

Challenging economic
times.



Great marketing
opportunities.

Get more ROI with less!

A smart marketer realizes that targeted marketing can be quite effective during a down economy. With the usual advertising clutter minimized, now is an ideal time to actively market to your core target audience—or your competition will. And variable data printing (VDP) is a cost-effective way to speak directly to your customers, based on their individual needs.

At TanaSeybert, we not only have the know-how to help you produce an effective personalized campaign, but our VDP gives you the technology to print high quality materials using customized text, graphics, and/or messaging. Dollar for dollar, a targeted marketing campaign will produce a return on investment that static image mail can't touch.



We'd be happy to talk with you about personalizing your marketing efforts. Just call Eddie Del Rio at 212.453.9221 or email edelrio@tanaseybert.com.



* Qualified for using the most current technology and Standards required to produce a close visual match from proof to print.



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