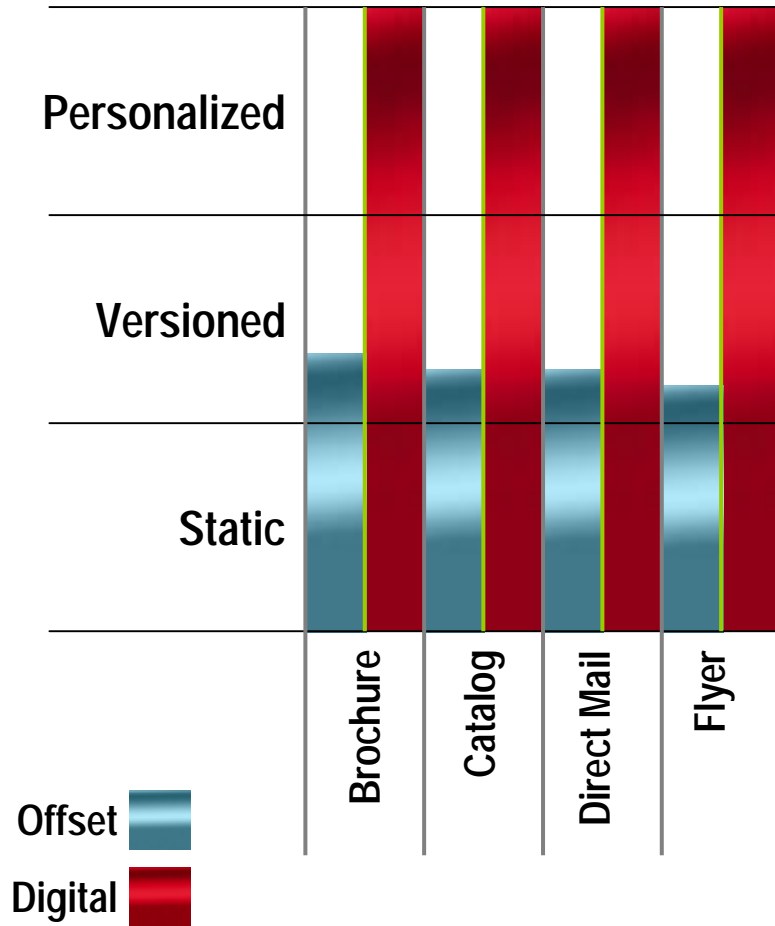


The Digital Decision



Content

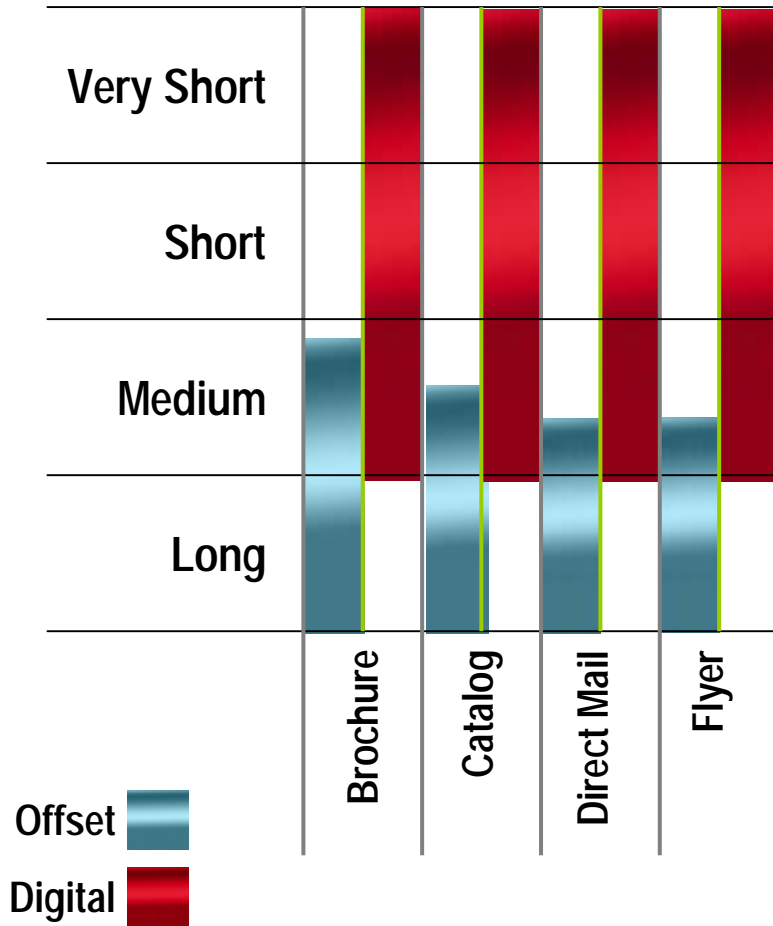
Static – All the same

Versioned – Customized by region, area of interest, etc.

Personalized – Data-driven text, images, offers, etc.



The Digital Decision



Run Length

Very Short – 1-100

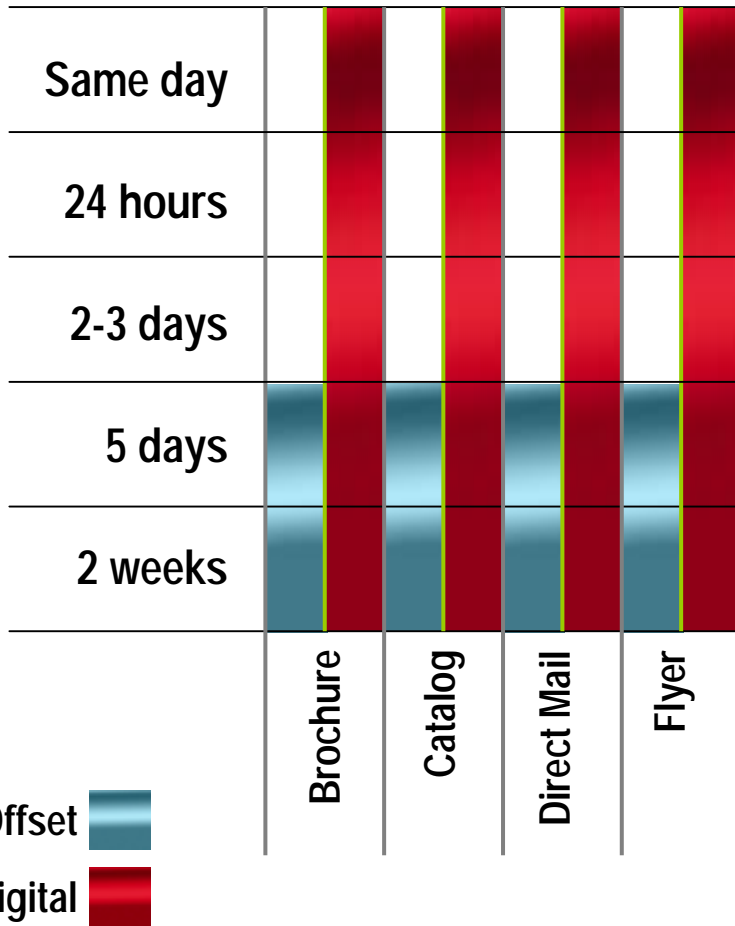
short – 100-1000

medium – 1000-10,000

Long – 10,000-



The Digital Decision



Timeline

You want it when?

2-3 Days

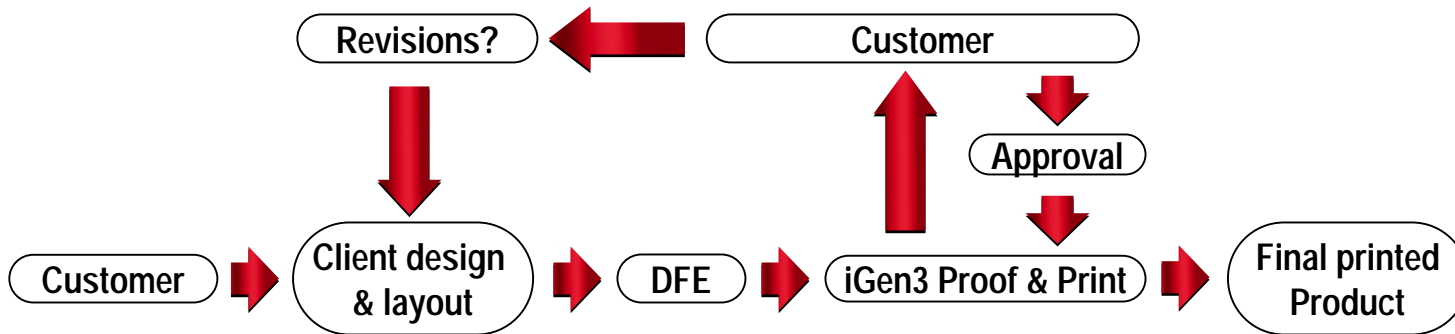
Whenever you get to it



Simplified Workflow = Faster Turnaround

Digital iGen3 Workflow

1 to 3 day turnaround



Traditional Offset Workflow

5 to 10 day turnaround

