



## Digital On-Demand Printing.

Print for less *and* reduce waste with one responsible decision.

We work in a dynamic, fast-paced, and ever-changing academic environment. Electronically savvy audiences have come to expect up-to-date information that is personalized to their unique needs, but certain situations still require the impact of effective print communications. With shrinking printing budgets and a more demanding audience, what's the answer? Digital on-demand printing may provide the perfect solution.

### Printing a Standard Tri-Fold Brochure

8.5" x 11", 80# white matte paper, full bleeds, full color (4-color process or digital color)

	50	100	250	1,000	2,000
<b>Offset Printing</b> > 1-2 year supply	-	-	-	\$1,075	\$1,125
<b>On-Demand Digital</b> > print as needed > 1-3 day turnaround	\$60	\$85	\$165	\$660	\$1,320

*over time; printing in intervals of 250*



Printing Services' digital press has been specifically calibrated to accurately match the University's official maroon and gold (PMS 202C, 201U, 136C, and 116U).

For more information, visit [www.printing.umn.edu](http://www.printing.umn.edu), or contact a Printing Services sales representative at **612-625-9500** to discuss additional cost-saving options.

## Digital vs. Offset:

Making the Responsible Choice

Type of Print Run	Dig.	Off.
Short print run	>	
Large quantity (typically 2,000+)*		>
Highest image quality		>
Mass mailing (accurate count)	>	>
Information will remain static		>
Information will change often	>	
Limiting waste is important factor	>	
Personalized printing	>	

\* "Break-Even" quantity varies depending on size of printed piece. Contact a Printing Services sales representative to discuss the most economical choice for your specific project.