

Q: What popular print marketing product is often referred to as a "leave-behind" and typically contains information about a company or product?

A: Brochures. They have been used for centuries to provide concise information to potential customers.

Q: In the early 20th century, which print marketing product was used to deliver news and entertainment through illustrations and text?

A: Newspapers. They played a pivotal role in disseminating information before the digital age.

Q: What print marketing product combines the features of a poster and a brochure, often unfolding to reveal multiple sections of information?

A: Folded leaflets. They are versatile and used for everything, from event promos to educational materials.

Q: What print marketing product, resembling a small book, provides in-depth information about a topic and is often used for educational purposes?

A: Booklets. They have been used for centuries to convey knowledge and share stories.

Q: What print marketing product can be displayed in stores to promote special offers or highlight new products?

A: Shelf talkers. These small signs are commonly used to catch shoppers' attention while they browse products.

Q: In the digital age, what print marketing product provides a quick and scannable way for customers to access online content?

A: QR codes. They gained popularity as a bridge between print and digital marketing.

Q: What print marketing product, often displayed in retail stores, showcases product features and pricing?

A: Point-of-purchase displays (POP displays). They aim to influence purchasing decisions at the point of sale.

Q: What printed product is often found on car windows, offering a creative way to express opinions or promote businesses?

A: Bumper stickers. Used for decades as mobile ads & personal statements. This idea has expanded now to complete vehicle wraps.

Q: What print marketing product involves printing information directly onto items such as pens, mugs, or USB drives?

A: Promotional products. These items are often given away to increase brand visibility.

Q: What print marketing product is designed to fit around a bottleneck and typically features branding or promotional messages?

A: Neck hangers. They are used to draw attention to bottled products on store shelves.

Q: What printed product provides a snapshot of a company's offerings and contact information, usually handed out at networking events?

A: Business cards. These compact, informative cards have been used for centuries in various cultures.

Q: What print marketing product is often used for event announcements, promotions, and fundraising efforts, and can be affixed to walls or posts?

A: Posters. They have a rich history in advertising and communication.

Ready to make these printed products go to work for you? Visit our website to place your order today!