boston*) and 57.9 percent (*Philadelphia*), well above the industry average of 46 percent, and well above what the magazines had been doing.

Research Provides Clues

Lori Birney, circulation director for *Boston* and *Philadelphia*, admits that the publications' renewal series hadn't been redesigned in years and renewals were down slightly. "When you looked at our old renewal notices, they didn't focus on what the book was all about," says Birney. The new designs were tested on readers in mailings this past April, May and June. "The new notices are fresh. The previous mailings were old and stodgy. That's not our image now. The magazines

have more pop and sizzle than they used to."

Birney enlisted the help of a Westboro, Massachusetts-based creative agency Sage Communications, which conducted research that indicated that more than 91 percent of

Philadelphia readers use the magazine to choose a restaurant. Sage concluded that the audience was responsive to editorial premiums, and suggested a restaurant guide. "The guides cost pennies since this information was already in the magazine," says Sage partner Anne Kottler.

Renewal letters help both titles

reinforce their image. For example, a letter to a *Philadelphia* subscriber reminds him that the publication helps him obtain tickets to sporting events and provides traffic shortcuts. Another letter outlines the financial benefits of a three-year renewal while also reminding the subscriber of the publication's ability to locate the best pizza in town. "We're going away from general business-sounding renewal series," says Sage partner Josef Kottler. "You have to reference back the magazine's promise."

All but two campaigns produced positive results. □

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