

Behind every brilliant idea is the process.

# process.

## 2013 Results Kit



CREATIVE TEAM  
INSPIRATION



PREMIUM  
PRINT-MASTERY



MARKETING  
EXCELLENCE



PROFESSIONAL  
HOW-TO'S



PROCESS + DELIVERY  
ROI INSIGHT



TARGETED DIRECT-MAIL  
DISTRIBUTION





**Process** Magazine's  
**mission**

is to **deliver**

top-notch **content**

designed, printed,

**produced**, and finished

in such a way

that **celebrates**

the **tactile**

**power**

of **premium-quality printing**

in the **hands**

of **decision-making** marketers,

creators, service providers and

**communicators**

with **purchasing** control.



# what's **inside?**

a closer look.



## Local Update

The latest events, announcements and news.



## Industry Organizations

Comprehensive list of local, regional and national associations.



## How To

Industry professionals share their expert advice.



## The Source

Unique businesses, special services and the newest trends.



## Show Time

The latest and greatest examples of award-winning regionally-produced professional work.



## Creative Q&A

An in depth profile of a top advertising, design, PR or Web development firm.



## 10 Questions

Get inside the mind of the consummate creative.



## On the Cover

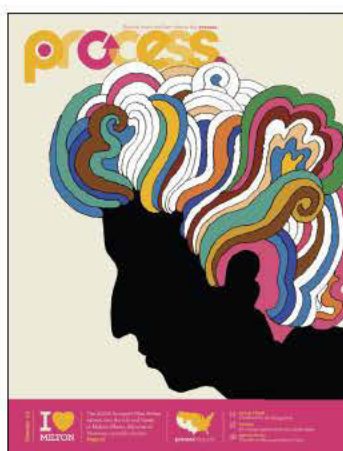
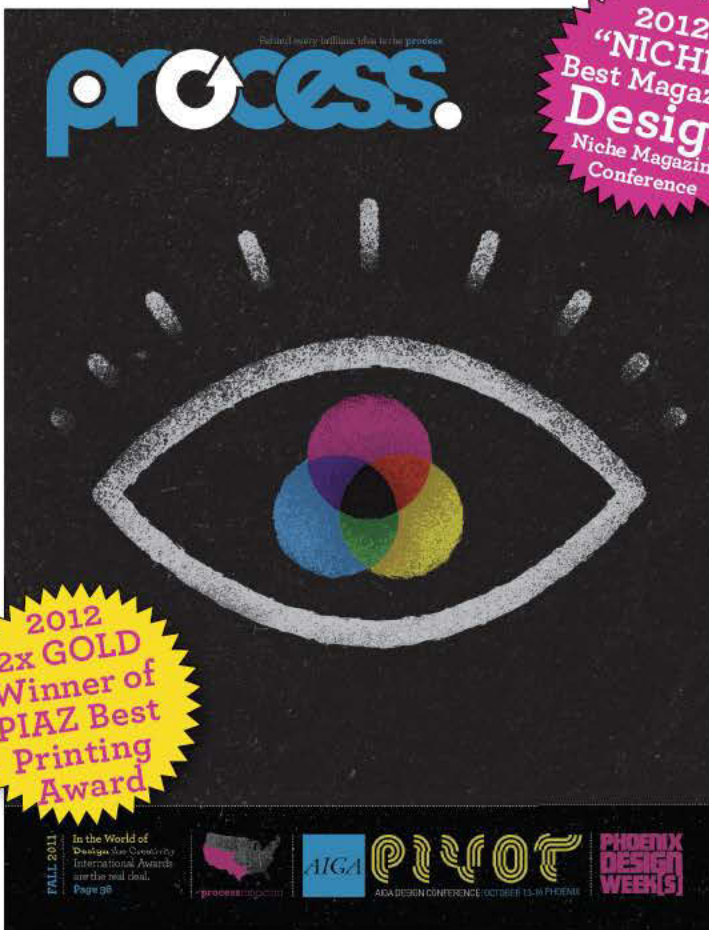
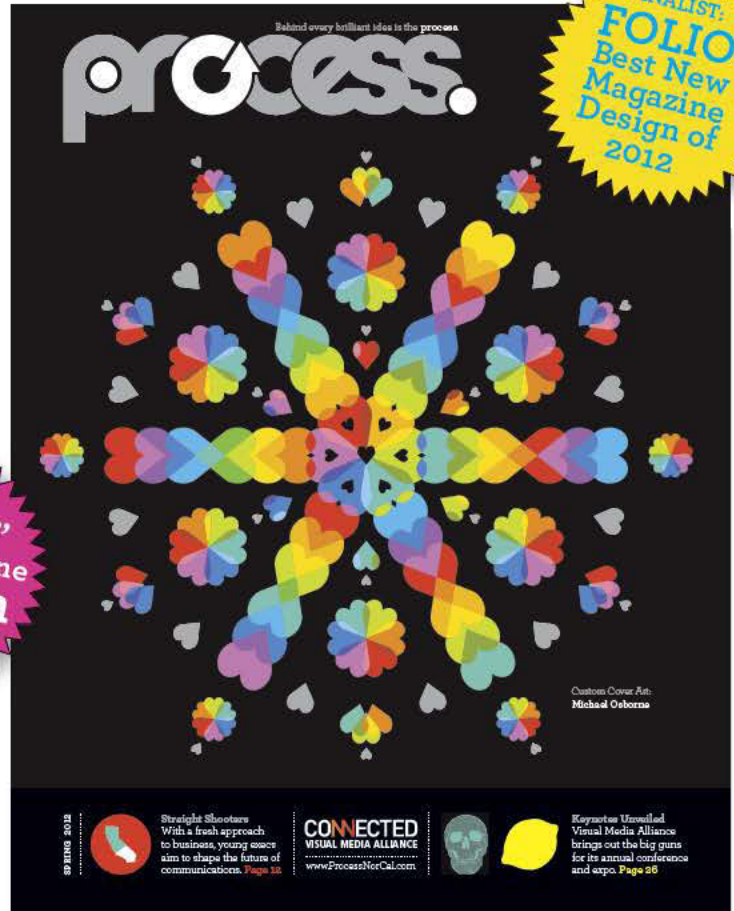
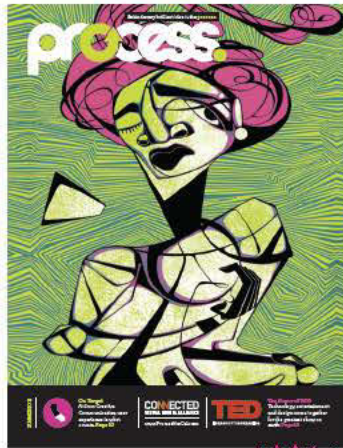
The detailed profile of the cover print-provider of the issue.

*Process* magazine's **editorial** is devoted to sharing localized content, informing, inspiring, teaching and celebrating the success of marketing & **communications** specialists in Utah, Arizona, Nevada, Colorado, New Mexico, Texas and California!

*Process NorCal* and *Process South+West* magazines have won over 30 international **awards** for design, print and finishing excellence.

*Process* magazine is **direct-mailed** to ensure a targeted market reach.







# content

# features



NEW METHOD, NEW MEDIA  
**shoot**  
for success

with their fresh approach to business, younger execs aim to shape the future of communications

As an artist and Jasper Casey have several things in common. They are both executives in their respective companies, they are both San Francisco State University graduates, and they are both doing something they love. Oh, and one last thing. What they're doing may surprise you.



**Our secret was to exceed expectations, have a great process and integrity in what you do and be the client or vendor you wish you were working with.**

**Darren David**

In 2010, Darren David and Jasper Casey founded Shoot for Success, a San Francisco-based communications agency. The agency's mission is to help businesses of all sizes achieve their goals through creative and strategic communications. Darren and Jasper are both San Francisco State University graduates and have a passion for technology and design. They believe in exceeding expectations and having a great process and integrity in what they do. They are the client or vendor you wish you were working with.

**Jasper Casey**

Jasper Casey is a San Francisco-based communications executive. He is the co-founder and CEO of Shoot for Success, a San Francisco-based communications agency. Jasper is a San Francisco State University graduate and has a passion for technology and design. He believes in exceeding expectations and having a great process and integrity in what he does. He is the client or vendor you wish you were working with.

## creative Q&A

An in depth profile of a top advertising, design, PR or Web development firm.



**HYBRID**

**When worlds collide at this San Francisco agency, amazing things happen**

What is about hybrid design, where the worlds of advertising, design, PR and web development collide? It's a question that has been asked many times, but the answer is simple: amazing things happen. At this San Francisco agency, the worlds of advertising, design, PR and web development collide, and the result is a unique and powerful combination of services. The agency's mission is to help businesses of all sizes achieve their goals through creative and strategic communications. They believe in exceeding expectations and having a great process and integrity in what they do. They are the client or vendor you wish you were working with.

**DESIGN**



**DESIGN**



**ZOO**

when life gives you sunnyvale ad agency lemons, they go bananas



**ZOO**



**ZOO**



# content

## resourceguide

The perfect place to find resources for creative, marketing, web media and printing firms. Supplies the reader with company contact information and services in an easy to read and reference format.

**resourceguide**

### Northern California Large Commercial Printers

with Bindery Capability.  
See full company descriptions at [www.vmaccess.org](http://www.vmaccess.org).  
Use the URL shown or use Search by Name on VM Access.

Company	City	Phone	Website	Advertising	Business Cards	Brochures	Direct Mail	Labels	Letterhead	Marketing Collateral	Signage	Specialty Printing	Web Design
<b>EAST BAY (continued)</b>													
Specialty Graphics, Inc.	San Leandro	(510) 281-7795	<a href="http://www.sgica.com">www.sgica.com</a>										
Spectrum Lithograph, Inc.	Fremont	(510) 438-9192	<a href="http://www.spectrumlitho.com">www.spectrumlitho.com</a>										
Suburban Press, Inc.	Hayward	(510) 783-3863	<a href="http://www.suburbanpress.com">www.suburbanpress.com</a>										
<b>SOUTH BAY</b>													
Almaden Press	Santa Clara	(408) 450-7910	<a href="http://www.almadenpress.com">www.almadenpress.com</a>										
Community Printers	Santa Cruz	(831) 428-4682	<a href="http://www.comprinters.com">www.comprinters.com</a>										
Printworks	Watsonville	(800) 648-9287	<a href="http://www.printworks.com">www.printworks.com</a>										
RR Connelley	Santa Clara	(408) 488-5500	<a href="http://www.rrconnelley.com">www.rrconnelley.com</a>										
<b>SACRAMENTO / STOCKTON</b>													
CMYK, Inc.	Tracy	(209) 229-7220	<a href="http://www.cmykprintandgraphics.com">www.cmykprintandgraphics.com</a>										
Commerce Printing Services	Sacramento	(916) 442-9100	<a href="http://www.commerceprinting.com">www.commerceprinting.com</a>										
Delta Web Printing & Bindery	W. Sacramento	(916) 375-0044	<a href="http://www.deltawebprinting.com">www.deltawebprinting.com</a>										
DOMC	Sacramento	(916) 342-3129	<a href="http://www.domc.com">www.domc.com</a>										
Eagle Press, Inc.	Sacramento	(916) 383-7850	<a href="http://www.eagle-press.com">www.eagle-press.com</a>										
Frutidge Printing	Sacramento	(916) 835-4848	<a href="http://www.frutidgeprinting.com">www.frutidgeprinting.com</a>										
GSL Fine Lithographers	Sacramento	(916) 231-1410	<a href="http://www.gslthco.com">www.gslthco.com</a>										
KIP Corporation - Sacramento Division	W. Sacramento	(916) 371-4000	<a href="http://www.kipcorp.com">www.kipcorp.com</a>										
KIP Corporation - Stockton Division	Stockton	(209) 466-6761	<a href="http://www.kipcorp.com">www.kipcorp.com</a>										
Metro Print and Mail Solutions	Sacramento	(916) 628-0601	<a href="http://www.metroprintandmail.com">www.metroprintandmail.com</a>										
OmniPrint	Tracy	(209) 248-6620	<a href="http://www.omniprintcorp.com">www.omniprintcorp.com</a>										
Pacific Standard Print	Sacramento	(916) 441-5392	<a href="http://www.pripap.com">www.pripap.com</a>										
Perko Printing	Modesto	(209) 578-2568	<a href="http://www.perko-printing.com">www.perko-printing.com</a>										
Poli Baker Printing, Inc.	Roseville	(916) 783-3317	<a href="http://www.pbak.com">www.pbak.com</a>										
River City Printers, LLC	Rancho Cordova	(916) 638-8400	<a href="http://www.rcprint.net">www.rcprint.net</a>										
Volume Press	W. Sacramento	(916) 374-8981	<a href="http://www.volumepress.com">www.volumepress.com</a>										
<b>FRESNO / SALINAS / SOUTH</b>													
Cossey Printing and Marketing Services	King City	(831) 385-2222	<a href="http://www.cosseyprinting.com">www.cosseyprinting.com</a>										
City Press	Fresno	(559) 448-1117	<a href="http://www.citypressfresno.com">www.citypressfresno.com</a>										
Duncan Printing & Mailing	Fresno	(559) 485-6311	<a href="http://www.duncanprinting.com">www.duncanprinting.com</a>										
Professional Print & Mail, Inc.	Fresno	(559) 237-7488	<a href="http://www.pprintfresno.com">www.pprintfresno.com</a>										
Western Trade Printing, Inc.	Fresno	(559) 251-8585	<a href="http://www.westerntradeprinting.com">www.westerntradeprinting.com</a>										
<b>REDDING / EUREKA</b>													
Redding Printing Company, Inc.	Redding	(530) 242-0525	<a href="http://www.reddingprinting.com">www.reddingprinting.com</a>										
Western Web	Sumas	(707) 444-6226	<a href="http://www.western-web.net">www.western-web.net</a>										
<b>RENO / NORTH NEVADA</b>													
Dynagraphics Printing	Reno	(775) 786-2041	<a href="http://www.dynagraphicsprinting.com">www.dynagraphicsprinting.com</a>										

The table is supplied by Visual Media Alliance, an association serving 850 member firms in Northern California and Northern Nevada. Additional resources on these firms and its other member firms are available at [www.vmaccess.org](http://www.vmaccess.org) or in our 300-page 2012 Visual Media Guide. More creative, marketing, web media and printing firms will be featured in future issues. Go to [www.vmaccess.org](http://www.vmaccess.org) and search for additional commercial printing capabilities.

Visual Media  
Access



The latest examples of award-winning regionally-produced professional work.



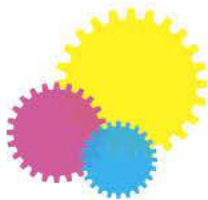
## HOW TO

Industry professionals share their expert advice





# content



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The detailed profile of the cover print-provider of the issue.

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**IRON CREATIVE**

**Printing Process...**

Each cover of Process is printed by a different partner. The summer 2012 issue's partner is **Hewlett-Packard**. The cover of this issue was produced on an HP DesignJet 7600 series. With the HP DesignJet 7600 series, you can create vibrant and professional prints with up to 16-point resolution. The result? Marketing and retail applications with better return rates that reach a wider audience.

**hp**

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Augmented Reality, QR Codes and printed electronics add a whole new dimension to packaging

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## The Best of the Best

### Showcase of Print/Design Excellence 2012

VMA's 15th Annual Showcase of Print/Design Excellence celebrates Northern California and Northern Nevada's best in the graphic communications industry

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## Printing Process...

In the spirit of showcasing excellence in fine printing and finishing, each cover of Process magazine is a collaboration. The Fall 2012 issue's finishing partner is **Apex Die Corporation**.

Apex Die is the leading print finisher in northern California. The second-generation, family-owned business has been a leader in the market for more than 50 years. They specialize in die cutting, foil stamping, embossing, UV coating, film laminating and sheet mounting.

Marrying a sheet with a double hit of soft touch and contrasting spot UV varnish, the die cut was produced using Apex's new Garbar MBA rule processor. This technique allowed the flap fold and remain the cover doors.

CONTACT:  
APEX DIE CORPORATION  
www.apexdie.com

**Earth Day Extravaganza**

**Earth Day Extravaganza**

Earth Day Extravaganza is a celebration of the planet we live on. It's a day to raise awareness about environmental issues and to inspire people to take action. The event features a variety of activities, including a live performance by the band "The Green Machine", a silent auction, and a raffle. Proceeds from the event will be donated to the Earth Day Foundation.

**upcoming events**

There are a lot of things to do in the Bay Area. Here are some of the upcoming events:

- April 14** - Earth Day Extravaganza at the San Francisco Convention Center
- April 21** - San Francisco Design Week at the Yerkes Building
- April 28** - SF Book & Co. at the San Francisco Public Library
- May 5** - AIGA Contests at the AIGA San Francisco
- May 12** - WPA Maggie Benquet at the WPA San Francisco
- May 19** - SF ADP Awards at the SFADP San Francisco

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**10 Questions**

**Michael Collins, Brand Developer**

1. What's your philosophy on branding? Michael Collins believes that branding is the key to success in business. It's the way you present yourself to the world, and it's the way you communicate your values and mission.

2. How do you define branding? Branding is the process of creating a unique identity for a company or organization. It includes everything from the logo and colors to the tone of voice and the overall look and feel.

3. What's the most important part of branding? The most important part of branding is the logo. It's the first thing people see, and it's the most memorable part of the brand.

4. How do you choose a logo? The logo should be simple, memorable, and reflective of the brand's values and mission. It should also be versatile enough to be used in a variety of contexts.

5. What's the most common mistake people make when creating a logo? The most common mistake is to create a logo that is too complicated or too busy. A good logo should be simple and easy to remember.

6. How do you choose colors for a brand? Colors should be chosen based on the brand's personality and the emotions they want to evoke. For example, blue is often associated with trust and reliability, while red is associated with passion and energy.

7. What's the most important part of a brand's voice? The most important part of a brand's voice is the tone of voice. It's the way the brand communicates with its audience, and it should be consistent across all channels.

8. How do you choose a typeface for a brand? The typeface should be chosen based on the brand's personality and the emotions they want to evoke. It should also be legible and easy to read.

9. What's the most important part of a brand's overall look and feel? The most important part is the consistency of the look and feel. It should be the same across all channels and in all contexts.

10. How do you measure the success of a brand? The success of a brand can be measured in a variety of ways, including sales, market share, and customer loyalty.

**10 Questions**

**James Rodriguez, Artist**

1. What's your philosophy on art? James Rodriguez believes that art is a way to express oneself and to connect with others. It's a way to tell a story and to share a piece of yourself with the world.

2. How do you define art? Art is the process of creating something that is new and original. It can be anything from a painting to a sculpture to a performance.

3. What's the most important part of art? The most important part of art is the idea. It's the concept that the artist wants to express, and it's the foundation of the entire work.

4. How do you choose a medium for your art? The medium should be chosen based on the artist's style and the emotions they want to evoke. It should also be something that the artist is comfortable working with.

5. What's the most common mistake people make when creating art? The most common mistake is to create art that is too complicated or too busy. A good piece of art should be simple and easy to understand.

6. How do you choose colors for your art? Colors should be chosen based on the artist's personality and the emotions they want to evoke. They should also be used in a way that is visually appealing.

7. What's the most important part of an artist's overall look and feel? The most important part is the consistency of the look and feel. It should be the same across all channels and in all contexts.

8. How do you measure the success of your art? The success of an artist can be measured in a variety of ways, including sales, market share, and critical acclaim.

9. What's the most important part of an artist's career? The most important part is the passion for the work. It's the love of the craft that drives the artist to create and to push themselves to the limit.

10. How do you stay motivated as an artist? The key to staying motivated is to keep creating. It's the act of creating that keeps the artist inspired and motivated.



## Local Update

The latest events, announcements and news.



## 10 Questions

Get inside the mind of the consummate creative.



# VMA member section



Visual Media Alliance and *Process* magazine have partnered to provide readers with content directed to the Northern California and Northern Nevada broader communications industry community. This section contains information exclusively for the VMA members and each issues includes:

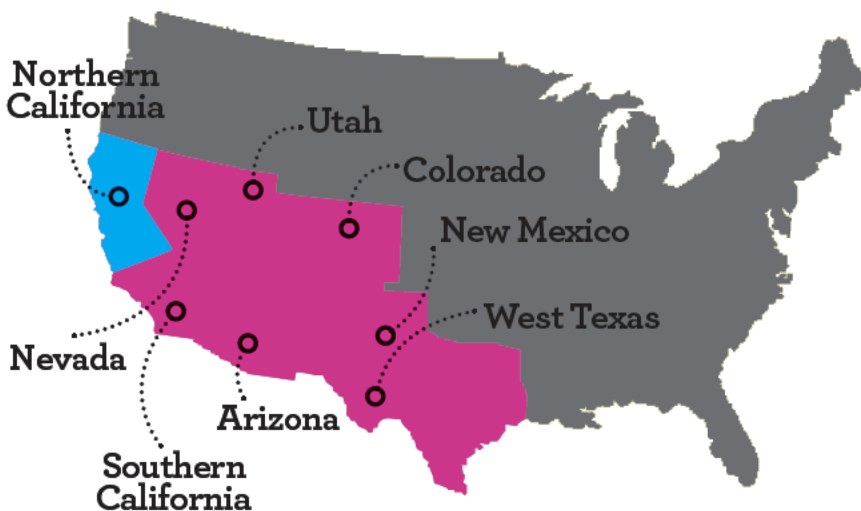
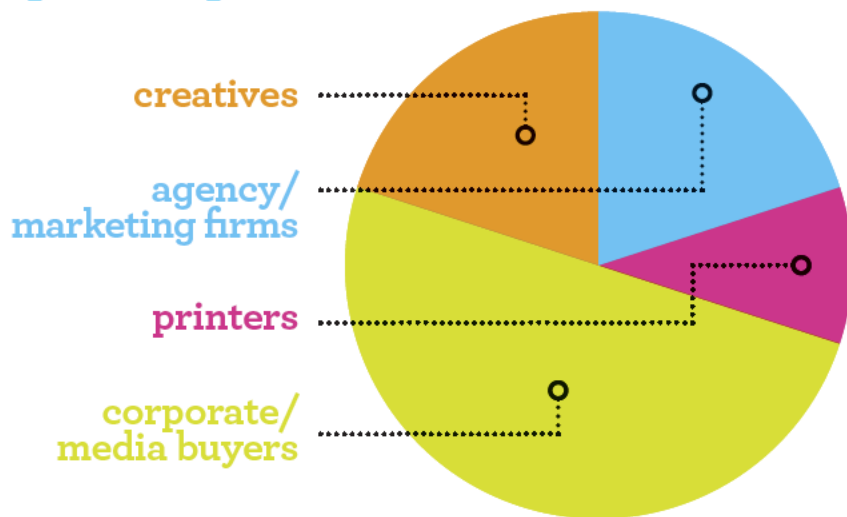
- **The Essential Leader:** An expert column that discusses what business leaders should focus on every day
- **Government Affairs Roundup:** An expert column that takes a look at the latest happenings in government affairs
- **Member News:** The latest news, announcements and accolades on VMA members
- **New Members:** VMA welcomes its new members
- **Find-An-Employee Program:** Latest listings of VMA job seekers





# circulation + readership = LEAD GEN

*Process magazine is direct mailed  
to qualified communication-  
specific professionals.*



-  Process NorCal
-  Process South+West

## DIRECT-MAIL CIRCULATION PINPOINTS BUYERS

*Process NorCal* and *Process South+West* magazines are the only premium-quality printed publications direct mailed to 18,000+ qualified recipients in Arizona, California, Colorado, Nevada, New Mexico, Utah and West Texas.

*Process* magazine's market consists of creative industry service providers, professional media groups, advertising agencies, PR firms, integrated marketing specialists and print-related buyers.

Through constant vetting and updates the mailing list maintains relevance-based standards that assures advertisers are reaching a targeted market and producing first-rate lead generation.

## ON-MESSAGE PRODUCTION

It is our mission at *Process* to provide a premium-printed artifact showcasing the power of quality printing while editorially covering the hot topics and key issues affecting the entire marketing and creative services industry.



# ad rates

## NorCal Edition

(8,000 Copies)

Ad Size	1x	3x	4x
Full Page	\$1,950	\$1,560	\$1,170
2/3 Page	\$1,675	\$1,340	\$995
1/2 Page	\$1,075	\$860	\$650
1/4 Page	\$580	\$464	\$385

### Inserts\*

(limited space available, please call)

	1x	3x	4x
Insert	\$1,195	\$955	\$720
Double	\$1,595	\$1,275	\$960

## South+West Edition

(10,000 Copies)

Ad Size	1x	3x	4x
Full Page	\$2,430	\$1,945	\$1,460
2/3 Page	\$2,095	\$1,675	\$1,260
1/2 Page	\$1,340	\$1,075	\$800
1/4 Page	\$725	\$580	\$435

### Inserts\*

(limited space available, please call)

	1x	3x	4x
Insert	\$1,495	\$1,195	\$895
Double	\$1,990	\$1,395	\$1,045

## Premium Positions (all)

(same pricing for each edition)

Full Page	1x
Inside Front Cover	\$3,020
Inside Page 1	\$3,290
Next to Table of Contents	\$2,815
Next to Publisher's Note	\$2,695
Inside Back Cover	\$4,290
Back Cover	\$6,895

\*Limited quantity, ask about availability

\*Ask your sales representative for current specifications

## S+W & NorCal Edition

(18,000 Copies)

Ad Size	1x	3x	4x
Full Page	\$3,940	\$3,150	\$2,365
2/3 Page	\$3,390	\$2,715	\$2,035
1/2 Page	\$2,175	\$1,735	\$1,300
1/4 Page	\$1,175	\$940	\$700

### Inserts\*

(limited space available, please call)

	1x	3x	4x
Insert	\$1,880	\$1,500	\$1,125
Double	\$2,500	\$2,000	\$1,500



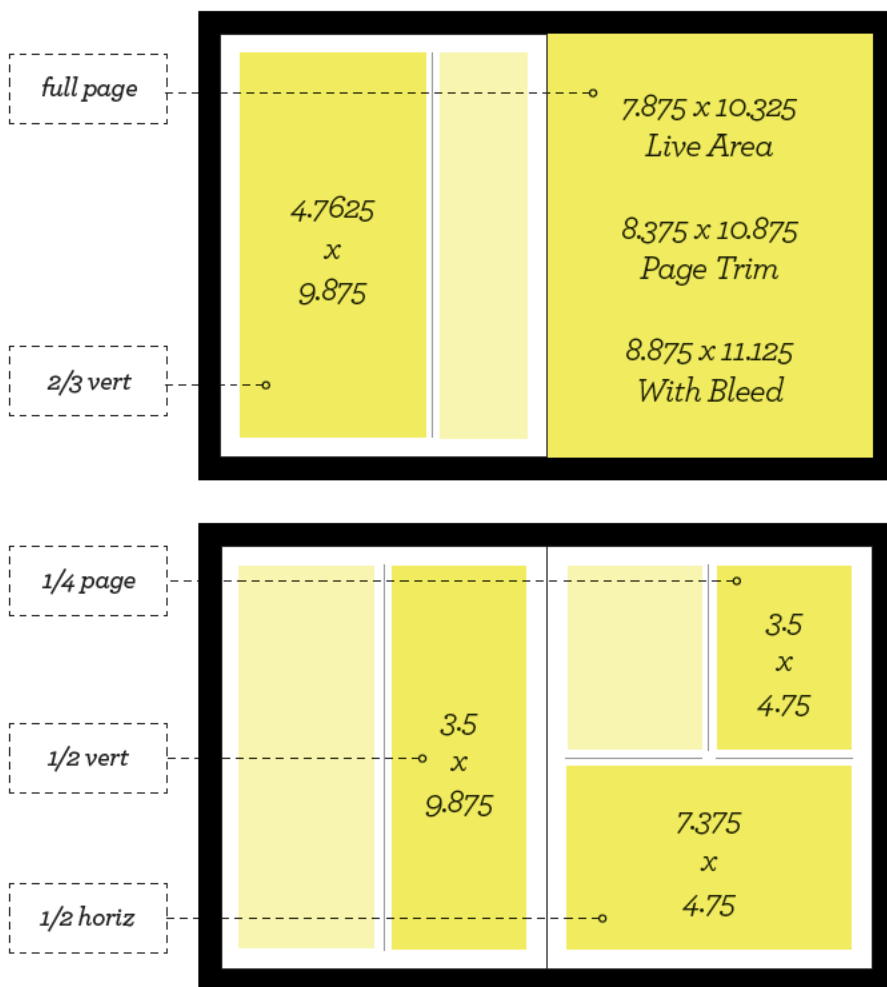
# ad specifications

## ad sizes

Full Page Live Area	7.375" x 9.875"
Full Page Bleed	8.875" x 11.375"
2 Page Spread Live Area	16.25" x 10.375"
2 Page Spread Bleed	17.25" x 11.375"
2/3 Vertical	4.7625" x 9.875"
1/2 Vertical	3.5" x 9.875"
1/2 Horizontal	7.375" x 4.75"
1/4 Page	3.5" x 4.75"

## publication

Trim Size	8.375" x 10.875"
Trim Size 2-pg Spread	16.75" x 10.875"



## digital specifications

- Process magazine is happy to accept PDF/X-1a compliant PDFs. Please submit files as high-resolution, press-ready PDFs.
- Please be sure that all fonts are embedded in the PDF file. All images must also be embedded at a minimum effective size of 300 dpi and CMYK.
- Files under 7MB may be e-mailed to [process@switchstudio.com](mailto:process@switchstudio.com).
- Files over 7MB may be uploaded to our FTP. FTP site: [ftp.switchstudio.com](ftp://ftp.switchstudio.com)  
Username: [processads@switchstudio.com](mailto:processads@switchstudio.com)  
Password: 123processads

Additional time required to review and place files due to incompatibility with Publisher's specifications listed above will be charged to the Advertiser. You will be informed of these additional costs and must approve them before your ad is placed. Or, you may replace the files with compatible ones.

The Publisher can provide complete copy and art service for Advertisers who have the need. This service is charged to the Advertiser at \$95 per hour. The Publisher is not responsible for the quality or the content of the files received from the Advertiser and reserves the right to reject any ad.

## Questions?

We're here to help. Don't hesitate to contact us if you have questions about submitting your advertising files to *Process* magazine.

Contact:  
Elizabeth Dam  
Production Manager  
[process@switchstudio.com](mailto:process@switchstudio.com)  
(480) 966-2211