



**Clark**  
COMMUNICATIONS

## **Who We Are**

With Clark Communications, you get the personalized attention of a small company paired with up-to-date printing and marketing technologies of the industry giants. Over the past 30 years, we have grown from a small printing company to nationally recognized marketing experts, using customized graphics and data-driven strategies to grab your customers' attention, promote brand loyalty, and boost your bottom line.

No two projects are the same, and our commitment to customer service and innovative leadership has earned Clark Communications international recognition and numerous industry awards.

## What We Do

A marketing plan is more than signs, mailers, and brochures; it's about using your resources effectively while working with a partner who understands what makes your company or organization unique. At Clark Communications, we sell solutions, not products. We start with your marketing goals and work backwards to develop a unique, comprehensive strategy to meet your needs, on time and on budget.

Clark offers the following creative, data-driven, and marketing solutions:

- Creative Services
- Strategic Marketing
- Higher Education
- Printing
- Mailing
- Signs and Displays

Keep reading to learn how Clark's marketing teams can increase your profits, promote brand loyalty, and more!

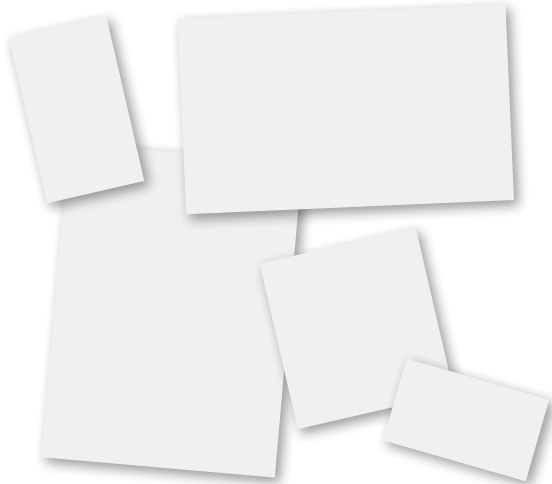
## Creative Services

Your image is your first impression, so you want to make it count. At Clark, our team has an eye for graphics that make your audience look twice. From award-winning graphic design to professional photography, you can expect creativity and innovation on all of your marketing collateral, from brochures to mailers to social media sites.

Do your marketing materials need a fresh new look? Let our team inspire you with graphic design and professional photography on all of your marketing materials:

- Brochures
- Mailers
- Posters
- Signs
- Websites
- Social Media Sites
- Postcards
- And more!

Check out our website to see our portfolio of stunning marketing pieces.



# Strategic Marketing

When you need marketing strategies that go above and beyond conventional methods, it's time to contact Clark's Strategic Marketing Team. We make marketing "smart" with cross-channel marketing, data-driven graphics, responsive communication strategies, and real-time analytics to maximize your time and resources and reach your target audience.

## So how do we do it?

- Variable print: Address your readers by name with customized mailers and brochures.
- Response-guided email: Never spend another workday drafting mass emails and responding to replies one at a time. We automate the system to contact your subscribers by name and follow-up when they respond.
- Microsites and personalized URLs: Give your readers personalized websites with their names on them, and watch your response rates skyrocket.
- Social media: Connect with their customers where they communicate the most through Facebook, Twitter, Instagram, and more.
- Real-time analytics and reporting: Experience the peace of mind knowing that you can check your progress anytime.

Our strategic marketing team loves a good challenge, so go ahead and try to stump them!

## Higher Education

No two colleges or universities are the same, and no two students are the same. At Clark Communications, we embrace this concept to create student search campaigns that are as unique as your institution. Enjoy customized mailers, emails, and microsites that address prospective students by name and move them eagerly through the enrollment process.

We design your student searches under our motto of “Reach, Inspire, Enroll.”

- Reach your ideal students with Clark’s data research and qualified list acquisition,
- Inspire and engage them with personalized communication strategies, and
- Enroll your next graduating class, and enjoy Clark’s support through the entire cycle.

Our clients have repeatedly reported increased student engagement and enrollment, including:

- Increased freshman enrollment (Montreat College)
- Highest enrollment in 107 years (Toccoa Falls College)
- 25 new equestrian team members (Mississippi College Equestrian Program)
- 52% increase in female students (Limestone College)

Request a free consultation or on-site visitation to learn how you can experience results just like these!

# Printing

To this day, print still sells because it works, and we can make your printed piece as unique as your company. We offer the most advanced technologies to date and can deliver cost-effective, high-quality print materials that inspire responses such as “Breathtaking” and “Incredible.”

We have the right printing solution to meet your needs for quality, quantity, and customization:

- Offset: Best quality and affordability for large quantities with the largest selection of papers and inks
- Digital: Quickest turnaround for small quantities of catalogs, books, and flyers
- Variable Data: Most customizable with data-driven materials to address your customers by name

Ask our team how  
we can dazzle  
your customers!



## Mailing

Direct-mail campaigns are a game of numbers, and Clark Communications stacks the deck in your favor with eye-catching mailers to deliver your message to the most qualified leads. We save you the time and hassle of DIY by guiding you through every step of the process, including:

- Acquiring qualified prospect lists, targeted to your unique product or service
- Managing data pools
- Creating personalized one-to-one mail campaigns
- Tabbing, labeling, stuffing, barcoding and variable-data imprinting

We also make fulfillment easy. We can fulfill on-demand based on your customers' responses, direct-to-client, via direct mail on schedule, or on-demand for digital projects. And if you want to go completely hands-free, all you have to do is place the initial order. We'll take care of the rest, from design to on-demand printing and fulfillment.

Tired of throwing away money on unread mailers? Contact us today to find out how to put your message where it counts!



## Signs and Displays

When you work with Clark on your signs and displays, you can “think big” at any size. Our team routinely works on multiple substrates with virtually unlimited size and media options to create everything from car decals to billboards. We also offer spot color matching, LED curing, and spot or flood varnishes to increase your visual impact.

Do you see what you need on this list? If not, we'll make it happen for you!

- Posters
- Displays
- Exhibit signage
- Point of purchase materials
- Window graphics
- Decals
- Back-lit panels and glass signs
- Vehicle wraps
- Billboards
- Corporate signage
- Molded and channel letters
- Way-finding signs and systems
- Magnets
- Fleet vehicle identification
- Banners and flags
- Wall graphics, murals and lettering
- Plaques and decorative panels

Are you ready to give your message the “Wow” factor?  
If so, give us a call today!

## Why Choose Clark?

With Clark Communications, you enjoy the most advanced marketing technologies to date and personalized attention that makes you feel like part of the family. Our dedication to customer service sets us apart from other marketing companies, and Clark has won numerous awards and accolades over the past 30 years for our graphic design and innovations in marketing and leadership.

- 2010 - Recognized internationally by Premier Print Awards
- 2009 - Winner of Pitman Eagle Award
- 1997 - N.C. winner of the Mass Mutual Blue Chip Enterprise Award
- 1995 - Winner of the Neenah Text and Cover of the Year Award
- (CEA: These were the only awards I saw on the website under your history. We can add more as needed.)

But you don't have to take our word for it. Just ask any of these satisfied clients:

*"Tom and his entire team made us feel like our school was their only client."  
- Jeff Holliday, Montreat College*

*"I have experienced high quality service, and the products have been fast, affordable, and very well printed!" - Cynthia W. Cook, Park Ridge Health*

*"The staff is a dedicated group of professionals willing to meet our every need, when we need it." - Chris Phenicie, Limestone College*

Do you need a solution to a marketing problem? Want a tune-up of your current materials? Contact us today for a free consultation.

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**[www.oneclearchoice.com](http://www.oneclearchoice.com)**