

This newsletter is brought to you by:

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Upcoming Webinar

Register Now for Our Webinar on June 27

Mobile Apps for Catalogers — New Ways to Engage

By Rob Nowak

Meet Us Here

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

Quote of Note

"When you reach an obstacle, turn it into an opportunity. You have the choice. You can overcome and be a winner, or you can allow it to overcome you and be a loser. The choice is yours and yours alone. Refuse to throw in the towel. Go that extra mile that failures refuse to travel. It is far better to be exhausted from success than to be rested from failure."

-- Mary Kay Ash, founder of Mary Kay Cosmetics

Dear Kathleen,

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.

Working Smarter

Marketing in Circles

Print and digital customers are becoming increasingly difficult to tell apart — and the trend can [help you increase sales.](#)



Did You Know?

Six Tips for App Success

Catalogers are discovering that marketing products means marketing apps, too.

[Customers can't use your app if they don't know it exists.](#)

Postal Affairs

Cut Costs in Simple Ways

The U.S. Postal Service is offering multiple ways to save, including one promotion starting in July.

[Are you ready?](#)

Ask an Expert



The True Cost of Giving Promotional Discounts ... Do the Math!

Sales promotions in catalogs are a popular marketing tool. [Make sure you do some research,](#) though, before starting the next one!

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