



# The power of targeted messaging

Why limit yourself to one target market?

## Mix it up!

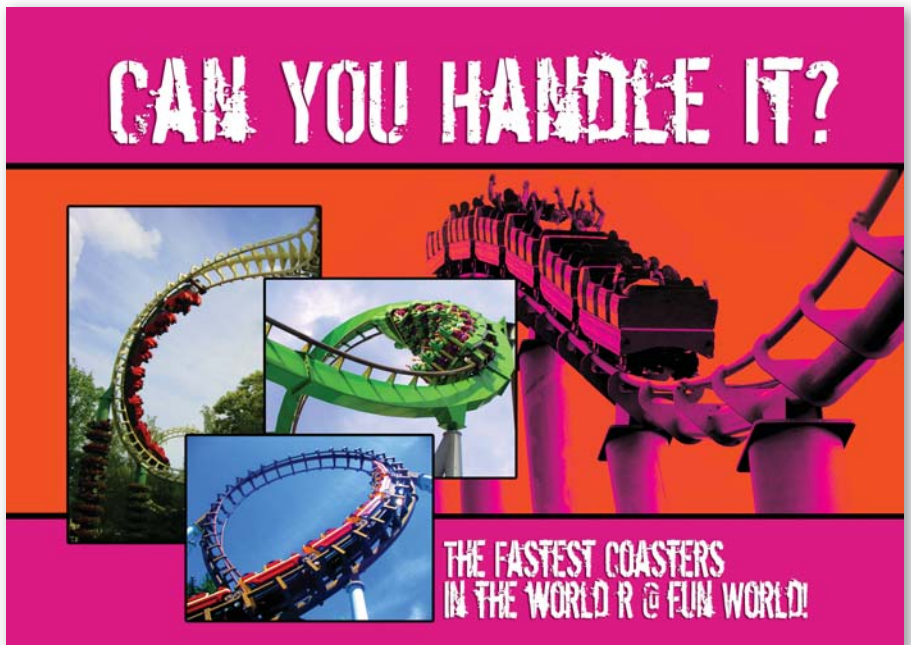
Segment Marketing from RT Associates

It's been proven that direct marketing is a powerful marketing tool — so powerful that it continues to grow year after year. Direct marketing today is more appealing, more accessible and more persuasive than ever, thanks to digital technology, creativity and market know-how.

With our digital printing solutions, you can change information from document to document in a single print run. That's taking targeted marketing to whole new level. Together, our solutions and your message make a persuasive argument for marketing success.



Cards marketing an amusement park to families with younger children emphasize fun and togetherness.



The energy gets ramped up a level when the audience is thrill-seeking teens attracted to excitement — and a challenge

