Industry Definitions

Acrobat

Acrobat is part of a set of applications developed by Adobe to create and view PDF files. Acrobat is used to create the PDF files, and the freeware Acrobat Reader is used to read the PDF files. (If you go to Adobe.com you can download a free version of Adobe Reader so that you and your client can view pdf's).

Advertising

Haines Direct works with its diverse clientele to make direct mail an integral part of their advertising mix, focusing on helping them receive a solid return on their direct marketing advertising investment. Direct mail and email marketing enables customers – unlike mass media marketing – to focus their advertising on a target market, control costs, and receive a measurable return on their investment.

Advertising Agencies

Haines Direct serves the needs of advertising agencies nationwide by providing complete list services, printing, mailing, data hygiene, email marketing, and PURL marketing for their clients. Furthermore, we provide agencies with business lists to help them generate new customers.

Aliasing

In graphic design, aliasing occurs when a computer monitor, printer, or graphics file does not have a high enough resolution or is missing the correct font/image. An aliased image is often said to have the "jaggies."

Alignment

The positioning of a body of text. Text can be positioned to the left, right, or center of a page. For the best, consistent alignment, web site designers use tables and Cascading Style Sheets.

Anti-aliasing

Smoothing or blending the transition of pixels in an image. Anti-aliasing the edges on a graphic image makes the edges appear smooth, not jagged.

Bevel

Adding a beveled effect to a graphic image gives the image a raised appearance by applying highlight colors and shadow colors to the inside and outside edges.

Bitmap

A graphic image which is composed of a pattern of dots. The individual dots are stored as data on a computer. An example of an animation that is a bitmap graphic is a GIF animation.

Bleed

When a page or a cover design extends to and off the edge of the paper it is called a "bleed". In print design, the artwork or block of color must extend off the edge of the page. The artwork or block of color is then printed on larger-size paper. Then the printed page is trimmed to the desired size. Our print shop recommends 1/8" bleed on most jobs.

BRC

BRC stands for Business Reply Card. This can be a stand-alone piece or part of a self-mailer.

Brochures

Businesses turn to Haines Direct for design and printing of full-color brochures in a variety of sizes. Our digital printing on-demand capabilities enable customers to receive brochures fast and in the precise quantity they need (no print run is too small).

Simply give our design team your specifications and we can create brochures, self-mailers, postcards, newsletters, or any collateral material. Then we print from our own facilities.

Business Lists

Select your targeted business list from our business file of more than 12,850,000 businesses updated quarterly. Select by: Geography, SICs, Home-Based, Franchises, Title Code, Location Type (Single/Branch/Headquarters), Minority Profile, Year Business Started, # of Employees, Sales Volume, Contact Name, or Woman Owned.

Haines Direct has been at the forefront of performing business-to-business direct marketing campaigns for businesses of all sizes. Our business list experts provide free initial and ongoing consultations to ensure our clients maximize the effectiveness of their business list.

CMYK

Stands for the colors Cyan-Magenta-Yellow-Black. In print design, colors are defined as a percentage of each of these 4 colors. For example, the CMYK abbreviation for the color black would be 0-0-0-100. In contrast, display devices (i.e. monitors) and the internet typically define colors using RGB.

Consumer Lists

Customers can select their targeted list from 215 million U.S. consumers. Consumer lists can be further pinpointed by demographic selections (age, gender, household income, etc.) and geographic selections (zip, county, state, phone exchange, etc.).

Furthermore, we can take a customer's consumer file and turn it into a powerful marketing tool by appending and updating information and performing data hygiene to create as clean a file as possible. We deliver consumer lists in all popular formats.

Compression

A method of packing data in order to save disk storage space or download time. Compression is a technique to make a file or a data stream smaller for faster transmission or to take up less storage space. JPEGs are generally compressed graphics files.

Copywriting

Our staff copywriters craft results-driven sales copy for any industry, from HVAC shops to auto dealers, painting contractors to lawn care firms. Our copywriting team boasts years of experience and a track record of success for clients who demand results. Our copywriting team can also analyze your current mailing campaigns and suggest ways to improve your materials.

Creative Services

At one source, our team of graphic designers and copywriters design and produce brochures, postcards, self-mailers, newsletters, business cards, letterhead, signage, and an array of collateral material for hundreds of businesses every year. Our creative services professionals work closely with our printshop to ensure your pieces are completed to your precise specifications.

Cross Media Marketing

Looking to expand your marketing reach? Haines Direct has all the tools at one source to perform a dynamic cross media marketing campaign to promote your products or services through a combination of direct mail, email marketing, and PURL marketing.

Data Hygiene

Haines Direct's data hygiene services increase mailing deliverability; help you comply with state and federal guidelines; cut wasted postage; and turn your lists into more efficient, effective, and powerful tools to generate revenue.

Every data hygiene solution we provide – including adding new records, updating records, and removing dupes from an existing file – is customized to meet each client's individual needs. Through comprehensive data hygiene services, we make sure your marketing investment with us works hard to achieve the best possible results.

Database Marketing

For nearly 40 years, Haines Direct has used the power of database marketing to increase revenue for customers in virtually every industry. We create personal, direct, results-driven communication that reaches customer and prospect databases, helping businesses and nonprofits grow and capture more market share.

Our database cleaning and appending services ensure customers can make the most efficient and cost-saving use of their customers and prospects in their database.

Digital Printing

As a Premier Partner of Xerox, Haines Direct offers digital printing of spectacular quality that can improve your direct mail response, turnaround time, and your bottom line. Haines Direct houses the Xerox iGen Digital Production Press – a state-of-the art printer that revolutionizes the printing process with its speed, on-demand print capabilities, and ability to highly personalize each piece of direct mail to each recipient…on a single print run.

Furthermore, on-demand print capabilities reduce the costs of warehousing collateral material. We can print your promotions on demand, when you need them and in the quantity you ask.

Direct Mail

Haines Direct designs, prints, and mails millions of pieces of direct mail (postcards, self-mailers, letters, brochures, etc.) every week for a wide range of customers, from small local businesses to multi-franchise operations. We take great care, first and foremost, to make sure every piece of mail is crafted to produce a high return on our customer's investment.

Our direct mail expertise also allows us to meet current postal guidelines, and our one-stop-shop direct mail capabilities ensure our customers' pieces drop at the post office in a timely fashion.

Direct Marketing

Since 1970, Haines Direct has provided businesses and nonprofits with complete direct marketing services, helping them increase store traffic, boost subscribership, raise funds, add new members and generate leads through mailing and telemarketing programs.

Door Hangers

An affordable, direct and effective means of advertising, door hangers are an excellent way to get your business noticed with a minimal expense on your part, whether you're reaching neighbors of current customers or canvassing entire neighborhoods.

Haines Direct can design and print one- to full-color door hangers – with the option of including an attached business reply card – for virtually any industry, from home improvement businesses to lawn care firms.

DPI

Stands for dots per inch. DPI specifies the resolution of an output device, such as a printer or printing press. We print at 300 dpi on our offset presses. We print at 600 dpi on the iGen3.

Drop shadow

A drop shadow gives an image depth by creating a shading offset behind a selected image.

Duotone

The application of two colors to provide richer tones than a monotone (single-color image, usually grayscale) can provide. A good duotone image can simulate a wider range of the color spectrum than two colors used separately. Duotones also use a hue (color) to set the mood for a photo in a more stunning way than a full-color image can.

Email Append

Haines Direct can append emails to your customer file. Our email append services enable you to expand the way you communicate with your customers, cost-effectively energize lapsed customers, perform email campaigns in sync with other marketing efforts such as direct mail, rapidly inform customers of a special offer, and test your marketing ideas and offers before making a major investment.

Above all, our email append services can help increase revenue, retain customers, and create opportunity.

Email Blasts

Our fully non-spam email blast campaigns let you make a meaningful contact with thousands of qualified prospects through the immediacy of email. Our up-to-date opt-in email lists give you the power to reach consumers or businesses most likely to respond to your offer.

Whether you need to increase brand awareness or introduce a new product or service, email blast marketing is a cost-effective and efficient way to get results.

Email Lists

Promote your products and services with a 100% opt-in targeted email list selected from millions of consumer and business emails available nationwide. We can provide you with business e-mail lists, consumer email lists, industry e-mail lists, demographic email lists, gender email lists, or specialty email lists.

Email Verification

Prior to running your email campaigns, Haines Direct checks the validity of email addresses. We clean your email lists, help you comply with the CanSpam Act, and dramatically increase the deliverability rate of your email marketing efforts.

You provide us with your email address list and we reduce spam by eliminating emails that have invalid addresses. Our email verification services reduce the cost to perform email marketing, improve deliverability rates, eliminate dead email addresses, and cut server bandwidth.

Emboss

Embossing a graphic image adds dimension to it by making the image appear as if it were carved as a projection from a flat background. An "embossed look" can also be achieved visually by a technique in Photoshop.

FTP

Stands for File Transfer Protocol. FTP allows you to copy or send files (HTML-documents, graphic images, spreadsheets) from one computer to another via the Internet.

EPS

Abbreviation of Encapsulated PostScript. Pronounced as separate letters, EPS is the graphics file format used by the PostScript language. EPS files can be either binary or ASCII.

The term EPS usually implies that the file contains a bit-mapped representation of the graphics for display purposes. In contrast, PostScript files include only the PostScript commands for printing the graphic.

Export

To save a file in a different format (that of another program). For example, many Adobe Photoshop files are exported to become GIF or JPEG files.

Feathering

Feathering the edge of a graphic image gradually dissipates the edge, making the edge look blurry.

First Contact

Haines Direct "First Contact" new mover lists enable customers to be the first in their markets to reach consumers or businesses who have recently moved and are eager to establish new buying relationships. Our "FIRST CONTACT" list lets you reach new movers or new businesses in your area within *one week* of their phone service being connected – it's the *freshest new mover list available anywhere*.

We provide Names, Addresses and Phone Numbers of new movers so you can be the first to contact them by phone or direct mail…days before the competition...all year long.

Font

A font is a complete set of characters in a particular size and style of type. This includes the letter set, the number set, and all of the special character and diacritical marks you get by pressing the shift, option, or command/control keys.

For example, Times NewRoman Bold Italic is one font, and Times NewRoman Bold is another font. Times New Roman is a single typeface.

GIF

Stands for Graphics Interchange Format. GIF images are the most widely used graphic format on the web. GIF images display up to 256 colors. These are generally lo-res and unacceptable for print.

Glow

A glow is the opposite of a shadow in that it creates a surrounding highlight of an image. A high radiance creates a soft, subtle glow and a low radiance creates a hard, bright glow, such as a neon glow.

Gradient

A gradient is a gradual transition of colors or one color. Many metallic looking images are gradients.

Grayscale

An application of black ink (for print) or the color black (for the screen) that simulates a range of tones. Grayscale images have no hue (color). In print design, a grayscale graphic image appears to be black, white, and shades of gray, but it only uses a single color ink.

Graphic Design

Our award-winning graphic design team uses the latest software to produce direct mail pieces and collateral pieces for businesses and nonprofits nationwide, from radio stations to health care organizations, HVAC firms to mortgage lenders.

As a direct mail provider, our graphic design team specializes in high-impact postcards, self-mailers, and eye-catching mailing packages.

Hue

The actual color of an object. Hue is measured as a location on a color wheel, expressed in degrees. Hue is also understood as the names of specific colors, like blue, red, yellow, etc.

JPEG

Abbreviation for Joint Photographic Experts Group. File format for full-color and black-and-white graphic images. JPEG images allow for more colors than GIF images and are usually smaller in size. If JPG's are RGB they will need to be converted to CMYK or grayscale for print, which will alter color.

K

1. In computer terms, stands for Kilobyte.
2. In print design, with CMYK, the K stands for the ink color black.

Kerning

The horizontal spacing between the letters in a word.

Kilobyte

A kilobyte is a storage unit capable of storing 1,024 bytes of information.

Leading

The vertical spacing between lines of text.

Leaflets

Need a couple hundred leaflets or a couple hundred thousand leaflets printed – fast? Haines Direct's on-demand digital printing services provide a rapid and reliable solution, with incredible color accuracy from the first print to the last and the fastest turnaround in the industry.

Provide us with a digital file of your leaflet artwork or let our creative services team design a leaflet for you. Then we'll ship your leaflets to you in time for your event or promotion.

Letters

Haines Direct produces and mails millions of personalized letters for clients nationwide. Letters can feature the recipient's name throughout in addition to other variables and attached coupons or faux check. We frequently laser print customized letters on eye-catching four-color letterhead created in our graphic design department.

Lettershop

Unlike many direct mail companies, Haines Direct offers customers list-to-post office service, performing every marketing function in-house. Once we design, print, and address customer mail pieces, our full-service lettershop prepares them for dropping at the post office or shipping to the customer.

Services include: folding and nesting, affixing mailing labels, perforating, inserting, metering postage, tabbing, affixing stamps, die-cutting, automated pre-sorting, ink jet addressing, sorting, traying and dropping at the post office.

Because we are direct mail experts, our lettershop guarantees mail processing that ensures our customers receive all available postal discounts.

List Services

Our mailing/calling list experts take all the time necessary to help our customers select business or consumer lists that target their audience in the format (labels, by email, etc.) that best suits their needs.

List cleaning services enable customers to reduce mailing waste, comply with state and federal "Do Not Call" laws, and receive the best return on their investment.

Available nationwide lists include consumer, business, new mover (First Contact), new homeowner, lists based on property data, and specialty lists including vehicle ownership, brand preference, occupation, reading preferences, property and mortgage information and more.

Mailing Experts

As a full-service mail house, Haines Direct employs mailing experts to help our customers understand and meet all current postal guidelines. Our mailing list experts provide free initial and ongoing consultations to ensure our customers receive a list that best targets their audience.

Our mailing experts consult with our customers to guarantee that mail pieces are prepared to qualify for all available postal discounts. Every week, our mailing experts are responsible for dropping millions of pieces of targeted mail at the post office.

Marketing Assistance

Haines Direct goes way beyond simply providing customers with lists, printing and mailing. We work hard to provide our customers with creative marketing solutions that grow their business, increase store traffic, raise money – whatever meets their short- and long-term goals. Our customers have a full array of marketing tools at their disposal, from variable data digital printing to targeted specialty lists.

New Homeowners

Haines Direct delivers new homeowner listings as soon as they are released by each individual county nationwide.

Generally, counties release this information within a week to a month of transfer of the deed. New homeowner listings include name, address, Zip+4, and selects including sale price and mortgage amount. Haines Direct makes these lists more valuable to users by appending phone numbers when available.

Who can benefit from new homeowner lists? Businesses including furniture and carpeting stores, hardware outlets, department stores, grocery store chains, newspapers, home improvement companies, auto dealers, insurance agents, and lawn care services – any business that needs to be the first in their market to reach new homeowners and movers.

New Movers

Haines Direct provides businesses of all types with First Contact "new mover" lists. These lists help businesses reach new movers in their market before the competition and establish that all-important initial contact with potential customers.

Studies show new movers are prime prospects for a variety of products and services:

- Case studies show that new movers establish their buying patterns within the first three months following their move.
- Reaching new movers by mail with a significant purchasing incentive within the first 30 to 90 days of their move is an effective way to spur action.
- New homeowners spend 8 to 10 times more in the first six months than established residents spend over a two-year period.
- New homeowners spend more than $10,000 on home-related products.

Offset Printing

In addition to digital printing, Haines Direct offers high-quality full-color offset printing performed on our in-house presses. Let our experts print your postcards, self-mailers, newsletters, corporate identity packages, sales literature, promotional material, and manuals – whatever you need.

On-Demand Printing

On-demand digital printing enables you to save money by eliminating the printing of wasted, soon-to-be-obsolete collateral material.

In many industries, collateral materials often become outdated soon after rolling off the presses. Programs are added and deleted. Personnel change. Prices are altered. Services are enhanced. The result: thousands of dollars wasted in print costs.

With on-demand digital printing, Haines Direct reduces the cost of warehousing collateral material. We print your brochures, letterheads, price sheets – whatever you need – on-demand in the exact quantity you require…with no waste. The print quality of our Xerox iGen Digital Production Press is unrivaled and the turnaround times are amazing.

Outline

In graphic design, tracing of the outer edge of text or a graphic image. If the outline is feathered, then the effect is generally referred to as a glow.

PDF

Stands for Portable Document Format. Created by Adobe Systems in its software program Adobe Acrobat as a universal browser. Files can be downloaded via the web and viewed page by page, provided the user has installed the necessary plug-in which can be downloaded from Adobe's own web site.

PNG

Stands for Portable Network Graphics format, and is generally pronounced "ping." PNG is used for lossless compression and displaying images on the web.

The advantages of PNG are that it supports images with millions of colors and produces background transparency without jagged edges. The disadvantages are that PNG images will not show up on older browsers and still can be comparatively larger in file size than GIFs.

Postal Processing

In order to receive postal discounts, you need postal processing that is accurate and up to date with ever-changing regulations. This is what you receive from Haines Direct – informed, knowledgeable mailing specialists with a 39-year track record of success.

We maintain a close relationship with the post office to ensure you receive the best rates and your pieces are processed and arrive at their destination with no problems.

Postcards

Postcards are an affordable and easy way to get your offer in the hands of qualified prospects. Save on creative services by mailing a customized pre-printed postcard with Haines Direct. We offer full-color pre-printed postcards for our vertical markets, including lawn care/landscaping, home improvement, home furnishings, roofing, insurance, HVAC contractors, real estate agents, and more.

You can also choose "welcome to the neighborhood" postcards, "special gift" postcards, and a variety of other options for your seasonal/holiday sales. Customers save money and time by selecting a pre-printed Haines Direct postcard featuring their industry. Haines Direct can customize the back with your offer, contact information, and sales message; address the pieces to your best prospects; and mail – all from a single source.

Prospect and Customer Profiling

Haines Direct lets you understand and more effectively market to your prospects and customers through profiling analysis.

How much do you really know about your current customers and prospects in your market? What about your competitors' customers? Haines Direct produces a multi-page profiling document, The Prospect Report, which drills down deep into your market and breaks down customers and prospects to the finest detail, allowing you to identify your best prospects and more effectively communicate with current customers.

Our prospect and customer analysis includes:
- In-depth analysis of your current customers based on neighborhood, income, age, length of residence, presence of children, home value, education, occupation and other demographics. Every house is profiled.
- Identify niche households by finding customers who are more likely to purchase your services.
- Profile your best business prospects based on size, SIC, sales, and more.
- Profile your competitors' customers
- Custom analysis and report based on your needs

PURL Marketing

PURL stands for Personal URL – or personal website. Use of Personal URLs is becoming a popular means of driving prospects or customers from a mail piece or email to a web site that addresses them by name.

By simply adding a line inviting the reader to visit their PURL, you can dramatically boost response rates, close more sales, collect useful data about the respondent, and track the success of your campaigns. Ask Haines Direct how simple and affordable it would be to fit PURL marketing into your next mail or email campaign.

PPI

Stands for Pixels Per Inch. PPI specifies the resolution of an input device, such as a scanner, digital camera, or monitor. Web page resolution ranges from 72-96 pixels per inch. (For information on output device measurements see dpi.)

Rasterized image

Rasterization occurs when vector-based information is down-sampled to a specific pixel size and dimension. The resulting image cannot be re-sized without distortion of pixel-info. Thus, logos that are vector-based provide the best clarity. Resolution Refers to the sharpness and clarity of an image.

The term is most often used to describe monitors, printers, and bit-mapped graphic images. For example, a 300-dpi (dots per inch) printer is one that is capable of printing 300 distinct dots in a line 1 inch long. This means it can print 90,000 dots per square inch.

For graphics monitors, the screen resolution signifies the number of dots (pixels) on the entire screen. For example, a 640-by-480 pixel screen is capable of displaying 640 distinct dots on each of 480 lines, or about 300,000 pixels. This translates into different dpi measurements depending on the size of the screen. For example, a 15-inch VGA monitor (640x480) displays about 50 dots per inch.

Printers, monitors, scanners, and other I/O devices are often classified as high resolution, medium resolution, or low resolution. The actual resolution ranges for each of these grades is constantly shifting as the technology improves.

Residential Database

Haines Direct provides complete coverage for your residential marketing campaigns. Whether you need to reach consumers in your neighborhood or nationwide (215 million records), we deliver the most up-to-date records available for your marketing efforts.

Further pinpoint your list by Geography (County, Zip Codes, Carrier Routes, SCF, Radius, Area Codes, Phone Exchanges) or Household Data (Age, Income, Marital Status, Gender, Presence of Child, Length of Residency, Estimated Home Value, Home Sale Amount, Year Home Built, PRIZM Code, Dwelling Type, and

Ethnic/Language/Religion Code). For 39 years, we have been an industry leader in providing residential lists to virtually every industry.

RGB

Stands for the colors Red-Green-Blue. In web design and design for computer monitors, colors are defined in terms of a combination of these three colors.

Sans serif

A style of typeface that means "without feet." Common sans serif typefaces include Arial, Helvetica, AvantGarde and Verdana.

Saturation

The color intensity of an image. An image high in saturation will appear to be very bright. An image low in saturation will appear to be duller and more neutral. An image without any saturation is also referred to as a grayscale image.

Screen font

A part of the font suitcase (of Adobe Type 1 fonts), describes the shape of each character to the operating system so that the font can be seen on a computer screen.

Serif

A style of typeface that has "little feet." Common serif typefaces include Times Roman, Garamond, and Palatino.

Specialty Files

Need a list of gardening enthusiasts? Looking to market to boat owners? Want to do a mailing to individuals passionate about environmental causes? Haines Direct can help you target your next promotion by helping you select a specialty file that lets you reach your niche market.

Furthermore, our Real Property Data Lists let you reach consumers in your market based on property information, including type of heating, year house built, type of exterior construction, mortgage amount, X-date (for targeting expiring home insurance policies) and more.

Telemarketing Lists

Haines Direct enables businesses to generate qualified leads through up-to-date telemarketing lists in compliance with Do Not Call Laws. We help you fully comply with applicable state and federal Do Not Call laws when supplying you with telemarketing lists.

Furthermore, Haines Direct can take your current customer or prospect database and append current phone records to make it a more valuable tool. Our telemarketing files cover the entire U.S.

TIF or TIFF

Acronym for Tagged Image File Format, one of the most widely supported file formats for storing bit-mapped images on personal computers (both PCs and Macintosh computers). Other popular formats are BMP and PCX. TIFF graphics can be any resolution, and they can be black and white, grayscale, or color.

Files in TIFF format often end with a .tif extension. ***We recommend 300 dpi tiffs for print.***

Typeface

A typeface contains a series of fonts. For example, the typeface Arial contains the fonts Arial, Arial Bold, Arial Italic and Arial Bold Italic. If we are designing, or your client is designing a piece to be printed on the iGen, we/they must use Open Type Fonts.

Vector

A graphic image drawn in shapes with mathematically drawn points and lines, called paths. Images created in Illustrator and Freehand (graphic design software) are vector graphics. They are usually exported with bitmap preview images.