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Working Smarter

## Attention Catalogers:



Need a dynamic, interactive electronic version of your catalog?

We can help you create it. Contact us for a no-cost example.

## Bold New Tricks to Try in 2013

Responding to customer expectations takes a combination of risk and innovation. As you plan your 2013 strategy, give substantial support to programs that you know work, **but don't be afraid to continually test new concepts, too.**



## Did You Know?

## Postal Affairs

### What You Should Know About Potential Federal Tax Law Changes — and How to Be Proactive

Congress is mulling over the concept of federal tax laws that will require e-tailers to collect taxes from all states they do business with. **Now is the time to speak up.**

### Mark Your Calendar: Rate Increases and Discount Programs for 2013

In addition to the 2013 rate increases for mailers, the USPS has also released a calendar of promotions designed to encourage the melding of technology and mailing. When you are set up to take advantage of these technology-related promos, **it can pay to use the USPS.**

## Meet Us Here

**directXchange by NEMOA, 2013 Spring Conference**

## Quote of Note

"The bad news is time flies. The good news is you're the pilot."

— Michael Altshuler

## Ask an Expert



### What Are the Best Practices for Testing Minimum Order Sizes?

Learn the rules for testing offers, messaging, images, order requirements, and more — and

**how to set up your own test scenario.**

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