



Cross-media magic: print and Web work together

Once upon a time, many (well, nearly 10) years ago, when **Nyman Ink** was a fledgling newsletter company (actually, just Judy Nyman), terms like 'information design' hadn't yet been coined. E-mail and the Internet were tools for techno-geeks and governments, and the question, "What's your Web site address?" would have raised puzzled eyebrows.

Today, however, you're likely to be met with puzzled stares if you tell people your organization *doesn't* have a Web site, especially (ahem) if you happen to be a company, like **Nyman Ink**, that specializes in communications — including Web design.

We've known for a long time that we should be online. And now, we're proud and excited to announce the launch of **Nyman Ink's** Web site — www.nymanink.com!

At **Nyman Ink** online, you can find out who we are and what we do, check out our portfolio, and even brush up on your grammar. Look us up — and let us know what you think.

From print to Web — and back again

So, you might be wondering what are 'the newsletter specialists' doing

online. Have we left print newsletters by the wayside, forsaken paper and ink for bytes and bandwidth?

The answer is a resounding 'no.' Make no mistake about it — we're still very much attached to our printed newsletters. In fact, industry consultant CAP Ventures recently published a study, called "The Future of Paper," that forecast an increase in U.S. paper consumption from 43.7 million tons in 1995 to 65.6 million tons in 2015.

So fear not: rumours of the death of printed newsletters have been greatly exaggerated. Despite all the hype, we're not worried about the Internet replacing print, any more than television replaced radio.

In fact, we're excited about the ways that Web sites, e-mail and printed newsletters work side by side to

communicate messages more effectively than each could alone.

This concept, known as 'cross-media communications,' involves using different media to 'layer' your message, and thus give it more power.

Think of, for example, the way the *Globe and Mail's* Web site supplements the daily newspaper by adding interactive financial information, hourly news reporting and classified ads.

The *Globe* also sends e-mail to subscribers who have asked to be kept informed about stocks and financial news. Although they complement each other, and occasionally overlap, these media perform different functions that have the same goals: to keep readers and surfers informed; to make them rely on the *Globe* for information of all kinds; and to keep advertisers happy with increased exposure.

The Webs we weave

As renowned communications theorist Marshall McLuhan said, "the medium is the message." The trick to successful cross-media communications is to know, and capitalize on, the strengths and weaknesses of each medium. Then you can direct traffic to a Web site from a printed piece or an e-mail, and use all three to achieve certain goals, such as increasing business, soliciting more donations, educating readers or creating a sense of community.

For **Nyman Ink**, our Web site is the perfect place to show off our extensive portfolio and Web exper-

tise. If potential or current clients want to see samples of our work, it's now no more than a couple of clicks away, in full colour. This saves us and our clients time, money and space. As well, it lets us show our work to anyone with Internet access, and update our portfolio, as needed, without great expense.

In-depth, longer stories, such as this one, on the other hand, are more suited to newsletters. For the Web, brevity is key: a captivating feature story in print might be a snoozefest online, where surfers are used to information in 'byte-sized' chunks.

So, even though they feature

different content, Web sites, e-mail and printed newsletters share common goals: to

provide useful information to current and potential clients in a memorable and effective way.

By communicating in print *and* electronically, you can enhance the capacity of both media. For example, we hope our newsletter readers will want to visit **Nyman Ink** online, and that surfers will want to read our newsletters. (By the way, you can also download previous issues of **inkwell** and **inkspots** from our Web site.)

Successfully cross your wires

If you've been wondering how a Web site can work to enhance your company or organization's newsletter (or, for that matter, how a newsletter can increase traffic to your Web site), talk to us. **Nyman Ink** can work with you to come up with a cross-media communications strategy that makes newsletters, e-mail and Web sites a win-win-win partnership. ❄

Check out Nyman Ink online!

For the skinny on newsletter publishing, to see our portfolio, learn about our communications solutions and find out more about the caffeine-induced creative madness that is **Nyman Ink**, go to www.nymanink.com. Send us your comments; we'll be looking for your feedback as we fine-tune the site. Happy surfing!

Coming Next Issue

Okay — you've been on a team-building retreat and hammered out a long-term vision. Now you need to communicate that message to the world. In the next issue of **inkspots**, we'll help you think about a **communications audit**, and show you how to establish a strong brand that ensures your message gets across, loud and clear. ❄

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