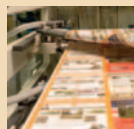
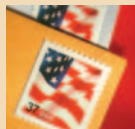


The OBP gazette

The Ovid Bell Press News • Issue 47 • March 2009

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A WORD FROM JOHN

While our new administration struggles with the enormous task of setting our economy on the road to recovery, we are all examining spending and taking a hard look at ways



to save. Spending at all levels is necessary to keep the wheels of business rolling forward, but careful scrutiny and caution in all expenditures is prevailing.

Our clients are our partners. Our relationship is symbiotic; we survive and prosper together. Providing the best possible value for your printing dollar is our main focus. This does not mean cutting corners or lowering standards. It does mean that we strive to reduce waste and run a leaner, smarter plant. It means finding solutions that translate into savings for our clients.

After much research and study and a competitive bidding process, we are offering a new paper that will save our clients up to as much as 18 percent on paper.

We offer mail list services at no additional charge to meet USPS requirements and options for co-mailing and drop shipping to give you the best value in mailing.

Personal service, value and tradition are more important than ever and that is our foundation. The OBP is dedicated to finding solutions for success. Let's work together to grow and prosper as we move ahead.



Four Ways to Save More, Starting Now

1. ELIMINATE 4-page signatures.

Unless it is a separate cover, a 4-page signature is costly and inefficient. You will always save by planning for full 16- or 8-page signatures.

2. CLEAN up mail lists.

Update your list with correct addresses to eliminate returns and address change notifications. We are currently processing all standard lists through NCOA to comply with the USPS move update requirements. The OBP offers this processing at no additional charge to our clients. See page 4 of this newsletter for more mail list advice.

3. CO-MAIL, if you qualify.

If you mail at least 4,000 copies and the publication is at least 1/16th thick, you can co-mail and save 10 percent on your postage bill.

4. GET a CAPS account.

No more sending checks, no possible mail delays, keep track online. There is no cost to set this up! Ask your account manager for assistance.

MAIL MEMO

Bolingbrook Permit Fee Notice

If you have a permit to mail in Bolingbrook, the annual fee (\$180.00) will automatically be debited through your CAPS account. That office should notify you of the upcoming debit. If you have questions, contact the CAPS office at 650-377-1334.

Polybagged Publications and Co-Mailing

The OBP's mailing partner, QWL, is now accepting standard polybagged publications for co-mailing.

If you polybag and mail at least 4,000 copies and your publication is at least 1/16th thick – now you can save 10 percent on your postage by co-mailing. To pursue this option, you will need to obtain your own permit to mail in Bolingbrook, Illinois and open a CAPS account.

Contact your account manager or sales representative to get started!

Upcoming Conferences

The Ovid Bell Press looks forward to seeing you at one of these great upcoming events!

Niche Magazine Conference,

Denver, Co., April 27-28, 2009

The OBP is proud to be a sponsor for this event that focuses exclusively on the business side of publishing. Designed for small- and medium-size "target audience" publishers, the conference presents new revenue generating ideas through 24 outstanding sessions.

MAGS (Magazine Association of the Southeast)

Atlanta, Ga., April 30, 2009

The MAGS Conference focuses on every aspect of magazine publishing: editorial, design, sales and management. Four tracks featuring professionals who are the best in the business specifically target these disciplines across the consumer, business-to-business, association and custom publishing segments.

SHOWING OFF OUR STAFF

Dale Schnackenberg, Account Executive

When he started work as an OBP account executive in Sept. '08, Dale Schnackenberg brought a passion for top printing technology, great customer service and 18 years of publishing industry experience with him to The Ovid Bell Press.

"I really want to see The OBP continue growing in such a way that we can continue offering our customers the latest technology, a quality product and outstanding customer service at a very fair and competitive price," Dale says.

Dale received a B.S. degree in Graphic Arts Technology Management from Central Missouri State University. His experience includes three years in sales at Harmony Printing, eight years as a print buyer at Atwood Publishing/Ascend Media, two years as a CSR/shipping, receiving, and fulfillment manager and five years as a customer service representative at Banta (now part of R.R. Donnelley).



www.ovidbell.com
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The OBP Gazette is a quarterly publication. Customers of The Ovid Bell Press receive one subscription at no charge. If you have questions or topics you would like covered in The OBP Gazette, please contact David O'Donley at (800) 835-8919 or david@ovidbell.com.

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OBP Works Toward Forest Stewardship Council Certification

The OBP is embarking on the process to receive Forest Stewardship Council certification. This certification establishes a chain of custody from raw materials to the final printed product in which all steps are certified and consistent with FSC policies.

Several steps must be completed before a company is granted a "chain of custody" (COC) certificate. After the application is accepted by an FSC-accredited certifier, an on-site audit is conducted before certification is granted and contracts signed. After that, annual or spot audits assure compliance. We will keep you updated as the process moves forward.

For more information, please visit www.fscus.org.

Paper Savings!

The OBP will soon implement a paper change with great savings for our clients. After an extended and thorough competitive bidding process, we are excited to offer an excellent product and great value to our clients.

Our current #3 Vision and #4 Ultra grades will move to Sonoma effective May 1, 2009 and Norcote Super effective May 15, 2009. This change will save our clients 9 to 10 percent on the #3 grade and 15 to 18 percent on the #4 grade.

We believe clients will find the new, whiter Sonoma and Norcote Super a more attractive sheet at a very attractive price. The Sonoma comes from the West Linn Mill in Oregon and is an FSC-certified paper. The Norcote Super is manufactured in Austria and contains 28 percent post consumer waste.

Contact your sales representative if you have any questions about the new paper. Watch for an e-mail with prices soon!

Congratulations to The Laurel of Asheville

Jerry Johnson, publisher of *The Laurel of Asheville*, a regional publication covering culture and tourism in the Biltmore and Asheville, North Carolina region, recently announced that they had been awarded the Green Seal as an approved business from Green America.

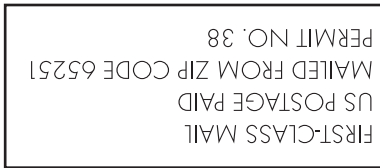
To qualify for the Seal of Approval, companies' representatives must demonstrate that they:

- Actively use their businesses as tools for positive social change;
- Run "values-driven" enterprises that operate according to principles of social justice and environmental sustainability;
- Are socially and environmentally responsible in the way they source, manufacture, and market their products and run their offices and factories; and
- Are committed to developing and employing extraordinary practices that benefit workers, customers, communities, and the environment.

Green America is a nonprofit membership organization dedicated to harnessing the economic power of consumers, investors and businesses to promote social justice and environmental sustainability.

The Laurel of Asheville prints on 100 percent recycled paper and The Ovid Bell Press is proud to serve as their printing partner. Good job!





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Fulton, MO 65251-0370



Important Notes

Extra Help: Preflight Warnings on InSite®

In recent weeks, clients have noticed an increased number of warnings on their upload history on InSite. A new preflight program, used in conjunction with InSite®, benefits clients by alerting you to errors that may never have noticed before. By drawing your attention to errors in your files, we head off potential problems in the final product. We will soon offer an on-line guide to interpret these warnings. Some of the most common problems that crop up in files are RGB graphics (usually in supplied ads that have not been converted) and overprints.

Indicia Reminder

When submitting your cover, be sure you are using the correct indicia for regular or non-profit. Many customers have permits to mail both in Fulton and Bolingbrook and the incorrect indicia can cause problems. If you have any questions or concerns, please consult your account manager.

Mail List Check

We want your mailing and shipping to proceed smoothly and on schedule. To assist efficiency, please follow these guidelines:

- Submit **separate files** for domestic, foreign, and Canada and for any versions within these categories.
- **Zip or stuff** your files (makes the file smaller and protects integrity).
- Save files in **Excel spreadsheet format** (.xls, .xlsx) with each line of the address in its own column. Comma or tab separated files (.csv, .dat) are acceptable.
- Be sure to include required **column headers**: Name, Title, Addr 1, Addr 2, City, State, Zip.

Submit a test file to be sure!
Any questions, please consult your account manager.