

Planning

- Be sure of mailing list counts. Going back on press for more copies involves setup charges.
- Decreasing quantities after an order is submitted can affect cost. If paper has been ordered, paper companies charge a substantial restocking fee.
- Increasing quantities may cause a delay in ordering paper and result in higher mailing costs.
- Quantity, size, and number of ink colors contribute to the planning of a job for the most economical press. Changing any one of these variables disrupts the plan and can add extra cost to a job.
- House Stocks are less expensive and more readily available than comparable stocks that are off contract.
- If paper for large quantity newsletters, magazines, and other publications is ordered 5 weeks ahead of printing date, you can obtain special discounts.
- Pieces designed proportionate with standard press sheet sizes including 5.5 x 8.5, 8.5 x 11, 11 x 17 are more economical and efficient.
- On special size projects, design the piece to best fit a press sheet.
- On shorter run pieces, you can achieve the impact of color but reduce costs by using color copy covers and black/white text.
- Run multiple pieces at the same time when possible. (e.g. cover, cards, invites)
- Envelopes in runs up to 500 can be run on our laser printer to save money.
- Personalize documents using our ink jet capabilities and a diecut window.

Prepress – prepress time is \$90.00/hour. Following are tips to consider before sending your file to minimize prepress time.

- Make your document size the same size that you want your completed piece to be.
- Verify that only colors to be printed are in your file. From a design program, run a color separation to your desktop printer.
- In Microsoft programs, make a press-optimized PDF file to send rather than the original Microsoft file.



Photo by Leo Kim

- When making a PDF, choose the *press-optimized* setting rather than the Acrobat default.
- Include an 1/8" bleed in your document anywhere color/image bleeds off page.
- Page layout programs such as Pagemaker will save you money in prepress costs and provide more control over the look of your final printed piece.
- Call our prepress department with questions early in the planning process.
- Carefully proofread before sending files to be printed. Corrections after the first proof are expensive, and many corrections may require a second proof.
- Include all files necessary for printing. Pagemaker, QuarkXPress, and InDesign all have "collect for output" features that can be used to gather all relevant files, fonts, and graphics.
- Scan all images at 300 dpi.

Printing

- Use preprinted shells.
- Preprint cards 2-up in color. Imprint in black on copier as needed.
- Use Printing Services preprinted "M" cards. Imprint in black.
- Print notepads in black instead of maroon.
- Metallic inks have minimal effect on uncoated paper.

- Use press checks judiciously. Be prompt and have all materials needed.
- Matte stocks and inks with dark blue including purple and violet have a longer dry time.
- Common sections to publications can be preprinted and pregathered in color. Then, later sections can be printed in black and inserted.
- Run covers in a combination run—4-color covers and then use black text.
- Plan for self cover booklets.
- Perfect the printing in runs of 1/1, 2/2, 2/1, 2/4.
- Use self mailers instead of envelopes.
- Text weight paper is less expensive than cover. Consider all options (60, 70, 80#).
- Tint strip special colors instead of printing 5th and 6th color.
- Well designed 2-color jobs can look like 3- or 4-color.
- Print 2-color instead of 3, 3 instead of 4....
- Uncoated text paper is more economical than coated.
- We can print a color tint instead of using colored stock, eliminating collating and hand inserting.

Bindery savings

- Be aware that scoring is an extra process charge assessed when folding, if stock is too heavy, or the ink is solid.
- Folding 2 sheets together #10 without a staple involves a costly hand operation unless we can run the piece 11 x 17, fold it in half, then #10 and slit cut it apart. Results are the same, but an 1/8th of an inch is taken off the width.
- Fold and trim a 6 pager instead of running a 4 pager and inserting 2.
- Save 10-15% on folding by using a partial roll fold vs. a roll fold.
- On NCR sets, if the flysheet is carbonless you will save. Using a non-coated sheet necessitates a hand operation to slice apart each pad.
- Instead of saddle stitching booklets, glue binding (up to 12 pages) on the folder will give you a similar finish at a reduced cost.
- Saddle stitch instead of spiral bind.
- Perfect bind instead of spiral bind.
- Don't perforate reply cards.

Copying

- The cost per copy on departmental desktop laser printers can be over 6¢ per copy, compared to 3¢ on a copier.

- Supplied paper, if not properly stored, may actually cost more to run.
- Make copies two-sided and save 1/2¢ per copy.
- Printing Services carries a variety of paper stocks. Some vary 2-3¢ a sheet in the same weight depending on manufacturer.
- Copy Center binding, including wire or GBC binding, can cost up to \$1.00 or more per piece. Staples cost 2¢ each.
- For undersize pieces such as 4.25 x 5, put as many on a sheet of 8.5 x 11 (standard size) as possible. Set them up edge to edge for reduced cutting charges.
- Toner doesn't bleed to the edge of paper on a copier. If you want a bleed it will have to be trimmed down at an extra cost.
- Laminate pieces for repeated use and avoid reprinting as often.
- Review the cost and time needed for issuing departmental purchase orders and completing paperwork needed for external vendors vs. CUPS billing and ease of use with Printing Services.
- Use standard paper sizes 8.5 x 11, 11 x 17 to avoid set-up and trimming charges.
- Use 3-hole drilled stock for materials that may need updating. You can simply remove and replace pages needed without impacting the whole piece.
- Print on demand. Materials can be scanned and stored electronically to be printed as needed, in the quantities needed. Changes can easily be made to electronic originals.
- Print directly onto tabs and save the time/expense of purchasing tabs separately and the handwork involved in inserting and labeling them.
- Jobs over 1000 copies are frequently more economically produced on press vs. copying. Other factors to consider are finishing and turnaround time.
- Understand ASPECT RATIO for mailers.
- Documents with screens will reproduce at a higher quality if sent electronically, and you will save the money of fixing/clean-up.
- Review your proof carefully to save costly reprinting, especially when using Microsoft word. For the most accurate reproduction create a press-optimized PDF to send the printer.
- Print letterheads, logos, or other designs in color and imprint in black on copier, but allow 3 days for the color to dry.
- You can create more impact with your piece through personalization. Cost is the same whether you do one or 10 personalized spots on a piece.