Trackable Graphics

2015 Idea Book

Technology Infused Print Media Marketing

Impactful. Innovative. Results Driven.
ABOUT US

Trackable Graphics is a technology driven, graphic communications innovator and manufacturer, offering a wide range of impactful, results driven, technology infused print media marketing products for business and industry.

Founded by Rich Butler and Rich Chieppa, the company was previously a leading resource for medically relevant promotional products that helped build industry brands for nearly two decades.

Today, Trackable Graphics has emerged as the leading resource for technology-in-print marketing solutions.

Trackable Graphics is the industry leader in trackable print-to-digital WEBKEY technologies, as well as dynamic Video and Audio in print media products that leave lasting impressions.

As you review the pages of our 2015 Idea Book, please know that our manufacturing capabilities are quite diverse as we specialize in customizing any of our products to your exact specifications or requirements.

We look forward to exploring business opportunities with you!

Impactful. Innovative. Results Driven.
TABLE OF CONTENTS:

Our lineup of unique and affordable technology-in-print marketing solutions facilitates patient & physician education, drives web traffic, builds brand recognition, and creates an impactful & memorable effect.

p. 1 Paper WEBKEYS
Printed & Assembled in the USA, this "trackable" direct mail marketing solution drives internet traffic like never before, and tracks plug-ins through our own CORalytics™ tracking software. Exceptional double-digit response rates!

p. 2 WEBKEY CHIPS
Webkey Chips are the hottest and most affordable technology-in-print product available today for mass marketing. Drive users to where you want them, on the web, where they can learn, engage, interact and more. Now available in bulk for commercial printers & print brokers and agencies. Uniquely serialized for individual tracking.

p. 3 Plastic WEBKEYS
Credit card size or custom moulded to your specifications, plastic webkeys are ideal for patient starter kits.

p. 4 Video YouBook™ Video Brochures
We can't think of a more impactful marketing tool than our custom produced Video Brochures and Video Tablets. Beautifully crafted in full color paperboard, our line up LCD Screen Video Infused in Print are made with the highest quality components and are suitable for all industries, particularly healthcare and pharma, where educational marketing is of paramount importance.

p. 5 Video YouBook™ Video PostCards
Simply put, there is NO better way to capture consumer attention than with a "video" message embedded in a colorfully printed mailed postcard. This product provides unprecedented 70%-80% response rates. Or, use as a magazine/journal "onsert" for amazing results.

p. 6 Audio & Trackable Audio Postcards
Unique direct mail postcard that plays a pre-recorded message by simply pressing a button. Optional swivel WEBKEY invites user to engage online by simply plugging into their computer or laptop. Track results with CORalytics Tracking.

p. 7 InfoBudz™
Personal Audio Booklet - We've combined pre-recorded messages with a mini full color printed booklet, along with personal earbuds for an amazing marketing experience. HIPPA & PhRma Compliant.

p. 8 New for 2015!
NFC Technology infused print media products! Also, The first “trackable” Video Brochure with uniquely integrated Webkey Software! Track usage like never before.....Coming Soon!

Call today to learn more about Trackable Graphics - Technology Infused Print Media Marketing Products.
WEBKEY CHIPS

BULK CHIPS ARE AVAILABLE FOR COMMERCIAL PRINTERS!

- Instantly Routes User to Website, Microsite or Landing page.
- Contains No Memory
- MacAfee Secure, Virus Free
- High Response Rates
- Uniquely Serialized
- PC & Mac Compatible
- Ideal for Any Print Media

Plug in and Connect!

*Trackable with Coralytics Tracking Software*
PLASTIC WEB KEYS

Print-to-Digital Marketing
Plug in and Connect!

- Instantly Routes User to Website, Microsite or Landing page.
- Contains No Memory
- MacAfee Secure, Virus Free
- High Response Rates
- PC & Mac Compatible
- Ideal for Direct Mail

* Trackable with CORalytics Tracking Software
Print-to-Digital Marketing
Plug in and Connect!

- Instantly Routes User to Website, Microsite or Landing page.
- Contains No Memory
- High Response Rates
- Ideal for Direct Mail
- MacAfee Secure, Virus Free
- PC & Mac Compatible
- Clip-On Design

We use our Unique CLIP-ON Webkey Design!

* Trackable with CORalytics Tracking Software

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THE MOST DYNAMIC MARKETING TACTIC EVER!

- High Resolution 2.8”, 4.3”, 5.0”, 7.0”, 10.0” LCD Screen
- Crystal Clear Audio
- Function Buttons & Chapter Buttons
- Optional ‘Soft-Touch’ Button Activation
- Rechargeable With USB Cord (included)

* Trackable with CORalytics Tracking Software

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Trackable Graphics

VIDEO POSTCARDS

- love is complicated, match is simple

Video Postcard Size: 4” x 6”
LCD Screen Size: 2.8” (Diagonally)

- match.com

- Ideal for Direct Mail, Retail & Tradeshow Handouts
- High Resolution LCD Screen
- Crystal Clear Audio
- Play Button
- Charges via USB cord Included
- Optional Mailer Boxes

Video Postcard Size: 4.25” x 6.25”
LCD Screen Size: 4.3” (Diagonally)
Audio Postcards

What you get with VERIZON EDGE

- Embedded Speaker
- Audio Postcard

Here's how to get VERIZON EDGE in just three easy steps:
1. Choose the VERIZON EDGE pricing option once you select a device.
2. Activate your first device online, then head into your nearest VERIZON Store to activate any more you need.
3. Rent. Make easy, monthly payments...

Audio Postcard

- Ideal for Direct Mail, Retail & Tradeshow Handouts
- High Resolution LCD Screen
- Crystal Clear Audio
- Play Button
- Charges via USB cord Included
- Optional Mailer Boxes

Trackable* Audio Postcard
(with Swivel Trackable WEBKEY)

Trackable with Coralytics Tracking Software

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READ. LISTEN. LEARN.

An informative, multi-page booklet with embedded soundchip designed to hold up to a 60 seconds of your educational or marketing message.

Also available: Trackable* Personal Audio Booklet with Webkey

- Full-color, multi-page durable booklet
- Crystal clear sound - quality earbuds included
- Volume control and On/Off Buttons
- Portable & personal

* Trackable with CORalytics Tracking Software
NEW FOR 2015

NFC Mobile Technology lets you simply “tap” your NFC enabled mobile device to printed media and...

(( Woosh! ))

Be instantly directed to a website via your mobile device!

COMING SOON!

- Ideal for Direct Mail, Retail & Tradeshow Handouts
- High Resolution LCD Screen
- Crystal Clear Audio
- Play Button
- Charges via USB cord Included
- Optional Mailer Boxes