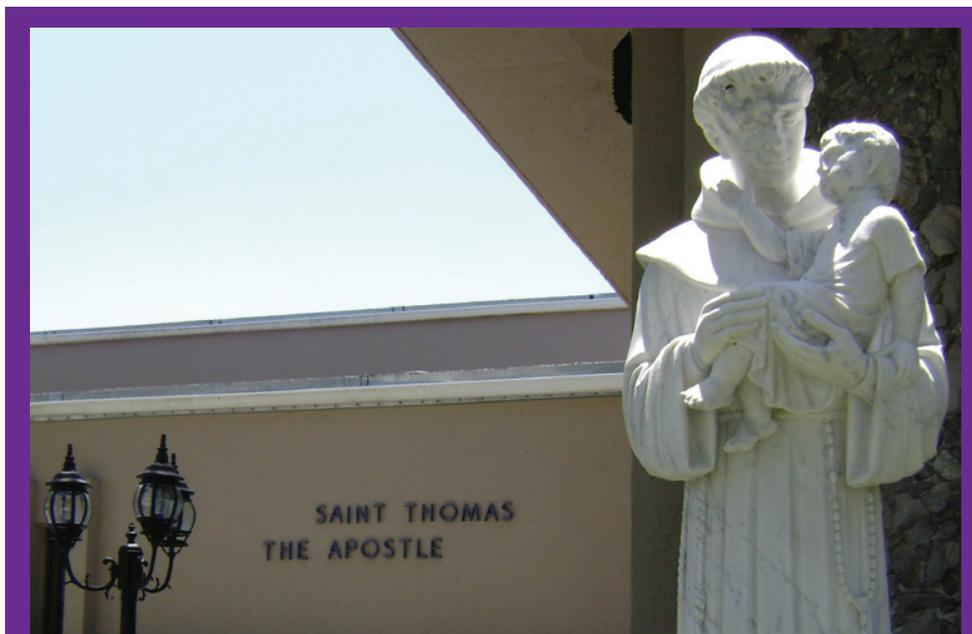


RISO Snapshot of Success

"We increased our advertising rates and converted the black and white format to full color. Our advertisers are happy and now we have about a 75 percent renewal rate."

Ana Delgado, Administrator and Accountant, St. Thomas the Apostle Catholic Church



St. Thomas the Apostle Catholic Church

Most Catholic churches do not print their own Sunday bulletins. Instead, they typically outsource their bulletin printing to publishing companies like J.S. Paluch & Company, Diocesan Publications, Liturgical Publications, and others. These companies provide their client churches with the design, layout,

and printing production of the weekly bulletins at no charge. A church secretary or administrator simply uploads the bulletin text to the publisher's website by Wednesday of each week and receives delivery of the printed and folded bulletins by Friday afternoon.

The reason these publishing companies can offer this printing service for free is that they sell advertising space on the bulletin's back cover and retain the revenue from the advertisers. It is a great service for many churches because they don't have to worry about tying up their office staff with the designing, printing, and folding of bulletins each week. It is also a highly profitable venture for the publishing companies because they can receive a continuous stream of bulletin advertising

revenue from thousands of individual parishes for decades.

Father Daniel Kubala of St. Thomas the Apostle Catholic Church recognized the income potential of bulletin advertising and decided that his church should receive the benefit instead of a for-profit advertising company. So the church printed its bulletins in-house and began selling ad space to parishioners interested in marketing their businesses. At first, the church outsourced the entire printing and folding task to various members of its congregation that owned local printing companies. Although these parishioners typically offered the church a small discount from their regular rates, the weekly costs were still somewhat high and the turnaround times were often unreasonably long.



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In the next phase of this project's evolution, the church decided to purchase pre-printed bulletin shells from a national printing company. Customized text was then added by copying the full-color shells on a black and white copier. Afterwards, the bulletins were sent to a local print shop for folding. The method was still not ideal for two reasons: the folding process still took an extra day of production time and the ads produced on the copier were still in black and white. Father Kubala knew the appeal of color and wanted the entire bulletin printed in full color. He didn't want to spend too much money printing in color, so he knew that a toner-based MFP would not provide a cost-efficient solution over time.

Then Ana Delgado, the church's administrator and accountant, learned about the RISO HC5500 ComColor™ printer. After working with the system on a trial basis and calculating the projected costs and revenues, she and Father Kubala decided that this was the solution to their color printing challenges. Now each week the church prints more than 1,200 eight-page bulletins, a little fewer in the summer time. Advertisers commit to a six-month agreement with the church, with payment in advance. About 90 percent of the advertisers are parishioners. The

other 10 percent are vendors and contractors that do business with the church. "We increased our advertising rates and converted the black and white format to full color. Our advertisers are happy and now we have about a 75 percent renewal rate," Delgado told RISO.

"One of the reasons we like to print our bulletins on the RISO HC5500 is the added control and convenience we now have. We decide which advertisements go into the bulletin and how they appear – that would be out of our control if we outsourced the bulletin production and placement to a third-party. Father is also able to make last minute changes or additions to the copy,

which is a tremendous benefit," Delgado said. Every week the cover has a new design and color scheme. Plus, "What used to take us almost a week to print and fold is now completed in a few hours on Friday afternoon," she added.

Delgado also told RISO, "We found that the clarity of the HC5500's print and the detail of the photo was superior to what we had with our copier." In terms of ad revenue, the church staff is very pleased with its return. With a rate of \$275 per column inch and about 80 column inches filled in a typical bulletin run, "We calculated that we earned \$25,000 in revenue in just the last six months!" she said.

Front and Back covers of St. Thomas the Apostle Catholic Church's weekly bulletin.