



SPC Format Guide 2.0

Another quick reference guide to more innovative
inline format solutions.



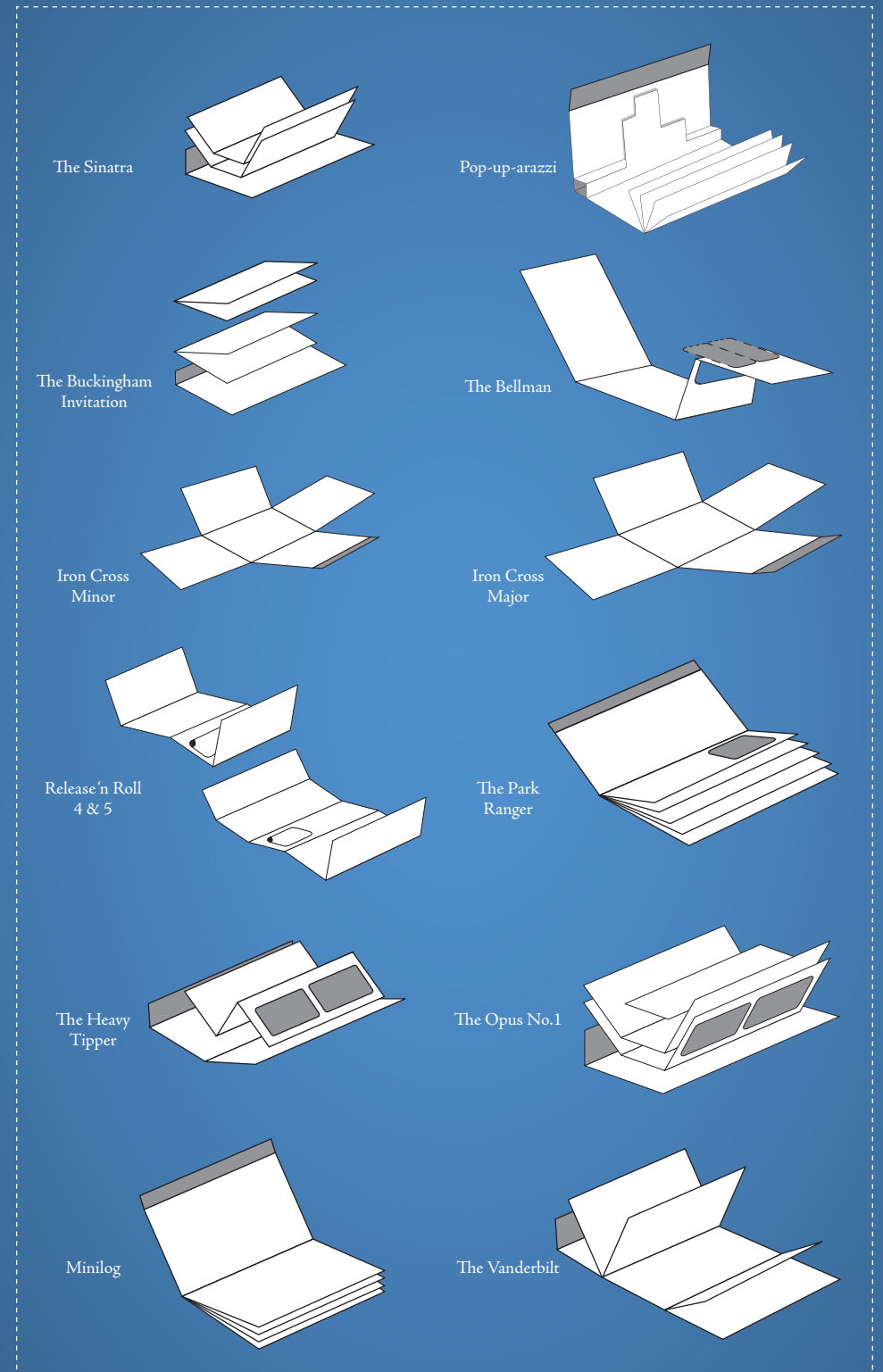
In something of an annual tradition, we ring out the old, ring in the new, and present another volume of inline format solutions for your consideration and inspiration.

We've had fun playing with new formats (as evidenced by the naming of each) and continue to expand our inline capabilities. Our goal, as with all of our different solutions, is to help you achieve your objectives - from conversion and response rates to efficiencies and new ideas.

As you review the different formats, keep in mind the possibility of including experiential elements such as a scratch-n-sniff to accentuate your message or a scratch-off to surprise and delight.

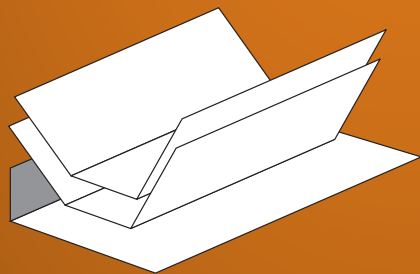
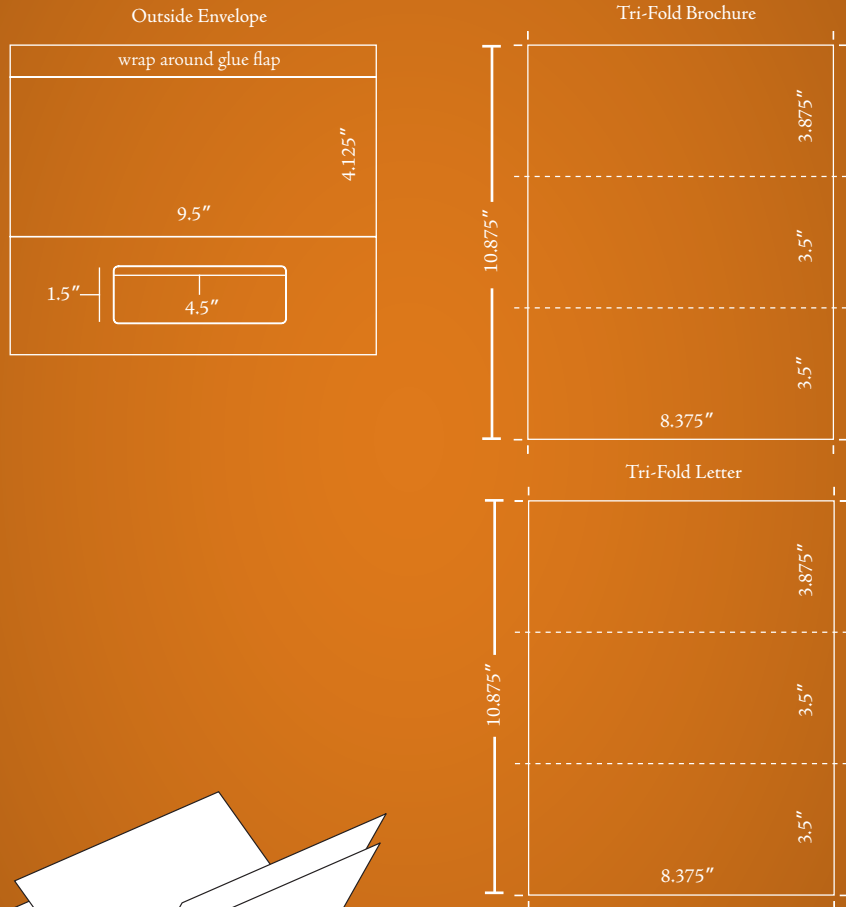
As always, give us a call if we can help expand the possibilities of your next campaign.

- | | |
|---------------------------|-----------------------|
| The Sinatra | Release 'n Roll 4 & 5 |
| Pop-up-arazzi | The Park Ranger |
| The Buckingham Invitation | The Heavy Tipper |
| The Bellman | The Opus No. 1 |
| Iron Cross Minor | Minilog |
| Iron Cross Major | The Vanderbilt |



The Sinatra

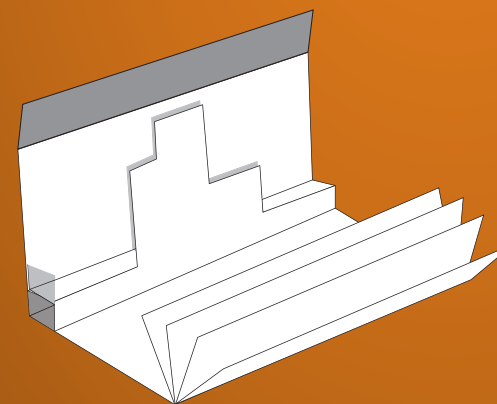
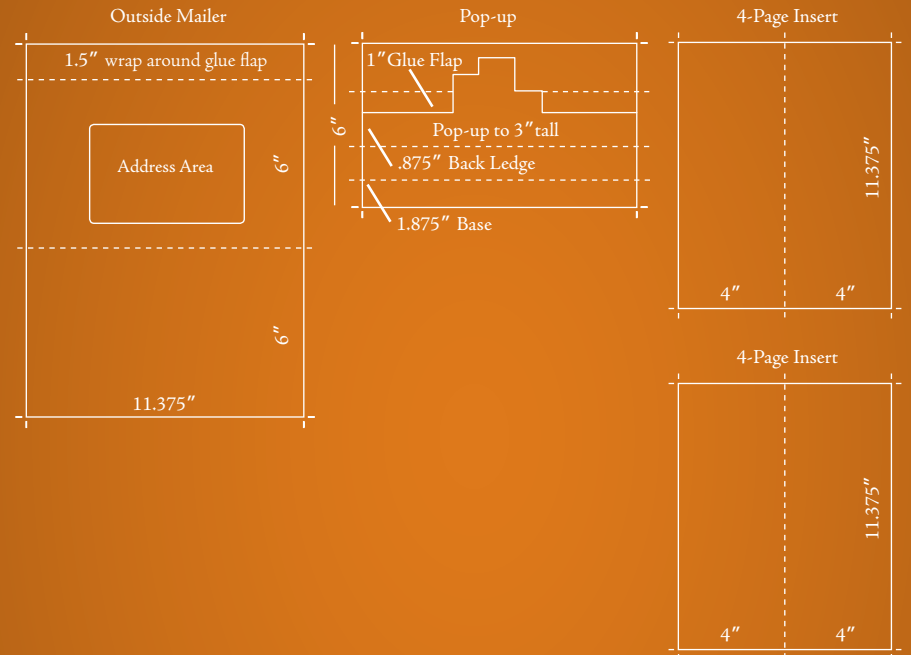
A tried and true letter package that improves upon the conventional production method via inline imaging and finishing. This classic format affords speed to market and familiarity, helping to boost engagement.



Recommended Paper Stock:
60 lb. Text - 100 lb. Text

Pop-up-arazzi

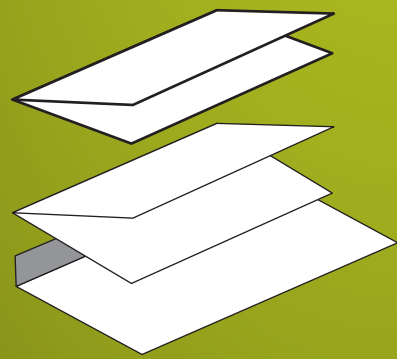
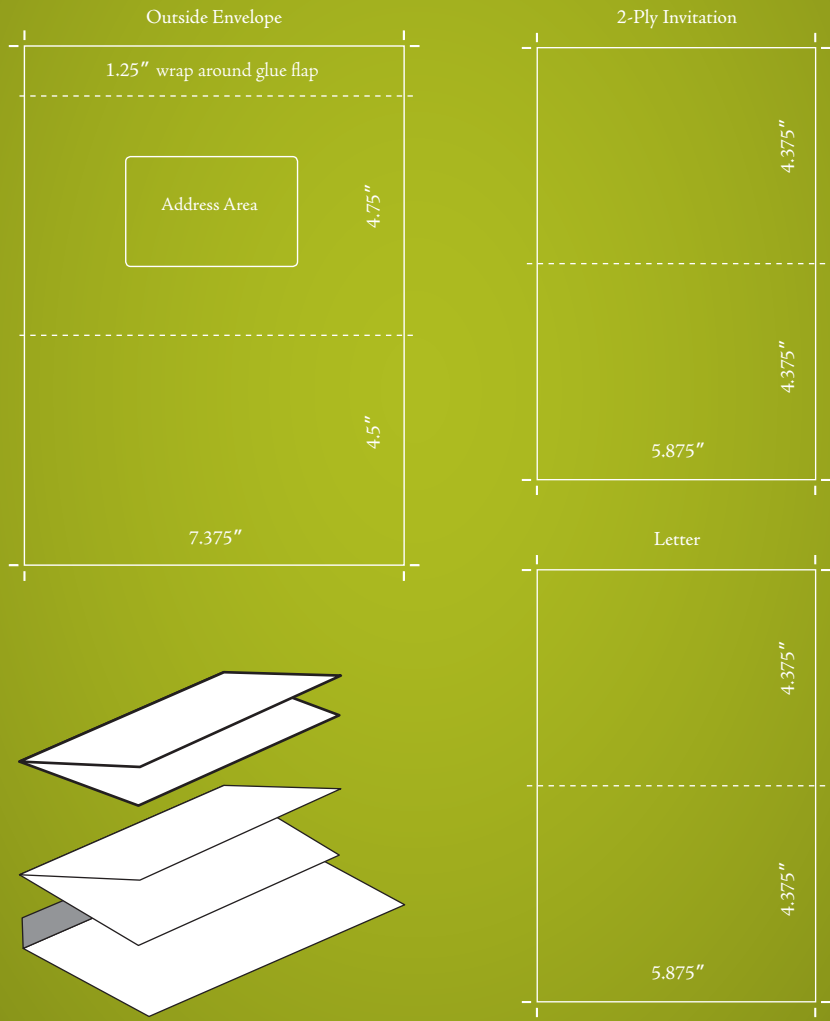
When your message has to cut through the clutter, deploy this dimensional and engaging mailer format. This one step inline production process marries surprise with a pasted booklet for expanded messaging real estate.



Recommended Paper Stock:
100 lb. Gloss Text - 80 lb. Gloss Cover

The Buckingham Invitation

You are cordially invited to share your offer with traditional elegance via this three piece closed-end mailer. Combine a formal 2-ply invitation with a personalized letter to produce a fully customized mail package in a one step process



Recommended Paper Stock:
60 lb. text or 65 lb. cover

The Bellman

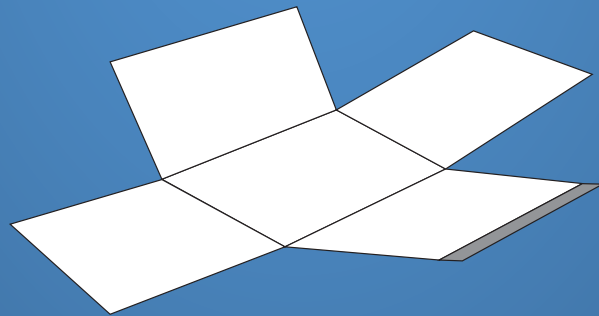
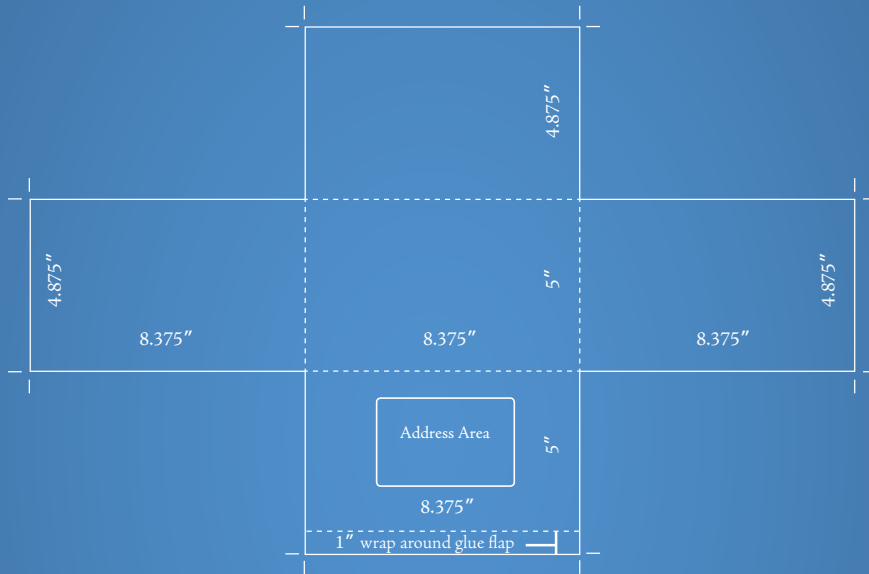
This distinguished self-mailer format combines elegant branding with the quiet insistence of promotional cards. The fluid reveal of redeemable pop-out cards allows your customer to share the benefits with family and friends. Let "The Bellman" help carry your campaign to success.



Recommended Paper Stock:
60 lb. Gloss Text - 80 lb. Gloss Cover

Iron Cross Minor

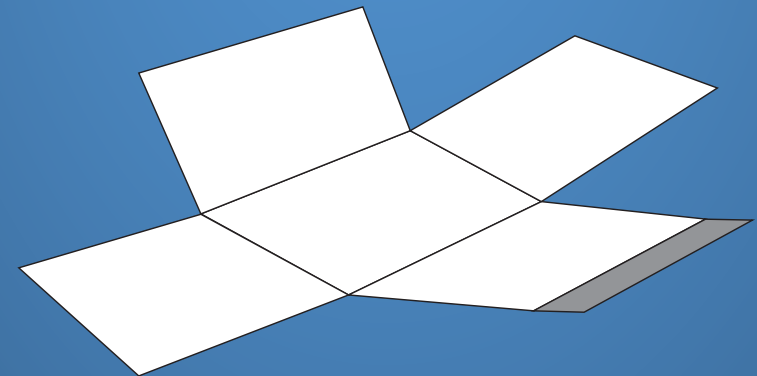
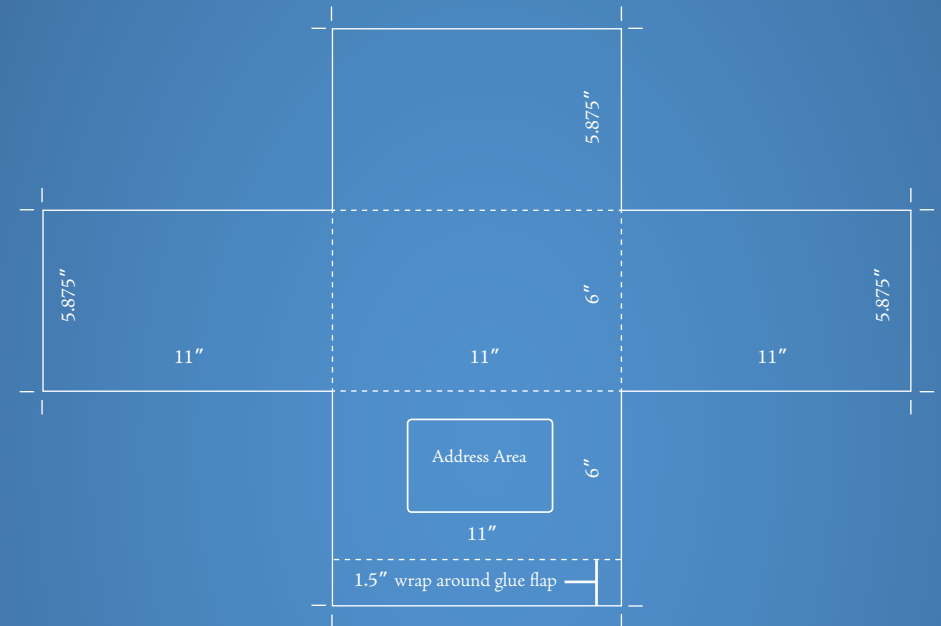
This elegant layout provides a unique messaging platform that's interactive and engaging. High perceived value of the 'iron cross' is made all the better by lower production costs, timing, and waste reduction.



Recommended Paper Stock:
70 lb. Gloss Text - 80 lb. gloss cover

Iron Cross Major

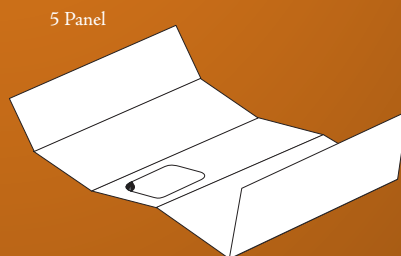
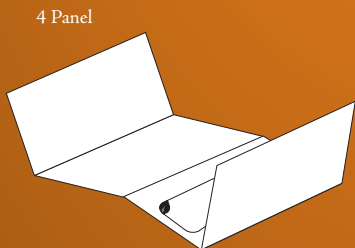
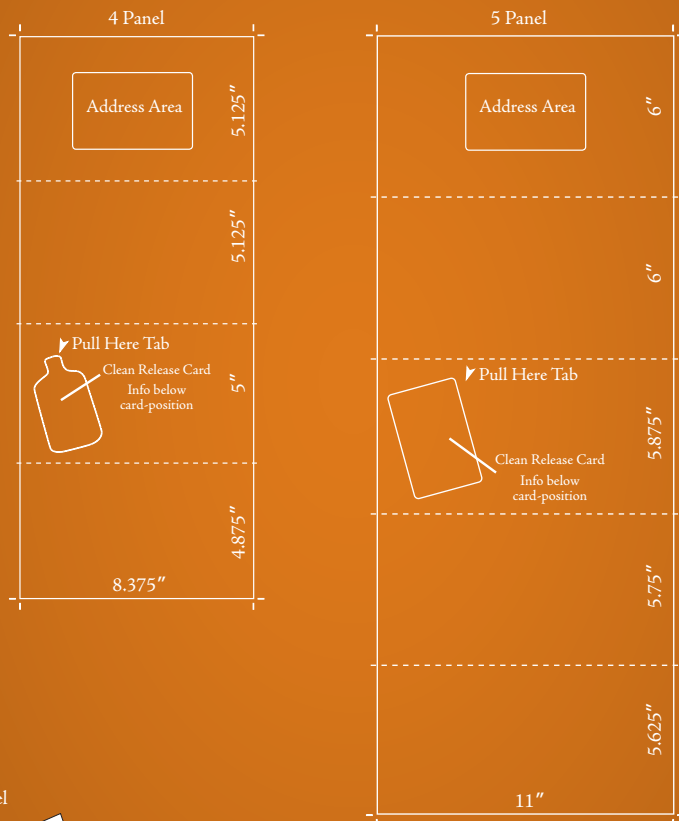
The "Iron Cross Major" provides massive real estate with a unique sequence of revealing folds. When this layered messaging is opened, it creates an exciting platform to share your unique selling proposition.



Recommended Paper Stock:
70 lb. Gloss Text - 80 lb. gloss cover

Release 'n Roll 4 & 5

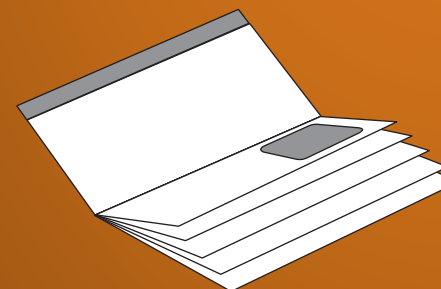
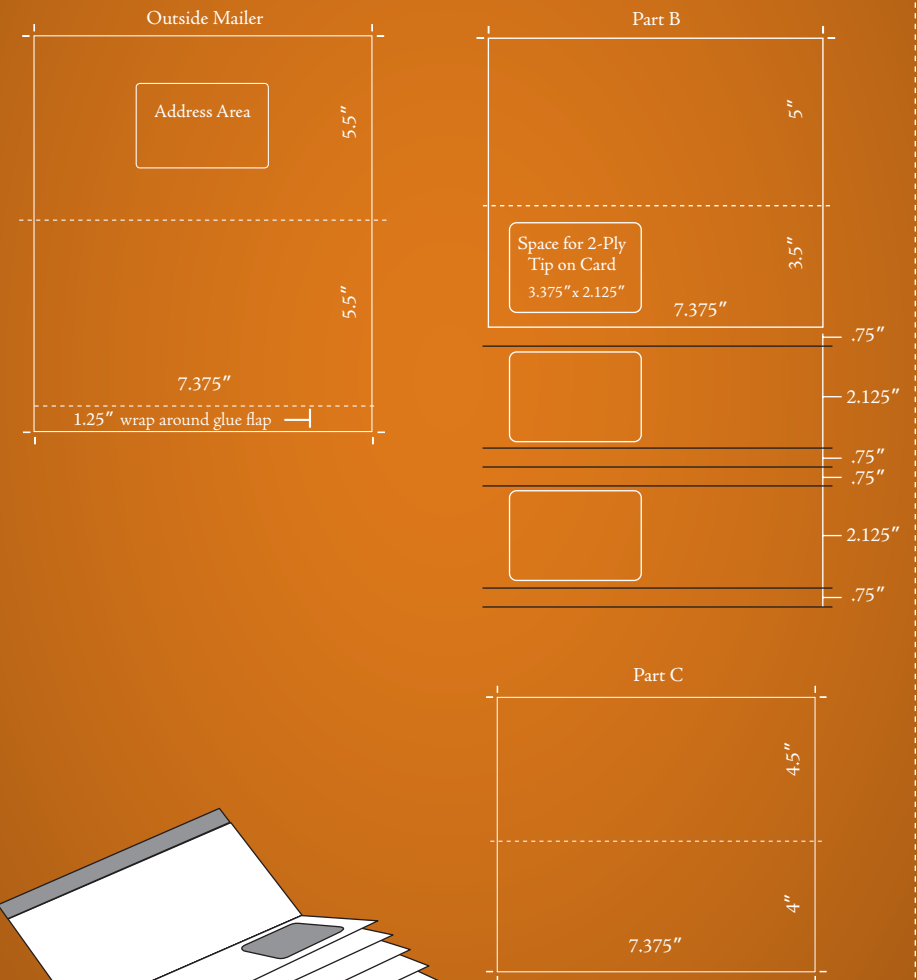
Engage with a clean-release card offer, then utilize a sequence of roll folds to illuminate your messaging. The Release 'n Roll format family offers variable couponing potential with lots of real estate at a reasonable cost. Or make it a Release 'n Roll 5, by adding a panel for greater effect and capacity.



Recommended Paper Stock:
70 lb. Gloss Text - 80 lb. Gloss Cover

The Park Ranger

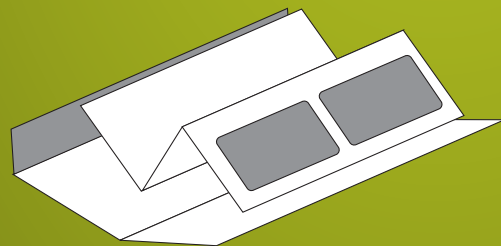
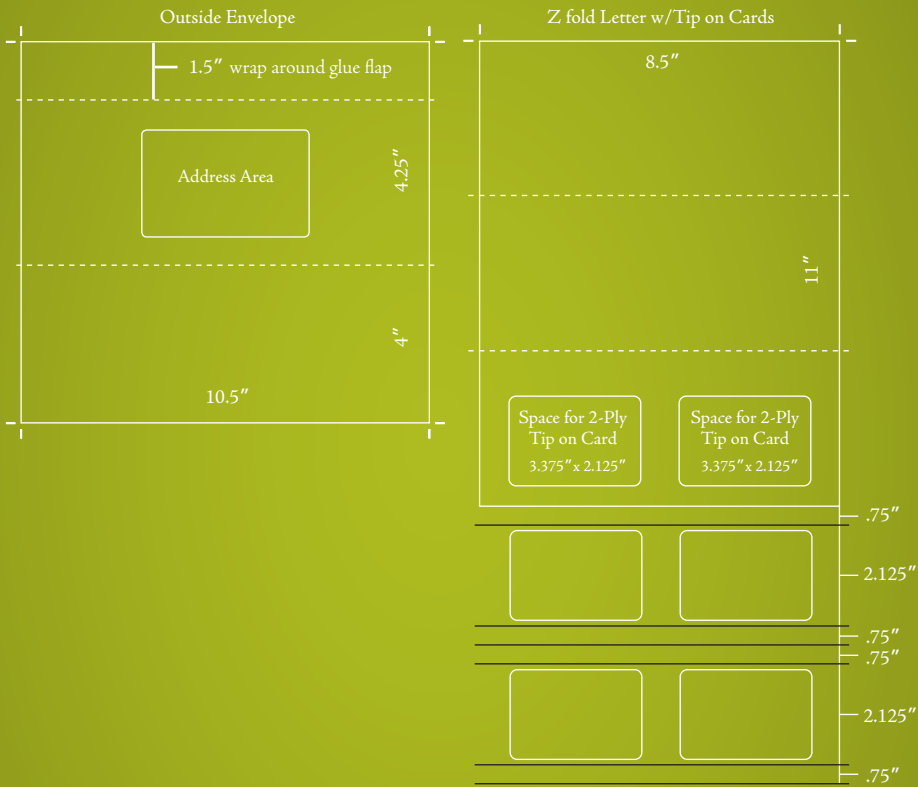
Looking for a clear and concise way to guide customers and prospects through your offering? The Park Ranger is an inline pasted 12-page step book that conveniently organizes your products and benefits to make things easy on your audience. The simple construct will leave your reader delighted and grateful for such an easy-to-follow presentation. Include an SPC TrackCard for additional promotion opportunities.



Recommended Paper Stock:
70 lb. Gloss Text - 80 lb. Gloss Cover

The Heavy Tipper

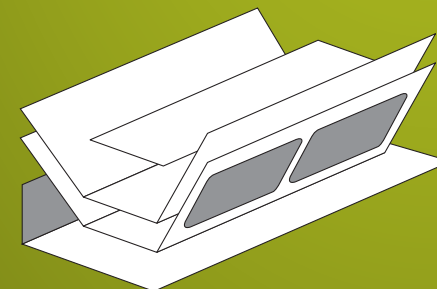
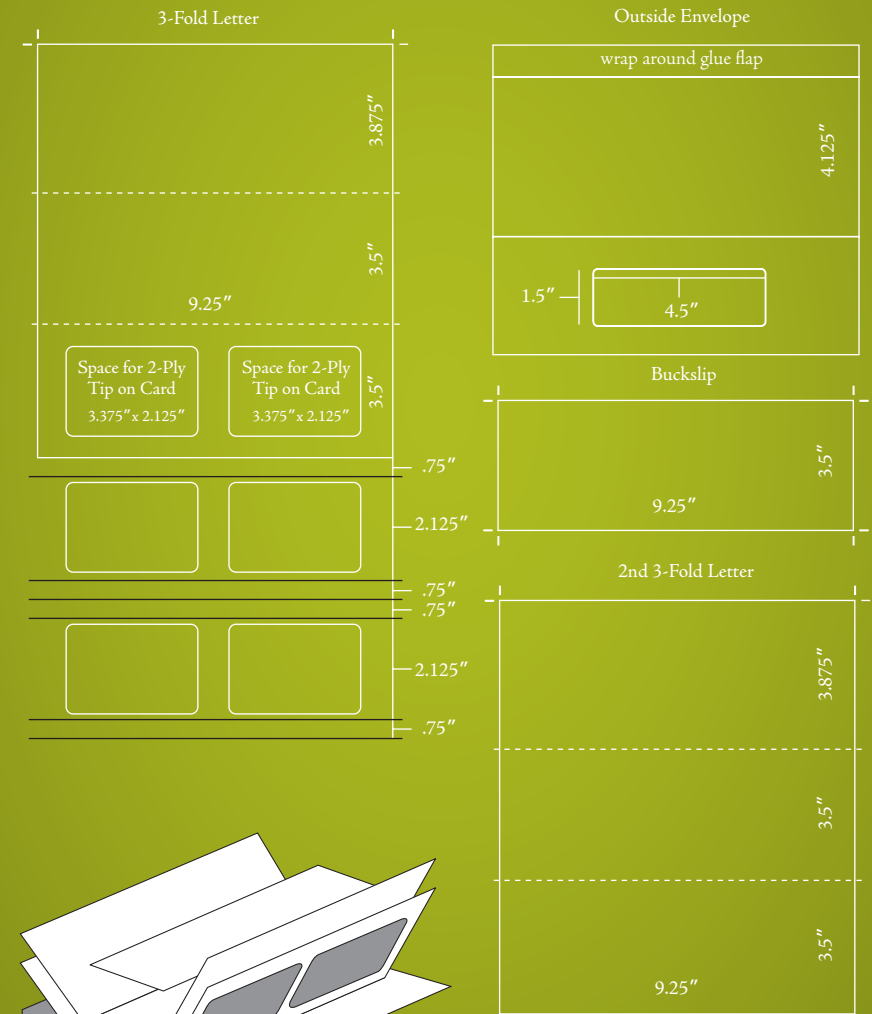
Reward your customers with something of value that they'll want to keep. Make it actionable, trackable and redeemable to convert your customers to brand loyalists & ambassadors.



Recommended Paper Stock:
80 lb. Text or 80 lb. Cover

The Opus No. 1

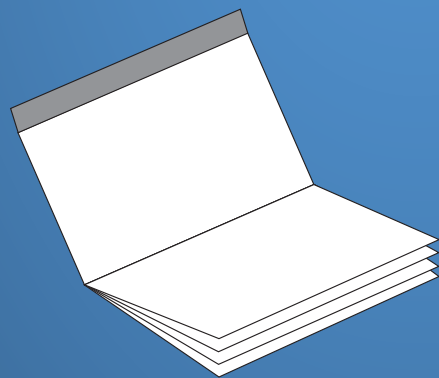
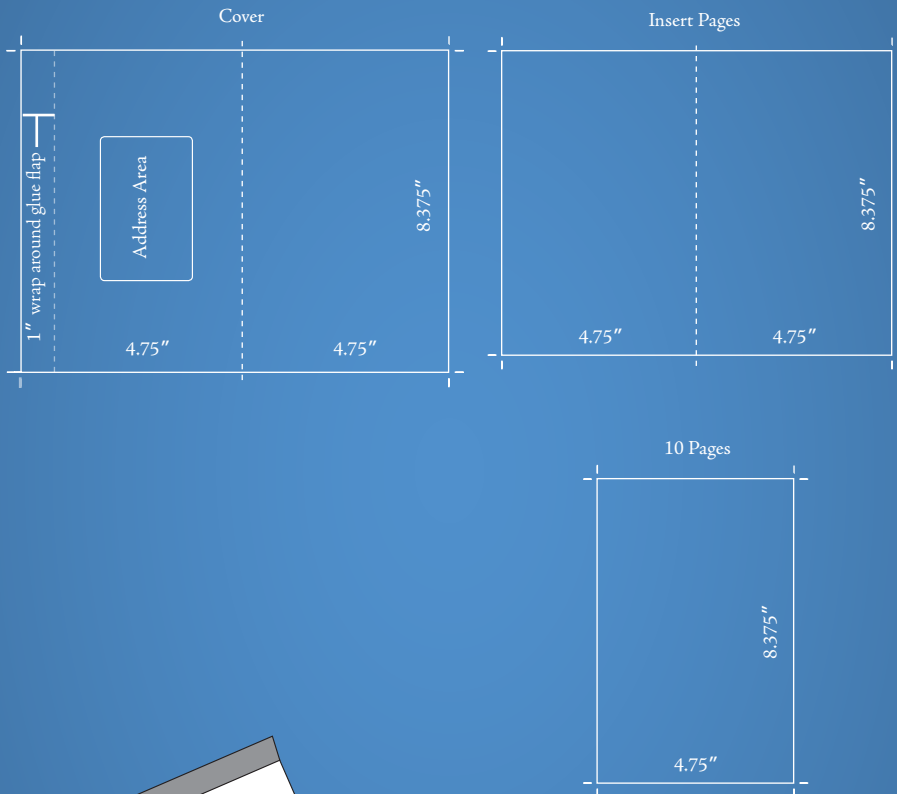
When the ideas of two great formats such as "The Sinatra" and "The Heavy Tipper" are combined, they can only add up to "The Opus No. 1." The combination of a tried and true, tested classic with redeemable cards and a buckslip yields a comprehensive, engaging format with lots of real estate and value.



Recommended Paper Stock:
70 lb. Gloss Text - 100 lb. Gloss Text

Minilog

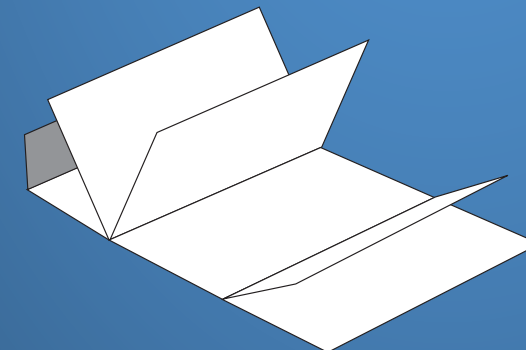
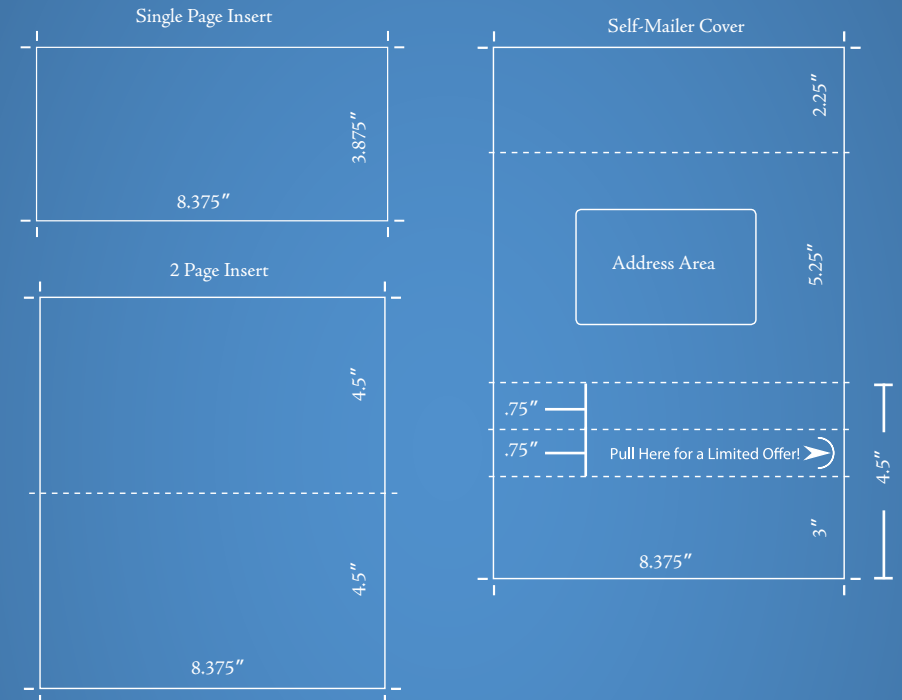
This 10-page self-mailer is an extremely cost effective way to showcase your products or services. As a catalog, this format has a longer life span, and a greater propensity to be shared with others.



Recommended Paper Stock:
70 lb. Gloss Text or 80 lb. Gloss Cover

The Vanderbilt

When your campaign requires a more dynamic vehicle, let "The Vanderbilt" get you there. Simply pull the zip strip to reveal a layered messaging format. Consider a more innovative approach like this for your next campaign.



Recommended Paper Stock:
70 lb. Gloss Text - 80 lb. Gloss Cover



When it comes to direct marketing, SPC is 'built to respond'.

Engagement + Relevancy = Response.

For more information, or if we can help you think through your next DM challenge call us at 1-847-588-2580. Or visit our expanded website www.specialtyprintcomm.com

SPC proudly supports the environment through these associations:



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