

## Here's a Great Corporate Gift Idea (That Won't Break Your Budget)

EBSCO Media is proud to offer case calendars. These good-looking and very practical gifts come in their own display case, ensuring they'll be a daily desktop reminder of your business.

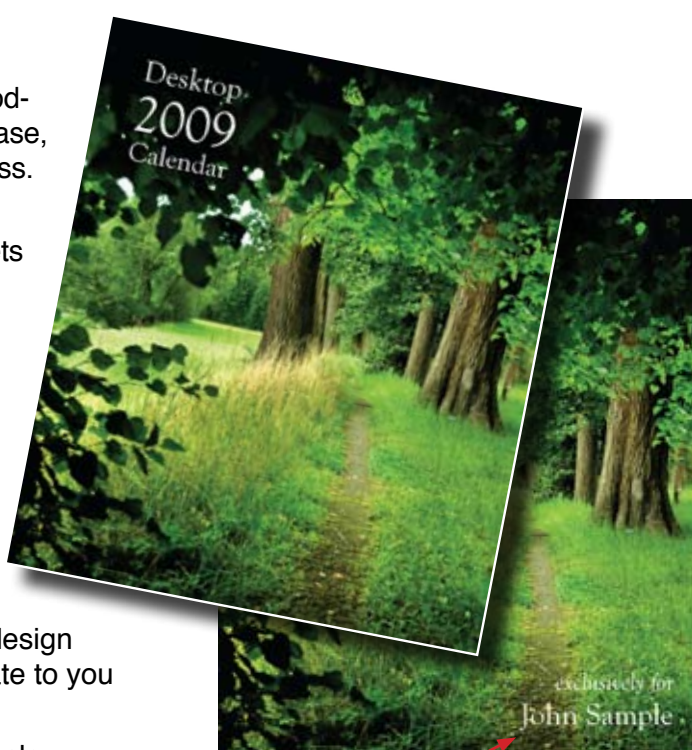
Calendars have 18 sheets, allowing for a front and back cover, 12 months of calendar pages, and 4 additional sheets that can be dispersed throughout the calendar to push services, ask for contributions, remind clients of important events, and more.

Quantities as low as 100 can be produced digitally, which means they can even be personalized with the names of your best contacts. Higher quantities (500+) are good candidates for offset production.

### Super-Fast Production

No time to design? Take advantage of our template. Simply supply your own photographs and copy, and our design department will do the rest. Or we can provide the template to you free of charge, giving your graphics team a running start.

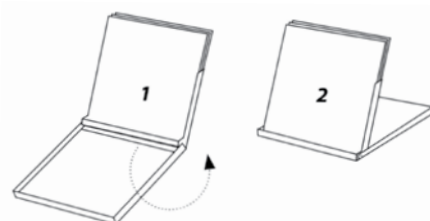
Contact your EBSCO Media sales rep today for a free sample.



Make a big impression with your clients—personalize the front of the calendar with the customer's name!



Great looking, clean format ready for your photos



Extra pages are available for service/product pushes, appeals, event reminders, you name it!



## Environmental Statements Show the Value of Green (and They're FREE!)

We've all wondered what the environmental impact of a brochure or a magazine is, especially those of us who print on a regular basis. It's natural. But have you ever wondered what the savings are when that same piece is printed on recycled paper? Now you can find out. Not only that, you can show your customers too. How? With an Environmental Statement.

"We began offering Environmental Statements about a month ago," says EBSCO Media's Peggy Gordon, Director of Marketing Services. "What makes them so powerful is that they put the environmental savings into concrete, visual terms that everyone can relate to. Paper savings is relayed in terms of trees and air. Water savings in terms of showers. You can get your head around something like that and really appreciate it."

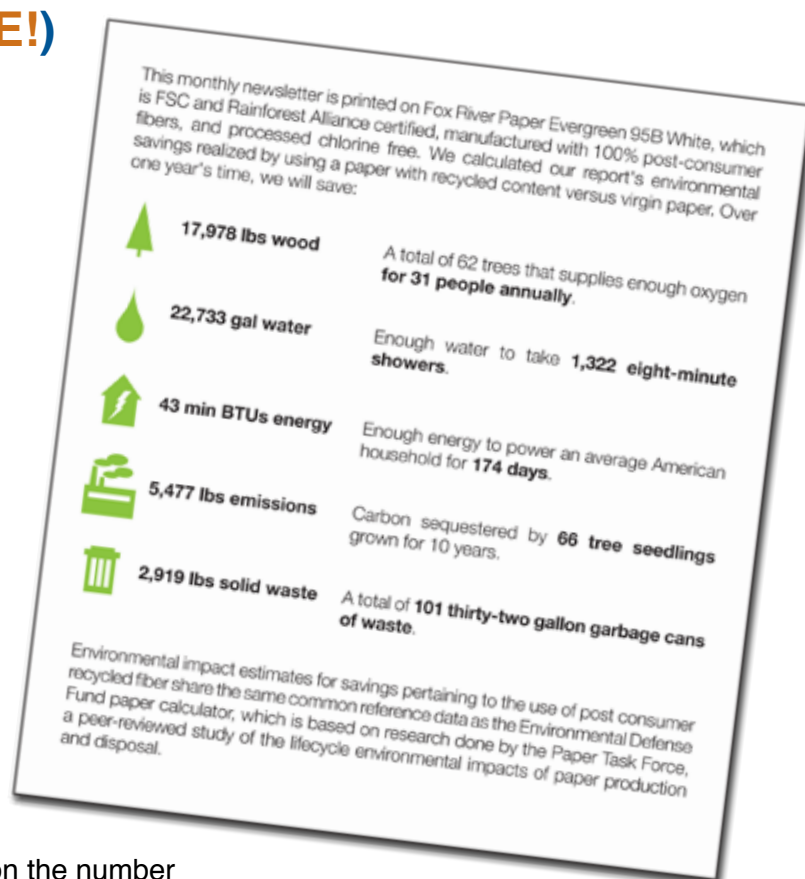
### How Environmental Statements Work

EBSCO Media can provide an environmental statement for any job that prints on paper with recycled paper content. The calculations are based on the number and size of the press sheets used in the job along with the percentage of recycled content in the paper. Statements can be produced for papers with any amount of recycled content and are not limited to sheets that are FSC-certified.

### What You Receive

EBSCO Media saves the statement as a file that it provides to the customer to be placed directly into the artwork. Fonts and colors are fully changeable, so the statement matches the aesthetics of the entire printed piece.

"It's one more way we're helping our customers make good environmental decisions and get credit for doing so," explained Gordon.



Environmental statements show the amount of virgin timber, water, electricity, carbon emissions and solid wastes that are saved by printing on recycled paper in lieu of virgin paper.



## QuarkXpress 8 Has Arrived

EBSCO Media is ready to accept files created in the recently released QuarkXPress 8, the latest version of the high-end design tool for Mac and Windows. Many of the changes to QuarkXPress are in the areas of user interface and workflow, which were criticized by users after the release of QuarkXPress 7.

### Interface Enhancements Include:

- Picture content tool for moving, rotating, and scaling images in real-time
- New Bézier Pen Tools
- Enhanced measurements palette with new controls for modifying drop-shadows
- Drag-and-drop from the desktop, Adobe Bridge, iPhoto, Microsoft Word, and hundreds of other apps that support drag-and-drop
- Instant access to master pages and exports to PDF, SWF, HTML and EPS
- Improved typographical controls for designers, including hanging characters with multiple presets
- Built-in support for Flash content creation, which formerly required the purchase of Quark Interactive Designer

**QUARK**  
Authorized  
Commercial Printer

EBSCO Media is an authorized Quark Alliance output provider.

EM ideas is a quarterly newsletter published by EBSCO Media, a division of EBSCO Industries.

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