

Opening Day 2009



Baseball returns to the Windy City after its winter break and the city waits to see if 2009 will be our lucky year. What will make 2009 your lucky year?

Enter for your chance to win tickets to this year's Crosstown Classic!

AndyMcPherson.ct-baseball.com



Next Up...Digital Printing

Way back in the mid-1990s, digital printing began to take hold and many print buyers were attracted to its ability to deliver short-run color printing at economical prices. But first generation digital left some buyers with an unpleasant aftertaste.

CrossTech was at the forefront of the digital revolution, installing our first Indigo digital press in the 1990s. Though there were issues, we worked to deliver results that achieved our clients' desires. With this commitment to quality and service, CrossTech earned its reputation as a quality provider of digital printing and helped to usher in the second digital print generation.

Technology and quality have improved. The marketplace now understands digital's advantages (and limitations) but a new area of interest is dawning—that of the PURL. A PURL is a personalized URL (web address) that allows a direct mail piece to drive the recipient to the web for additional information. Taking the form of "recipientname.company.com," PURLs are one of the latest developments in digital print and add significant marketing value to every direct mail piece.

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Playing



a New Game



And the Players

Personalization and One-to-One Marketing—The Keys to PURLs

One of the basic principles of PURLs is that every printed piece is different. Different in that each recipient's information must be unique to attract their attention and drive them to a user specific web site. To accomplish this, digital printing must be utilized because only true digital printing (no printing plates) can produce personalized mailers and PURLs.

Generating PURLs for a project is almost as simple as preparing a mailing list. First, a list of recipients is developed. This list will contain the standard mailing information (name, company, address, city, state and zip) but may also contain additional information. The basic and additional information can then be used to tailor the web content a recipient will see when they follow their PURL.

The data may include a specific offer for the recipient or the opportunity to collect additional information from the recipient. This information might include phone numbers, email addresses or answers to a short survey.

Take a look at your PURL on the outside of this mailer, follow it to the web and enter our drawing for a chance to win Cubs vs. Sox tickets. You'll see what we're talking about.

Take the Field

Knocking It

How Do I Know My PURLs Won't Strike Out?

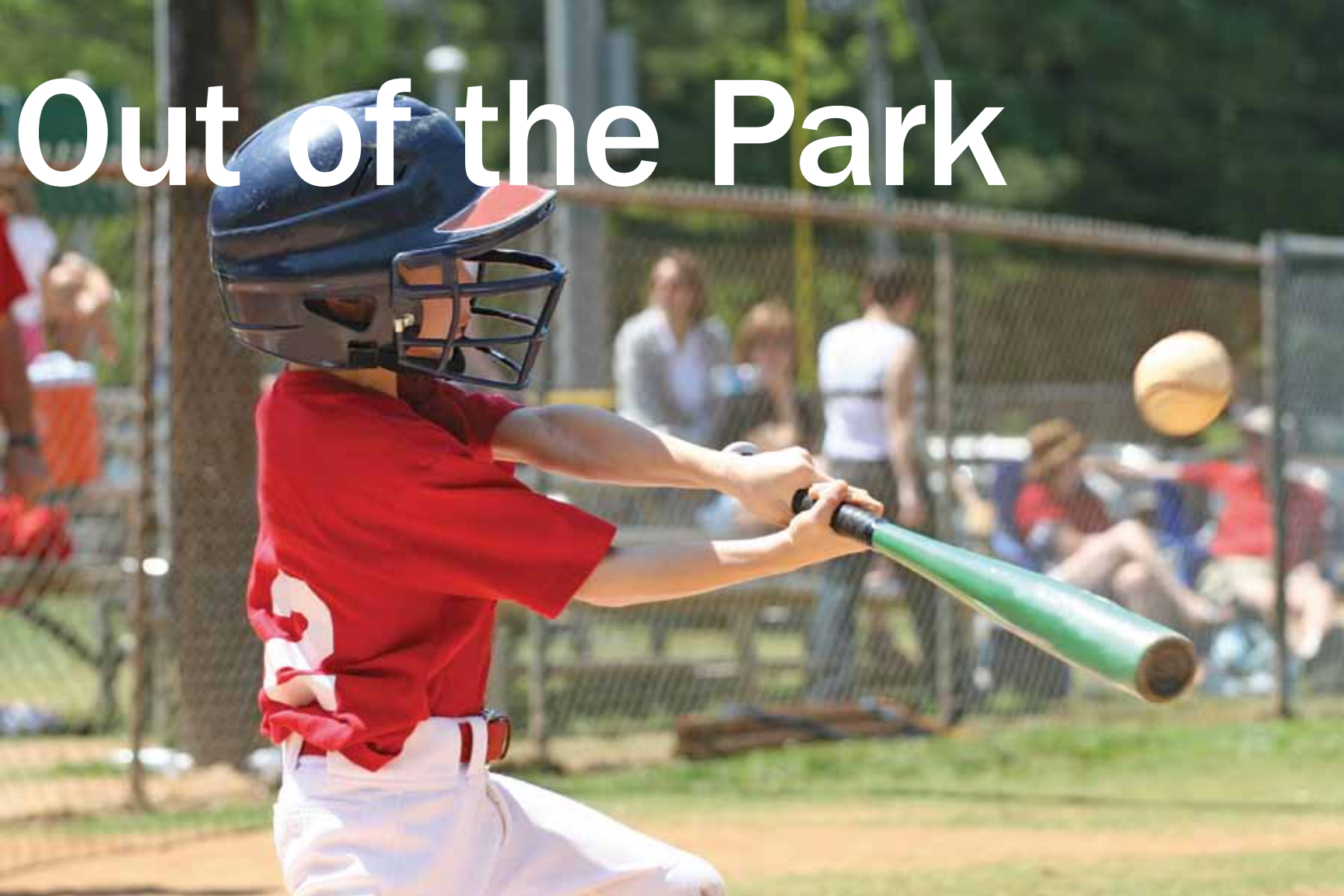
PURLs will not only help to increase response rates with direct mail, they'll also help you to collect and understand the recipient's interest.

When a user visits their PURL, you will know about it. Through the statistics kept by the site, you'll know exactly who followed their PURL and what they did on the site—in real time. This information can be used to follow up with non-responders or to pursue leads from those who did respond.

PURLs provide a convenient response option. Studies have shown that 42% of direct mail recipients preferred to respond online (*2006 DMA study*).

Personalized mailers have higher response rates. In one study (*2009 PODi "Kennywood Park" case study*), 16.95% of recipients visited their PURL and 89% clicked through to the final page. Compare those results to typical direct mail response rates and we think you'll appreciate the powerful combination that personalization and PURLs will add to your next direct mail campaign.

Out of the Park



SUN	MON	TUES	WED	THUR	FRI	SAT
APRIL						
		1	2	3	4	
5	6 KC 1:05	7	8 KC 7:11	9 KC 1:05	10 MIN 7:11	11 MIN 3:05
12 MIN 1:05	13 DET 12:05	14 DET 12:05	15 DET 12:05	16 TB 6:08	17 TB 6:38	18 TB 6:08
19 TB 12:38	20	21 BAL 6:05	22 BAL 6:05	23 BAL 6:05	24 TOR 7:11	25 TOR 6:05
26 TOR 1:05	27 SEA 7:11	28 SEA 7:11	29 SEA 1:05	30		

SUN	MON	TUES	WED	THUR	FRI	SAT
JULY						
		1 CLE 6:05	2 KC 7:10	3 KC 7:10	4 KC 12:10	
5 KC 1:10	6	7 CLE 7:11	8 CLE 7:11	9 CLE 1:05	10 MIN 7:10	11 MIN 6:10
12 MIN 1:10	13	14 All Star Game St. Louis	15	16	17 BAL 7:11	18 BAL 3:05
19 BAL 1:05	20 TB 7:11	21 TB 7:11	22 TB 7:11	23 TB 1:05	24 DET 6:05	25 DET 3:05
26 DET 12:05	27 MIN 7:10	28 MIN 7:10	29 MIN 7:10	30 NYY 7:11	31 NYY 7:11	

SUN	MON	TUES	WED	THUR	FRI	SAT
AUGUST						
					1 NYY 3:05	
2 NYY 1:05	3	4 LAA 7:11	5 LAA 7:11	6 LAA 1:05	7 CLE 7:11	8 CLE 6:05
9 CLE 1:05	10 SEA 9:10	11 SEA 9:10	12 SEA 9:10	13	14 OAK 9:05	15 OAK 3:05
16 OAK 3:05	17 KC 7:11	18 KC 7:11	19 KC 1:05	20	21 BAL 7:11	22 BAL 6:05
23 BAL 1:05	24 BOS 6:10	25 BOS 6:10	26 BOS 6:10	27 BOS 6:10	28 NYY 6:05	29 NYY 12:05
30 NYY 7:05	31 MIN 1:10					

SUN	MON	TUES	WED	THUR	FRI	SAT
MAY						
					1 TEX 7:05	2 TEX 7:05
3 TEX 7:05	4 KC 7:10	5 KC 7:10	6 DET 7:11	7 DET 7:11	8 TEX 7:11	9 TEX 6:05
10 TEX 1:05	11 CLE 6:05	12 CLE 6:05	13 CLE 11:05	14	15 TOR 6:07	16 TOR 12:07
17 TOR 12:07	18 TOR 12:07	19 MIN 7:11	20 MIN 7:11	21 MIN 1:05	22 PIT 7:11	23 PIT 6:05
24 PIT 1:05	25 LAA 8:05	26 LAA 9:05	27 LAA 9:05	28	29 KC 7:10	30 KC 6:10



SUN	MON	TUES	WED	THUR	FRI	SAT
SEPTEMBER						
		1 MIN 7:10	2 MIN 12:10	3	4 BOS 7:11	5 BOS 3:05
6 BOS 1:05	7 BOS 1:05	8 OAK 7:11	9 OAK 7:11	10	11 LAA 9:05	12 LAA 3:10
13 LAA TBD	14	15 SEA 9:10	16 SEA 9:10	17 SEA 5:40	18 KC 7:11	19 KC 6:05
20 KC 1:05	21 MIN 7:11	22 MIN 7:11	23 MIN 7:11	24	25 DET 7:11	26 DET 6:05
27 DET 1:05	28 CLE 6:05	29 CLE 6:05	30 CLE 6:05			

SUN	MON	TUES	WED	THUR	FRI	SAT
JUNE						
	1 OAK 7:11	2 OAK 7:11	3 OAK 7:11	4 OAK 1:05	5 CLE 7:11	6 CLE 3:05
7 CLE 1:05	8 DET 7:11	9 DET 7:11	10 DET 7:11	11 DET 1:05	12 MIL 7:05	13 MIL 3:05
14 MIL 1:05	15	16 CHC 7:05	17 CHC 1:20	18 CHC 1:20	19 CIN 6:10	20 CIN 6:10
21 CIN 12:10	22	23 LAD 7:11	24 LAD 7:11	25 LAD 1:05	26 CHC 3:05	27 CHC 3:05
28 CHC 1:05	29 CLE 6:05	30 CLE 6:05				

Chicago White Sox 2009 Schedule

CrosTech
COMMUNICATIONS INC.

111 North Jefferson Street
Chicago, Illinois 60661-2306
312-382-0111
www.crosstechinc.com

■ = Home Games

SUN	MON	TUES	WED	THUR	FRI	SAT
OCTOBER						
				1	2 DET 6:05	3 DET 6:05
4 DET 12:05	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SUN	MON	TUES	WED	THUR	FRI	SAT
APRIL						
			1	2	3	4
5	6 HOU 6:05	7 HOU 7:05	8 HOU 7:05	9	10 MIL 3:05	11 MIL 6:05
12 MIL 7:05	13 COL 1:20	14	15 COL 1:20	16 STL 1:20	17 STL 1:20	18 STL 2:40
19 STL 7:05	20	21 CIN 7:05	22 CIN 7:05	23 CIN 1:20	24 STL 7:15	25 STL 3:10
26 STL 1:15	27 AZ 8:40	28 AZ 8:40	29 AZ 2:40	30 FLA 7:05		

SUN	MON	TUES	WED	THUR	FRI	SAT
MAY						
					1 FLA 1:20	2 FLA 12:05
3 FLA 1:20	4 SF 7:05	5 SF 1:20	6 HOU 7:05	7 HOU 7:05	8 MIL 7:05	9 MIL 6:05
10 MIL 1:05	11	12 SD 7:05	13 SD 7:05	14 SD 1:20	15 HOU 1:20	16 HOU 12:05
17 HOU 1:20	18	19 STL 7:15	20 STL 7:15	21 STL 7:15	22 SD 9:05	23 SD 9:05
24 SD 3:05	25 PIT 7:05	26 PIT 7:05	27 PIT 1:20	28 LAD 7:05	29 LAD 1:20	30 LAD 3:10

SUN	MON	TUES	WED	THUR	FRI	SAT
JUNE						
		1	2 ATL 6:10	3 ATL 6:10	4 ATL 6:10	5 CIN 6:10
6 CIN 6:10	7 CIN 12:10	8	9 HOU 7:05	10 HOU 6:7:05	11 HOU 1:05	12 MIN 12:05
13 MIN 12:05	14 MIN 1:20	15	16 CWS 7:05	17 CWS 1:20	18 CWS 1:20	19 CLE 1:20
20 CLE 12:05	21 CLE 1:20	22	23 DET 6:05	24 DET 6:05	25 DET 12:05	26 CWS 3:05
27 CWS 3:05	28 CWS 1:05	29 PIT 6:05	30 PIT 6:05			

SUN	MON	TUES	WED	THUR	FRI	SAT
JULY						
			1 PIT 6:05	2 MIL 7:05	3 MIL 1:20	4 MIL 12:05
5 MIL 1:20	6 ATL 7:05	7 ATL 7:05	8 ATL 1:20	9	10 STL 1:20	11 STL 3:10
12 STL 7:05	13	14 All Star Game St. Louis	15	16 WSH 6:05	17 WSH 6:05	18 WSH 6:05
19 WSH 12:35	20 PHI 6:05	21 PHI 6:05	22 PHI 12:05	23	24 CIN 1:20	25 CIN 12:05
26 CIN 1:20	27 HOU 7:05	28 HOU 7:05	29 HOU 1:20	30	31 FLA 6:10	



Chicago Cubs 2009 Schedule

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= Home Games

SUN	MON	TUES	WED	THUR	FRI	SAT
AUGUST						
						1 FLA 6:10
2 FLA 4:05	3 CIN 6:10	4 CIN 6:10	5 CIN 6:10	6	7 COL 8:10	8 COL 7:10
9 COL 2:10	10 COL 7:40	11 PHI 7:05	12 PHI 7:05	13 PHI 1:20	14 PIT 1:20	15 PIT 12:05
16 PIT 1:20	17 SD 9:05	18 SD 9:05	19 SD 9:05	20 LAD 9:10	21 LAD 9:10	22 LAD 3:10
23 LAD 5:10	24 30 NYM 20	25 WSH 7:05	26 WSH 7:05	27 WSH 1:20	28 NYM 1:20	29 NYM 3:10

SUN	MON	TUES	WED	THUR	FRI	SAT
SEPTEMBER						
		1 HOU 7:05	2 HOU 1:20	3	4 NYM 6:10	5 NYM 12:10
6 NYM 12:10	7 PIT 11:35	8 PIT 6:05	9 PIT 11:35	10	11 CIN 1:20	12 CIN 12:05
13 CIN 1:20	14 MIL 7:05	15 MIL 7:05	16 MIL 7:05	17 MIL 1:20	18 STL 7:15	19 STL 3:10
20 STL 1:15	21 MIL 7:05	22 MIL 7:05	23 MIL TBD	24 SF 9:15	25 SF 9:15	26 SF TBD
27 SF 3:05	28	29 PIT 7:05	30 PIT 7:05			

SUN	MON	TUES	WED	THUR	FRI	SAT
OCTOBER						
					1 PIT 7:05	2 AZ 1:20
3 AZ TBD	4 AZ 1:20	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

So You Want To Place PURLs on Your Next Mailer

Great! CrossTech is ready to help. With our digital and PURL experience and your marketing skills, we'll team up to create the best mailer possible.

From the start, we're here to help you:

- **Understand goals for the mailer(s).**
- **Develop an appropriate sized piece that will work well in the mail stream.**
- **Select content for the PURL site.**
- **NCOA (National Change of Address) process and presort of mailing list.**
- **Prepare mailing for USPS and mail.**
- **Determine how to process the statistics generated by the PURLs.**

CrossTech is committed to helping our clients use these tools and we look forward to showing you how simple it can be.

Taking it to



the Next Level

Your Field of

368

Dreams

If You Build It, They Will Come

At the end of every project, no matter how small, we all want to be satisfied that the results meet or exceed our expectations. We look forward to working with you on an upcoming project. If you would like more information on how PURLs can improve your direct mail, or any of CrossTech's services, please contact your CrossTech sales representative or one of the individuals below.

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CrossTech Communications, Inc.

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About Us

CrossTech Communications is a supplier of printing and related services to the advertising, graphic design, association and corporate markets. Our focus is on world class service in support of our customer's efforts.

Utilizing the latest developments in offset and digital printing, CrossTech offers its customers a unique set of tools to help achieve their communications goals through print.

Give us a call and we can help you easily apply these services to an upcoming project.

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Production Notes

Cover w/Variable Data: Printed digitally on CrossTech's HP Indigo Digital Offset Press on 100# GPA Coated Gloss Cover. Outside covers were then coated with a high-gloss UV coating.

Body: Printed offset on CrossTech's 74 Karat Waterless Offset Press on 100# Porcelain Ultra Gloss Cover.

Bindery: Outside covers were offline coated with a high-gloss UV coating. Covers were then channel scored and saddle-stitched with the body. Finished books were water sealed and prepared for mailing.

Personalization & PURLs: Were accomplished at CrossTech using a variety of tools, including: Yours Truly, Microsoft Excel and InDesign CS4.

Mailing: Mailing list was NCOA processed and then presorted for mailing. Brochures were produced in presort sequence and then mailed.

Official Rules

No purchase necessary to win. Purchase does not increase odds of winning. One entry per person. Drawing to be held on, or about, Wednesday, May 20, 2009 and the winner selected from the list of those who responded. Those without a PURL may enter drawing by mailing a card to: "PURL Drawing, c/o CrossTech Communications, 111 North Jefferson St. Chicago, IL 60661, and including their name, address, phone number and email address. Winner will be notified by phone or email. Winner will receive two tickets for the Chicago Cubs vs. Chicago White Sox game to be held on Tuesday, June 16, 2009 at Wrigley Field. CrossTech is not responsible for errors or omissions and reserves the right to cancel the drawing for any reason. CrossTech also reserves the right to substitute tickets for another game. CrossTech's liability limited to \$170.00; the face value of the tickets.

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NATIONAL

CITY	0	1							
PHIA	2								
ND	2	1	1	0					
	0	0	0						

UMPIRES

PLATE	1ST	2ND	3RD
28	57	47	82

BATTER

BALL

STRIKE

OUT

VIS

HITS

CUBS

AMERICAN

I	DETROIT	0	0						
II	N. Y. (NL)	0	0						
2	SEATTLE	0	0						
10	PITTSBURGH	1							
	TORONTO								
	SAN DIEGO								
	BALTIMORE								
	COLORADO								
10	MINNESOTA								
10	MILWAUKEE								
4	OAKLAND	0	1	0	0	0			
6	MONTREAL	0	0	0	0	0			

SP RP INNING 1 2 3 4 5 6 7 8 9 10

VISIT: ANDYMCPHERSON.CT-BASEBALL.COM



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Hurry!



Enter by May 15, 2009 for a chance to win Cubs vs. White Sox tickets at:

AndyMcpherson.ct-baseball.com

See inside for official rules.