



Use Promotional Printing to Advertise Your Special Event

-by Carol Rudick The Print Pro

Promotional Printing is a great way to maximize your exposure and advertise your special event. You can use a wide variety of customized imprinted products to promote everything from a special sale or promotion at your business to a rock concert or church event and everything in between.

Promotional Printing Offers Limitless Opportunities

When you use promotional printing to advertise your special event the possibilities are unlimited. Just use your imagination and discover the perfect way to advertise in a unique and original way that will capture the attention of your targeted audience. With all of the advanced technology that is available you can print on literally dozens of items to promote that special event.

Promotional Printing Can Be Done On A Wide Variety Of Items

Promotional printing is not limited to just coffee mugs and pens. There are so many more ways that you can advertise your special event such as using:

- Apparel such as T-shirts, aprons, sweatshirts, jerseys, jackets, ball caps, beanies and more which provide a great way to get your message out and have a lasting residual effect.
- Automotive gear such as key chains, bumper stickers, license frames and air fresheners
- Badges such as dog tags, buttons, zipper pulls, patches and lapel pins
- Duffle bags, insulated bags, wallets, backpacks and totes
- Calendars, desk planners and invitations
- Mouse pads
- Ashtrays, card holders, notepads, sticky notes and paperweights
- Coffee mugs, coasters, travel mugs, disposable cups and thermal bottles
- Customized chocolate wrappers, gift boxes, and cookie containers
- Balloons, balls, coloring books, playing cards and kites
- Chairs, tents and ornaments.
- Money clips, tins, sunglasses and matches
- Plaques and banners
- Blankets, flags, umbrellas and potholders
- And pens, pencils, rulers and stencils

By using promotional printing to advertise your event you will be utilizing the most original and customizable marketing tool available to you. There is no limit on what you can do and how you can promote your event or product.





Exposure Is The Key To Your Success

When you have a special promotion, event or upcoming sale the key to success is to get as much exposure as possible while still staying within your budget. When you use promotional printing, you will be able to customize a unique marketing tool that will catch the eye of your marketing audience. And when you use promotional printing you can be as creative as you want to be.

Promotional Printing Gives Lasting Results

Another good thing about using promotional printing is that it lasts longer than a regular advertising campaign. When you buy an ad in the paper, or for the television, your ad runs and then is gone and forgotten. But using promotional printing techniques you can maximize your return by having products available with your event or company name that will continue to circulate for a long time depending on what promotional outlet you choose to use. This will help you to get the most out of your advertising dollar and keep your product or event fresh in the minds of your customers.

Carol Rudick The Print Pro offers print solutions, including design, for everything from brochures, banners and labels to vinyl signs. For more information please contact us at 781-413-5197 or at csrudick@gmail.com

