



INSIGHTS

Tips To Boost
Your Business



How to Save Money on Your Printing Costs



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How to Save Money on Your Printing Costs

Before placing a special order, ask if there is a paper stock in inventory that might be right for your project.

Stick with standard finished sizes when possible, this reduces paper waste and minimizes your costs.

Be careful when using bleeds, that is, color or images that run to the edges of the paper. Sometimes they require larger sheets that need to be trimmed, resulting in higher costs and longer production time.

Use color to print a large quantity of "shells." Then, customize the text as your projects come up throughout the year with one color of ink. A great example of this is Business Cards. Your logo and graphics are unlikely to change, but your staff is another story. With "shell" printing, you can save a lot of money on Business Cards.

Spread the cost of color between several jobs. For example, design a series of brochures that share the same colors, and print them at the same time. It can be cheaper than paying separate setup charges for each.

Choose the right type of binding. Saddle stitching (stapling the piece along the center fold) is one of the least expensive and most popular types of binding. Ask about the many options available and what is right for your project.

Lay out both sides on one larger sheet, for larger quantities that are printed on two sides. This is called printing "two-up" and can reduce costs dramatically since press time is much shorter.

Request a hard copy proof. If you are self designing your materials, then providing us with a digital file, make sure you get a proof to check the accuracy of the layout and any color separations. In addition, make any revisions before you turn in your layout or digital files. Revisions are costly once a job is in production.

Consider digital color output. Though printing small quantities (under 500) of a full-color brochure is usually cost prohibitive for many organizations, consider short-run digital printing instead. If set up correctly, your project can be output directly from your digital files and the press time is cut in half. Again, get a hard copy proof!

Avoid rush charges. Plan, Plan, Plan. Find out what length of time is required from your printer for production printing and added processes like folding, stitching and die-cutting. Stay on deadline to avoid rush charges, which can be as high as 50 to 100 percent above the normal cost.