



This newsletter is brought to you by:

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We hope you enjoy this issue of *The Cataloger*, The Dingley Press' eNewsletter to catalogers. With each quarterly issue, our goal is to deliver timely and newsworthy information to the catalog industry. Please feel free to [contact us](#) with any questions or comments.

Visit Our Website

Working Smarter

Did You Know?

Postal Affairs

Ask an Expert

Quote of Note

Meet Us Here

Connect with The Dingley Press at [these upcoming events.](#)

Quote of Note

"No matter how good an idea sounds, test it first."

— Henry Bloch, H&R Block co-founder

PROUD MEMBER



AMERICAN CATALOG MAILERS ASSOCIATION



Working Smarter

Target the Market

Interest-based marketing allows you to reach a specific, desirable audience. It is important to create a [strong brand across all marketing channels.](#)



Did You Know?

Continuing Education

Experts at The Dingley Press present webinars on a variety of topics that affect your business. [Learn more about implementing QR codes.](#)

Postal Affairs

U.S. Postal Service Discount

Another direct mail promotion is anticipated for this summer. [Make sure your business qualifies.](#)

Ask an Expert



Catalog Circulation Never the Same Again

Direct mail marketing has changed forever. Do you have the strategies in place to [keep up in the new multichannel system?](#)

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