

Now Registering!

FREE Adobe Photoshop and InDesign Workshop from EBSCO Media

The new and reportedly monitor-rocking release of Adobe Creative Suite 5 has designers buzzing all over. Have you been yearning for a peek under the hood? You're in luck because Adobe guru Claudia McCue is returning to Birmingham to show off all the bells and whistles of the latest edition (along with hundreds of time-saving techniques that apply to older and newer versions alike).

You bring the notebook, we'll supply the riveting content. Basic familiarity with layout and photo editing software is recommended.

Seminar Details

When?

Thursday, July 15th, 2010
InDesign Session: 9:00 AM - 12:00 Noon
Photoshop Session: 1:30 PM - 4:00 PM

Where?

The McWane Science Center
200 Nineteenth St. North
Birmingham, AL 35203

One lucky attendee will win a full copy of Adobe's NEW CS5 Design Premium (that's HUGE, people!).

Seating is limited, so register online today for this FREE workshop at:

www.emseminar.com

Bring a coworker. Invite a friend. **Just make sure everyone registers** because attendance is limited to 250 seats.

About Our Speaker

Claudia McCue is a prepress guru with 25+ years of experience. She is the owner of Practicalia, an independent training provider specializing in Adobe products, Quark Xpress, general prepress, retouching, and color correction. McCue is the author of *Real World Print Production*. Learn more about Claudia at www.claudiamc.cue.com



Move beyond your current boundaries with sage advice from certified Adobe instructor Claudia McCue at our FREE day-long workshop.



Attendees will be entered to win a copy of Adobe Creative Suite 5 Design Premium!

Featured Client Case Study:

Jax Gamecocks Promote New Stadium Seating with pURLs

Gamecocks fans are fired up. And who can blame them? Jacksonville State University is wrapping up a \$47 million expansion of their beloved Paul Snow Stadium. The new seven story facility includes three floors of luxury skyboxes, a plush Stadium Club, a new press area, coaches' booths, radio and television broadcast facilities, and enough additional seats to push capacity to 24,000!

While completing the monumental task of construction is satisfying, Associate Athletic Director David Farrar knows this is not the time to rest on his laurels. This is the time to launch a marketing blitz.

"We knew we had a huge job ahead of us so we decided to call in some help and try something new," explained David. Help came in the form of [Creative Marketing and Management \(CMM\)](#), a Tuscaloosa firm specializing in entertainment and athletics marketing. CMM was founded in 2004 by Johnny Williams, former Senior Associate AD of the University of Alabama and Athletic Director of Troy University.

CMM knew it had to do two things well to if it wanted to sell a large block of premium seating in a short time frame. First, they needed to locate new potential supporters that JSU had not yet identified. That would require research. Next, they needed to tell the stadium story and describe the value proposition in a clear, visually exciting way. That was a taller order.

"We had recently seen a demonstration by EBSCO Media of their personalized websites and thought this would be a great opportunity to try out that approach," recalls Johnny. "With the pURLs we could talk to visitors personally. Plus we could show them flash video of the stadium construction and let them explore pages dedicated to each of the different seating packages we have to offer. And if the visitors were interested, they could submit a request for a brochure or a phone call or a tour right there online. Since those requests were immediately emailed to us, we could follow up right away—strike while the iron was hot."

Results so far are good: the response rate to the variable postcard has surpassed regular direct mail, and personalized website visits have resulted in several club level sales that CMM believes they would not have secured otherwise. They plan on mailing to a second list later this summer.

For more information about marketing your business with personalized URLs, contact your EBSCO Media representative.



A variable data postcard invited JSU fans to go to their personal websites to learn more about the new premium seating.



The colorful pURL site featured flash video, links to pages explaining the different seating packages, and a web form for requesting additional information.

FSC® Label System Updated

The Forest Stewardship Council® recently updated the standards for its FSC label system. The new standards, which went into effect March 1, 2010, apply to all uses of the FSC label on finished products.



The mark of responsible forest management

On the whole, these [new standards](#) simplify the labelling system and do a much better job of clarifying proper versus improper usage of the labels (complete with helpful illustrations of misuse).

Anyone wanting to reprint a piece currently displaying the old FSC label will need to have the label replaced with the updated design before reprinting. Contact your EBSCO Media representative for details.

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