

Capturing the Digital Alternative

The *IPA Bulletin* magazine has gone digital. With the first issue of 2009, the *IPA Bulletin* is now available in both print and online formats. Read it online at www.IPABulletin.com. Like most organizations, IPA seeks to use whatever means possible to communicate its messages most effectively and make its resources available to the broadest possible market. Our goal is to continually look for ways to bring increased value to our members, subscribers and advertisers. The question of whether or not to add a digital version of the magazine was an easy one to answer.

IPA is an association representing creative, premedia and print service providers who specialize in operating powerful digital workflows to create, image and deliver graphics files across multiple media. They leverage their digital workflow capabilities beyond traditional print boundaries, assuring their clients' use all means possible to deliver brand messaging in ways their customers seek to hear it. This still includes print in its many forms but increasingly includes digital media, from websites to PDAs.

The decision to go digital was not made because it was the "in" thing to do but because there are many benefits to be derived from doing so. It is no secret that traditional print related advertising vehicles like magazines and newspapers are finding today's economic environment a challenge, to say the least. No one is standing still. An electronic version of the magazine will allow IPA to reach a larger audience and build a community of new readers who are more inclined to take advantage of other IPA resources.

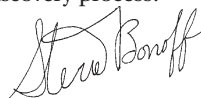
The electronic version offers tremendous value to advertisers. Clicking on an ad page will take readers to the advertiser's designated web page. Advertisers have the capability of adding video to their ad or running an interactive banner

ad. Analytics will provide advertisers with a greater understanding of the audience viewing their ad and reading the magazine.

In preparation for adding the electronic version, IPA staff consulted with experts in digital media and with companies skilled in bringing print publications to the Web. One was left to wonder, where was our print provider in this equation? While we have no complaints with our provider's quality or customer service—they provide exceptional quality and customer service—they are comfortably positioned as our print partner.

Unfortunately, as we look at the print-centric world, we find this scenario is often the norm rather than the exception. Service providers are comfortable within their niche market and thereby fail to utilize their workflow expertise to take advantage of new business opportunities with current clients.

The *IPA Bulletin* is more than a print publication. It is a rich source of information for our members and the industry. It is a solid connection between leading suppliers of graphic communication software and hardware, and their customers. To assure this information source reaches a broader audience and lives long into the future, we actively sought experts to help us expand the publication's digital footprint. The result is that for now, IPA has two providers bringing the *IPA Bulletin* to market. In our age of "lean" and workflow optimization, this is not an optimal scenario. As your company looks to build its digital service offerings, are you actively engaging your clients in the discovery process?



STEVE BONOFF, IPA PRESIDENT
 email: steve@ipa.org

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EDITORIAL & TECHNICAL OFFICE

Bessie Halfacre, Editor
 Becky Walroth, Editorial Assistant
 Annette Wolfe, Editorial Assistant
 552 W. 167th Street
 South Holland, IL 60473
 Phone: 888-596-5113
 FAX: 708-596-5112
bessie@ipa.org

ADMINISTRATIVE & CIRCULATION OFFICE

Steve Bonoff, President
 Molly Illes, Membership Dev. Manager
 Donna McDevitt, Executive Assistant
 7200 France Avenue South; Suite 223
 Edina, MN 55435
 Phone: 952-896-1908
 FAX: 952-896-0181
info@ipa.org

STAFF RESOURCES

David Haradon, Webinar/TEAM Manager
 106 Reynolds Lane
 West Grove, PA 19390
 610-869-9900

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MEDIA PLACEMENT

Ed Kelly, E.J.K. Associates

877-655-0789 (toll free)

edkelly355@aol.com

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