

Ripon Printers Releases *The Little Book of Marketing Do's & Don'ts*

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Ripon, Wisconsin
FOR IMMEDIATE RELEASE:

Ripon Printers, a leading printer of catalogs, publications, manuals and soft-cover educational products, just released *The Little Book of Marketing Do's & Don'ts*, the latest in the company's popular series of "Tips" books.

The Little Book of Marketing Do's & Don'ts covers eight key topics including: taglines, print advertising, referrals, trade shows, corporate brochures, direct mail, thought leadership and white papers. The book presents a collection of timely and timeless nuggets of wisdom originally published in the popular marketing blogs, *Print Strategist* and *MondoBeat: Ideas to Improve Your Marketing Rhythm*.

"This addition to our "Tips" series goes beyond pure print-related topics to provide some sage marketing advice in a fun and easy-to-read format," says Ripon Printers' President Andy Lyke. The inclusion of marketing topics likewise mirrors our own expansion into a broader array of services that go well beyond ink on paper."

The Ripon Printers "Tips" series now includes a *Premedia Tips Book* and a *CoMail Tips Book* in addition to *The Little Book of Marketing Do's & Don'ts*. Scheduled for release in 2010 are three new editions including *Bindery Tips*, *Inkjet Imaging Tips* and *Digital Printing Tips*.

Ripon Printers distributes the "Tips" books on a complimentary basis as part of its industry-leading customer education program that also features educational print (*PressLines*) and electronic (*ePressLines*) newsletters, seminars, webinars and white papers.

About Ripon Printers

Ripon Printers serves small to mid-sized catalog marketers and publishers, producing catalogs and directories as well as manuals and soft-cover educational products. Founded in 1962 with just 13 employees, Ripon Printers is now more than 300 employees strong and equipped with the latest technologies from premedia through fulfillment and distribution. Linking the company's capabilities together is an obsessive devotion to customer delight that places client satisfaction above any other business goals.

FOR MORE INFORMATION CONTACT:

Carol Cluppert
Marketing Coordinator
920-748-3136
800-321-3136
carolc@riponprinters.com

www.riponprinters.com