



# TOP WAYS TO SAVE \$\$ ON PRINTING AND MAILING

## GANG RUN MULTIPLE PROJECTS

If you run a combination of projects at the same time on the same press sheet, you pay for 1 printing project but receive multiple products. That's more value for your dollar. Just remember that all the projects have to be printed in the same ink colors on the same paper. For example, Postcards, Notecards, and Business Cards could all be run on the same press sheet. Sell Sheets and Brochures could be run together. Quantity also has to be taken into consideration, but often even if you are accepting more of 1 product the cost is significantly better than paying for each product separately.

## PRINT IN 4 COLOR PROCESS RATHER THAN 4 SPOT COLORS

When attaching prices to print projects, estimators usually assume 4 color process inks are on the press for long periods of time, and can consolidate the press washups over several jobs for cost effectiveness. Projects that are specified to run in spot PMS colors usually are estimated to include an ink mix and a washup, and therefore can be more expensive. Take note, though, there are projects that absolutely should be run with PMS spot colors to achieve certain solid color effects. Check with your printing rep for support.

## PRINT IN 1 COLOR OR 2 COLOR INSTEAD OF 4 COLOR

Some printers have 2 color presses and full color presses. It reduces the cost of printing if your project can print on a 2 color press. You can print various screens (tints) of spot colors and black to achieve the look of more colors. Black is usually less expensive than a spot color, and 1 spot color is less than 2 spot colors. Remember that you can also use a colored paper to make your piece stand out, but be mindful of the darker and brighter colors – they can change an ink color and they may affect the contrast factor for barcodes on pieces that mail.

## SIZE REALLY DOES MATTER

When you develop the size of your printing project, the overall final flat size can affect your price, depending on how efficiently that size cuts out of the parent size of paper. Does your piece mail? The size may affect how heavy the paper has to be in order to achieve the best postage rates.

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## PROOF READ & PREFLIGHT

Before sending a project to your printer, make sure everyone who will be involved in the proofing stage has already done a thorough job of proof reading. Then make sure that proper preflight has been done to the files, including printing laser copies of the job. Some graphic software programs have preflight or packaging capabilities; using them to catch problems early saves you money! Although proofs were invented to catch errors before they are printed, copy changes and file repair after releasing the job to the printer can add to the cost.

## USE STANDARD DIE CUTTING DIES

If your piece requires die cutting (for example-presentation folders) build your electronic document files to fit a standard die or existing die. You won't have to pay the one time fee for a new custom die. Using the same concept, if you have an identity package that requires foil stamping and/or blind embossing, see if you can use a common die for the business cards, letterhead and envelopes, if applicable, rather than pay for 3 different brass dies that are only slightly different in size.

## GREEN YOUR MAILING LIST

If your printing project is a direct mail piece, what is the condition of your mailing list? You can clean and update addresses by running your database through National Change of Address processing, which is now a requirement every 95 days. There are other things you should be doing to clean your list as well. Evaluate the records on the list: are they all still your target audience? Even though their addresses are current, do some of them need to be culled for other reasons? You will save money when you print fewer pieces, and you will not pay postage to mail to recipients that shouldn't really be on your list. Your return on investment will actually be better.