



Penny Press of York, Inc.
Serving Your Printing Needs Since 1968
 53 South Adams Street
 York, PA 17404



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 York, PA
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FEB • MAR • APRIL 2018



**PENNY
 PRESS**
 of York, Inc.

**Design
 Print
 Customer Service**

53 S Adams St., York, PA 17404 • P (717) 843-4078 • F (717) 848-1360 • www.penny-press.com

Dear Friends,

We would like to thank you for your business, and are grateful for the trust that you have placed in us.

Please check out our coupon specials on the inside pages to save money on your printing.

Our Customer Spotlight shines on Wherley Generations Moving & Storage. Please consider them for your moving needs (see coupons for their services). We have used their services at Penny Press & would highly recommend them.

Our updated Website is now available to place your order or quote 24/7. You can also research the advertising specialties that you may need. Visit www.penny-press.com

Please look over our new accounts below and support these businesses if you can.

Best Wishes,

Wade, Coral, Meleah, Jen, Rod, Harry & Steve

Welcome to Our New Customers

- | | |
|----------------------------------|---|
| Aldus Brewing Co. | Luckenbaugh Masonry |
| BAE Systems | Mount Zion Off-Road |
| Canadochly Rebar Supply | NJ's Pizza |
| Encore Financial Group | Senior Commons at Powder Mill |
| Four Spring Winery, LLC | Strategic Response Firearms Training, LLC |
| Foxhound Detective Agency | Thomasville Mini Storage, LLC |
| Harrisburg International Airport | West York Family Restaurant |
| JPS Marble & Granite | Wrightsville Inn & Drafthouse |

Our Networking Partners



The York Business Networking Group

24/7 Online ordering now available for your convenience
www.penny-press.com

Holiday Closings: Good Friday - March 30th

DIRECT MAIL

GREAT DIRECT MAIL: DESIGN IS KEY

Looking for a surefire way to enter your customers' homes and become a part of their daily routine? There's no better option than direct mail! But with each household receiving hundreds of envelopes each week, you'll need to determine how to stand out from the rest of the mail.

CHECK OUT YOUR OPTIONS!

Each type of mailer comes with its own world of possibilities:

- More than half of all consumers read postcards they receive in the mail, and they're a cost-effective way to feature artwork in your advertising.
- Letters are a personalized way to reach out to individuals and provide lengthy information.

- Self-mailers feature exciting design potential, including a variety of folds and layouts.

GET DIGITAL!

The stats don't lie - direct mail pairs perfectly with your online marketing! After consumers received direct mail:

64% — visited the company's website

54% — engaged in social media

43% — ordered product online

Developing a landing page is a highly effective way of integrating digital and print. Instead of asking customers to navigate your entire site, your mailer can direct them to a page designed to show off your latest initiative and collect contact information.

BE CREATIVE!

A striking design is essential to grab customers' attention, both in your print mailer and your landing page. Your choices of color, font, and packaging will determine your campaign's success!

Our design team can help you create your mailer. Check out www.penny-press.com or call us to learn more!



*Wherley
Generations*

**MOVING &
STORAGE**

www.wherleymovers.com

Locally Owned and Family Operated Moving Company Since 1920

Our Services:

- ✓ Local Moves
- ✓ Long Distance Moves
- ✓ Packing Services
- ✓ Packing Material Sales
- ✓ Hassle Free Estimates

Licensed and Insured
Online Quotes at
www.wherleymovers.com
Call us at 717-792-0033

 MOVING & STORAGE www.wherleymovers.com \$25 Off Local Services	 MOVING & STORAGE www.wherleymovers.com \$100 Off Long Distance Services (Over 100 Miles)
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Printed Items

Register Forms



Door Hangers



Gift Certificates



2 & 3 Part Deposit Tickets



Free envelopes with order

Call for Info & Pricing

PLAN AHEAD FOR YOUR MONTHLY SAVINGS

<p>FEBRUARY 2 Part or 3 Part Carbonless Forms 10% Off New Orders Only <small>*MUST MENTION AD TO REDEEM DISCOUNTS* Exp. 2/28/2018</small></p>	<p>MARCH Cabo Softly Pens 42¢ Each  250 pc minimum New Orders Only <small>*MUST MENTION AD TO REDEEM DISCOUNTS* Exp. 3/31/2018</small></p>	<p>APRIL Magnet Order Business card or Postcard Size 15% Off New Orders Only <small>*MUST MENTION AD TO REDEEM DISCOUNTS* Exp. 4/30/2018</small></p>
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