

# Print Media Solutions Source Book

## Media Selection and Uses Overview

### Target Markets

Media	P/N	Fortune 1000/ General Business	Mass Merchandisers/ Grocery Chains	Education	Graphic Arts	Government
<b>Premium Card Stock</b>						
60 lb.	52205601	Customer Profile Documents, Collaterals	Pop Display Signs, Direct Mail, Postcards	Announcements, Achievement Certificates, Report Covers	Marketing Collateral	Manuals, Policy Signage
90 lb.	52205602					
110 lb.	52205603					
<b>Gloss Paper</b>						
32 lb.	52208203	Presentations, Marketing Collateral	Direct Mail, Gift Certificates, General Use	Charts, Art Projects, Report Covers	Comp Layouts, Marketing Collateral, General Use	Charts, Presentations, Manuals
<b>Banner Paper</b>						
12.9" x 35.4"	52206001 <sup>1</sup>	Architectural Drawings	In Store Signage, Posters, Window Display Signs	Classroom Décor, Charts, Art Projects, Study Aids, Event Announcements	Signage	Charts, Event Announcements
8.5" x 35.4"	52206002 <sup>2</sup>					
<b>SynFlex™</b>						
	52205901	ID Cards, Price Sheets	Member Cards, Gift Certificates, Product Advertising, Price Code Sheets, Shelf Tags	Hall Pass, Outdoor Signage, Name Badges, Sports Schedules, Maps	Comp Layouts, Marketing Collateral, Signage	ID Cards, Tags
<b>Premium Envelope</b>						
100 Pack	52206301	Customized Stationery, Marketing Collateral	Direct Mail, Product Specials	Report Cards, Departmental Stationery	Direct Mail, Marketing Collateral	Customized Stationery, Event Announcements
500 Pack	52206302					
<b>Bright White Proofing Paper</b>						
8.5 x 11	52206101	Architectural Drawings, Collateral Engineering, Drawings	General Use	General Use	Comp Layouts, Proofing Applications	Manuals, Policy Signage, Charts
11 x 17	52206102					
12 x 18	52206103					
<b>Overhead Transparencies</b>						
8.5 x 11	52205701	Presentations	Presentations	Training, Art Projects, School Board	Overlays	Presentations, Training

<sup>1</sup> Use with C9000 Series printers.

<sup>2</sup> Use with C3000, C5000, C6100, C7000 and C9000 Series printers.