

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2008**  
(Including Supplementary and Unit data)

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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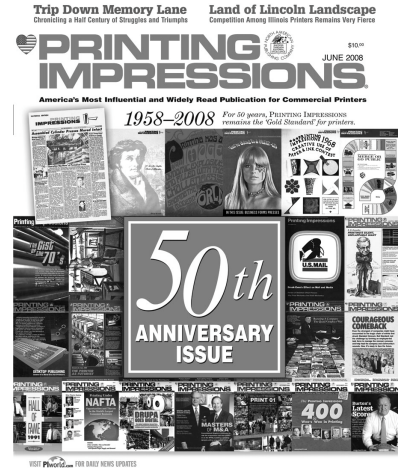
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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# PRINTING IMPRESSIONS

North American Publishing Co.  
1500 Spring Garden Street, Suite 1200  
Philadelphia, PA 19130  
Tel. No.: (215) 238-5300  
FAX No.: (215) 238-5217

Official Publication of: None  
Established: 1958  
Issues Per Year: 12



**FIELD SERVED**

PRINTING IMPRESSIONS serves the printing industry including printers involved in commercial and newspaper printing and trades (non-printing) : binding and finishing as specified in Paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals with functions of business management, production management and production operations as specified in Paragraph 3a.

**PURPOSE**

Included herein is an analysis of recipients who indicated the type of commercial printing performed at their location restricted to publications/periodicals, catalogs, direct mail, financial, directory/database, advertising inserts and specialty, books, annual reports, greeting cards, packaging: flexible packaging, tags/labels, folding cartons, corrugated containers, tape, specialty printing or converting, business forms, quick/on demand, envelopes, screen, promotional products, banners/posters/signage, marketing collateral and other.

**DEFINITION OF A UNIT:**

A unit is an establishment primarily engages in one type of economic activity at a single physical location.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,186
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	204
All Other _____	1,074
<b>TOTAL</b>	<b>2,464</b>

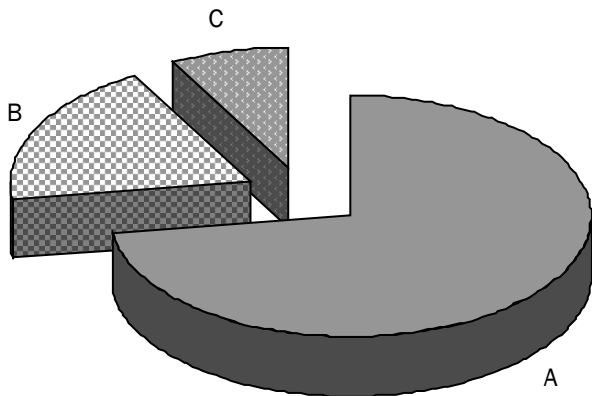
1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	80,003	100.0	80,003	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>80,003</b>	<b>100.0</b>	<b>80,003</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified		2008 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____	276	421	79,838	-				May _____	1,669	2,390	79,134	1,357				80,491
March _____	114	12	79,736	-				June _____	-	-	79,134	1,357				80,491
										<b>2,960</b>	<b>3,365</b>					

QUALIFIED PRINTER CIRCULATION			CLASSIFICATION BY EMPLOYEE SIZE AT LOCATION				
PRIMARY JOB FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	1-9 employees	10-49 employees	50-99 employees	100-249 employees	250+ employees
Business Management ____	57,895	72.8	31,006	16,518	4,334	3,793	2,244
Production Management ____	15,216	19.2	2,074	5,141	2,744	2,854	2,403
Operations _____	6,334	8.0	636	1,913	1,150	1,416	1,219
<b>TOTAL QUALIFIED PRINTING CIRCULATION</b>	<b>79,445</b>	<b>100.0</b>	<b>33,716</b>	<b>23,572</b>	<b>8,228</b>	<b>8,063</b>	<b>5,866</b>

**Break out of Qualified Printer Circulation by Primary Job Function and Employee Size**  
**Note: Qualified. Printer Circulation is 98.7% of Total Qualified Circulation**

<b>Business and Industry</b>		<b>Copies</b>	<b>%</b>
A.	Business Management _____	57,895	72.8
B.	Production Management _____	15,216	19.2
C.	Operations _____	6,334	8.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years						
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>59,170</b>	<b>14,392</b>	-	<b>72,205</b>	<b>1,357</b>			<b>73,562</b>	<b>91.4</b>
a. Written _____	6,362	971	-	7,241	92			7,333	9.1
b. Telecommunication _____	42,498	11,407	-	53,461	444			53,905	67.0
c. Internet and E-Mail _____	10,310	2,014	-	11,503	821			12,324	15.3
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>1,640</b>	-	-	<b>1,640</b>	-			<b>1,640</b>	<b>2.0</b>
a. Written _____	600	-	-	600	-			600	0.7
b. Telecommunication _____	780	-	-	780	-			780	1.0
c. Internet and E-Mail _____	260	-	-	260	-			260	0.3
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-	-	-			-	-
a. Individual _____	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>5,289</b>	-	-	<b>5,289</b>	-			<b>5,289</b>	<b>6.6</b>
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	4,509	-	-	4,509	-			4,509	5.6
Independent field reports _____	-	-	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	780	-	-	780	-			780	1.0
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>66,099</b>	<b>14,392</b>	-	<b>79,134</b>	<b>1,357</b>			<b>80,491</b>	<b>100.0</b>
<b>PERCENT</b>	<b>82.1</b>	<b>17.9</b>	-	<b>98.3</b>	<b>1.7</b>			<b>100.0</b>	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008							
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	
Individuals by name and title and/or function _____	79,134	1,357			80,491	100.0	
Individuals by name only _____	-	-			-	-	
Titles or functions only _____	-	-			-	-	
Company names only _____	-	-			-	-	
Multi-Copy Same Addressee copies _____	-	-			-	-	
Single Copy Sales _____	-	-			-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>79,134</b>	<b>1,357</b>			<b>80,491</b>	<b>100.0</b>	

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2008											
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Unit Data	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Unit Data	Total Qualified	Percent
039-049 Maine _____	317	4	233	321		400-427 Kentucky _____	1,124	21	675	1,145	
030-038 New Hampshire _____	461	7	306	468		370-385 Tennessee _____	1,741	21	1,150	1,762	
050-059 Vermont _____	212	4	138	216		350-369 Alabama _____	840	11	623	851	
010-027 Massachusetts _____	1,944	33	1,337	1,977		386-397 Mississippi _____	453	3	318	456	
028-029 Rhode Island _____	297	3	218	300		<b>EAST SO. CENTRAL</b>	<b>4,158</b>	<b>56</b>	<b>2,766</b>	<b>4,214</b>	<b>5.2</b>
060-069 Connecticut _____	1,091	21	762	1,112		716-729 Arkansas _____	622	16	445	638	
<b>NEW ENGLAND</b>	<b>4,322</b>	<b>72</b>	<b>2,994</b>	<b>4,394</b>	<b>5.5</b>	700-714 Louisiana _____	562	10	424	572	
100-149 New York _____	4,776	80	3,478	4,856		730-749 Oklahoma _____	747	11	592	758	
070-089 New Jersey _____	2,844	54	1,925	2,898		750-799 Texas _____	4,536	86	3,354	4,622	
150-196 Pennsylvania _____	3,921	74	2,485	3,995		<b>WEST SO. CENTRAL</b>	<b>6,467</b>	<b>123</b>	<b>4,815</b>	<b>6,590</b>	<b>8.2</b>
<b>MIDDLE ATLANTIC</b>	<b>11,541</b>	<b>208</b>	<b>7,888</b>	<b>11,749</b>	<b>14.6</b>	590-599 Montana _____	252	5	200	257	
430-459 Ohio _____	3,660	59	2,371	3,719		832-838 Idaho _____	317	9	250	326	
460-479 Indiana _____	1,871	31	1,134	1,902		820-831 Wyoming _____	123	4	103	127	
600-629 Illinois _____	5,380	107	3,054	5,487		800-816 Colorado _____	1,153	23	873	1,176	
480-499 Michigan _____	2,600	40	1,635	2,640		870-884 New Mexico _____	324	3	262	327	
530-549 Wisconsin _____	2,961	61	1,424	3,022		850-865 Arizona _____	1,066	13	781	1,079	
<b>EAST NO. CENTRAL</b>	<b>16,472</b>	<b>298</b>	<b>9,618</b>	<b>16,770</b>	<b>20.8</b>	840-847 Utah _____	627	5	429	632	
550-567 Minnesota _____	2,502	49	1,289	2,551		889-898 Nevada _____	439	15	317	454	
500-528 Iowa _____	1,132	19	666	1,151		<b>MOUNTAIN</b>	<b>4,301</b>	<b>77</b>	<b>3,215</b>	<b>4,378</b>	<b>5.4</b>
630-658 Missouri _____	2,012	26	1,223	2,038		995-999 Alaska _____	69	-	59	69	
580-588 North Dakota _____	218	2	153	220		980-994 Washington _____	1,197	26	906	1,223	
570-577 South Dakota _____	295	3	185	298		970-979 Oregon _____	919	11	634	930	
680-693 Nebraska _____	649	15	440	664		900-961 California _____	8,679	149	6,454	8,828	
660-679 Kansas _____	983	17	617	1,000		967-968 Hawaii _____	110	1	94	111	
<b>WEST NO. CENTRAL</b>	<b>7,791</b>	<b>131</b>	<b>4,573</b>	<b>7,922</b>	<b>9.8</b>	<b>PACIFIC</b>	<b>10,974</b>	<b>187</b>	<b>8,147</b>	<b>11,161</b>	<b>13.9</b>
197-199 Delaware _____	193	1	124	194		<b>UNITED STATES</b>	<b>79,079</b>	<b>1,349</b>	<b>52,956</b>	<b>80,428</b>	<b>99.9</b>
206-219 Maryland _____	1,558	24	929	1,582		969 & 004-009 U.S. Territories _____	53	-	47	53	
200-205 Washington, DC _____	160	3	120	163		Canada _____	-	1	1	1	
220-246 Virginia _____	1,687	22	1,091	1,709		Mexico _____	-	-	-	-	
247-268 West Virginia _____	297	3	221	300		Other International _____	-	7	6	7	
270-289 North Carolina _____	2,333	36	1,484	2,369		APO/FPO _____	2	-	2	2	
290-299 South Carolina _____	860	11	577	871		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>79,134</b>	<b>1,357</b>	<b>53,012</b>	<b>80,491</b>	<b>100.0</b>
300-319 Georgia _____	2,164	33	1,519	2,197							
320-349 Florida _____	3,801	64	2,875	3,865							
<b>SOUTH ATLANTIC</b>	<b>13,053</b>	<b>197</b>	<b>8,940</b>	<b>13,250</b>	<b>16.5</b>						

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified:	82,485	80,849	80,715	79,857	80,003
Qualified Non-Paid: _____	82,485	80,849	80,715	79,857	80,003
Print Only _____	-	-	-	-	79,419
Digital Only _____	-	-	-	-	585
Both Print & Digital (Unduplicated) _____	-	-	-	-	-
Qualified Paid: _____	-	-	-	-	-
Print Only _____	-	-	-	-	-
Digital Only _____	-	-	-	-	-
Both Print & Digital (Unduplicated) _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

**\*NOTE: 2008 data is unaudited.**

\*\*NC = None claimed.

**11. ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for quantities of 4,509 copies or 5.6%  
Other sources include 1 source of circulation for quantities of 780 copies or 1.0%.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	79,419	100.0	79,419	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>79,419</b>	<b>100.0</b>	<b>79,419</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	585	100.0	585	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>585</b>	<b>100.0</b>	<b>585</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:



# FREE SUBSCRIPTION APPLICATION... to qualified professionals

*Find out if you qualify to receive America's #1 publication for the printing and allied industries. Just fill out the form below (be sure to sign and date it) and turn it in at the show booth NOW!*

**Do you wish to receive** *(continue to receive)* a **FREE** subscription to *Printing Impressions*?  YES  NO

Which edition would you like to receive?  Print  Digital

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name (please print) \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_\_) \_\_\_\_\_

\*E-mail \_\_\_\_\_

**We cannot process incomplete forms, so please be sure to answer all questions (include your signature and date) before you return it to us.**

- 1** The principal business of my firm at this location is: *(Please check only one)*
- 30  Commercial Printer (Publication, Greeting Card, Book, Quick, Business Forms, Packaging, Converting, Etc.)
  - 32  Newspaper printer
  - 35  Trade Bindery/Specialty Finishing
  - 49  Other (please describe) \_\_\_\_\_

- 2** Commercial printing performed at this location: *(Check all that apply)*
- 01  Publication/Periodicals
  - 02  Catalogs
  - 03  Direct Mail
  - 04  Financial
  - 05  Directory/Database
  - 06  Advertising Inserts & Specialty
  - 07  Book
  - 08  Annual Reports
  - 09  Greeting Cards
  - 10  Packaging: flexible packaging, tags/labels, folding cartons, corrugated containers, tape, specialty printing, or converting, etc.
  - 11  Business Forms
  - 20  Quick/OnDemand
  - 25  Envelopes
  - 30  Promotional Products/Point-of-Purchase
  - 31  Banners/Signs/Signage
  - 32  Marketing Collateral
  - 19  Other Not Listed *(specify)* \_\_\_\_\_
  - 28  No Commercial Printing Performed

- 3** What commercial printing capabilities are available at this location? *(check all that apply)*
- 01  Sheetfed Offset
  - 02  Web Offset: Heatset
  - 03  Web Offset: Non-Heatset
  - 19  Other Not Listed \_\_\_\_\_ *(Specify)*
  - 20  No Commercial Printing Performed
  - 04  Digital
  - 07  Flexography
  - 05  Screen
  - 06  Gravure
  - 08  Letterpress

- 4** My primary job function is: *(Please check only one)*
- 1  **Business Management** (President, Owner, Corporate Officer, Vice Presidents, General Mgr, or other Business Mgt title)
  - 2  **Production Management** (Production Dir/Mgr, Pressroom Mgr, Engineering Dir/Mgr, IS/IT Dir/Mgr, Mailing/Distribution Dir/Mgr, Customer Service Mgr, Art Dir/Mgr, Quality Assurance Dir/Mgr or other Production Mgt title)
  - 3  **Production Operations** (Pressman, Engineer, Graphic Artist/Designer, Customer Service Representative, Estimator, Purchasing or other Production Operations title)
  - 9  **Other** \_\_\_\_\_ *(please specify)*

- 5** How many people does your firm employ at this location? *(Please check only one)*
- 7  250 or more
  - 3  10-19
  - 6  100-249
  - 2  5-9
  - 5  50-99
  - 1  1-4
  - 4  20-49

- 6** In the performance of your job do you authorize/approve or recommend/specify purchases?  Yes  No

\*You may receive subscription and editorial messages from this and other North American Publishing Company (NAPCO) publications. If you do not want to receive business related third party e-mail offers from NAPCO, please check here . For a full statement of our Privacy Policy, visit [www.napco.com/privacypolicy](http://www.napco.com/privacypolicy)

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

David Leskusky, Publisher  
Valerie Tickle, VP Circulation

*(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)*

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 15, 2008
State	Pennsylvania
County	Philadelphia
Received by BPA Worldwide	July 15, 2008
Type	PD
ID Number	P126P0J8

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2008**  
 This issue is 0.7% or 585 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Units Involved in Commercial Printing	Total Units	Business Management	Production		CLASSIFICATION BY EMPLOYEE SIZE AT LOCATION					
								Management	Operation	1-9 Units	1-9 Copies	10-49 Units	10-49 Copies	50+ Units	50 or More Copies
1. PRINTERS:  Publications, Catalogs, Direct Mail, Annual Reports, Newspapers, Greeting Cards, Quick Printing, Business Forms, Packaging, Converting, etc. _____	79,445	98.7	78,097	1,348	50,036	52,163	57,895	15,216	6,334	29,845	33,716	14,560	23,572	7,758	22,157
2. TRADE PLANTS:  Trade Bindery/Specialty Finishing _____	1,046	1.3	1,037	9	-	849	875	121	50	331	345	362	433	156	268
SUBTOTAL TRADE PLANTS _____	1,046	1.3	1,037	9	-	849	875	121	50	331	345	362	433	156	268
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>80,491</b>	<b>100.0</b>	<b>79,134</b>	<b>1,357</b>	<b>50,036</b>	<b>53,012</b>	<b>58,770</b>	<b>15,337</b>	<b>6,384</b>	<b>30,176</b>	<b>34,061</b>	<b>14,922</b>	<b>24,005</b>	<b>7,914</b>	<b>22,425</b>
<b>PERCENT</b>	100.0	-	98.3	1.7	62.2	65.9	73.0	19.1	7.9	0.4	42.3	0.4	29.8	0.2	27.9

**SUPPLEMENTAL DATA FOR ISSUE OF MAY 2008**

This is an analysis of 61,802 commercial printing respondents who indicated the type of commercial printing performed at their location. The 61,802 represent 77.8% of commercial printing circulation for this issue. (See question 2 on the questionnaire used to elicit those data on the back of the report). Since any one respondent may have checked more than response, the total of these categories exceeds the total qualified. These data are presented for statistical and marketing purposes.

Title	Total Responses	1-9 Employees	10-49 Employees	50+ Employees
Publications/Periodicals _____	20,366	6,281	6,366	7,719
Catalogs _____	17,201	4,887	5,486	6,828
Direct Mail _____	17,034	4,902	5,373	6,759
Financial _____	6,102	1,449	1,871	2,782
Directory/Database _____	4,367	1,185	1,321	1,861
Advertising Inserts and Specialty _____	17,331	6,109	5,292	5,930
Books _____	9,805	3,064	3,001	3,740
Annual Reports _____	9,319	2,441	3,044	3,834
Greeting Cards _____	8,417	3,594	2,596	2,227
Packaging: flexible packaging, tags/labels, folding cartons, corrugated containers, tape, specialty printing, or converting, etc. _____	10,683	2,765	3,192	4,726
Business Forms _____	22,934	12,417	6,778	3,739
Other _____	6,890	3,240	2,065	1,585
Quick/On Demand _____	12,408	5,965	3,503	2,940
Envelopes _____	19,606	10,013	5,749	3,844
Screen _____	1,034	437	255	342
Promotional Products _____	10,208	3,961	3,074	3,173
Banners/Posters/Signage _____	8,416	3,760	2,602	2,054
Marketing Collateral _____	7,531	2,249	2,407	2,875