

SECRETS OF CUTTING COSTS ON PRINTING

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Use mail order printers. Ordering printing by mail generally costs less because these printers have less overheads. Answer adverts in mail order publications and compare prices. Always request samples.

Order larger quantities. Before a printer runs your job, he must photograph the camera-ready copy and make a printing plate. This is necessary whether you order 1, 100 or even 100,000 copies and is included in the basic price.

Avoid two and three colour print jobs. If your materials do a good selling job printed in two or three ink colours, they will probably do just as well printed with black ink only. Printers are geared to print with black ink. When you order a job printed in any other colour, you will generally be charged extra for cleaning the press.

Avoid rip-off prime sources that require you to buy their sales material directly from them. Generally speaking, their products are poor sellers but they make their money from printed circulars, envelopes etc. that you are forced to buy from them at highly inflated prices. Honest dealers will let you order printing from where you like.

Print both sides of the sheet. Since the cost of paper that your job requires is also included in the basic price, by printing on both sides of the page, you can save. This can also reduce your postage costs.

Submit PERFECT camera-ready copy. If you require the printer to make changes on the original, he will charge you extra. Likewise, avoid large 'reverses' (black solids). It is difficult for any printer to get good ink coverage if there are large reverses and many charge as much as 25% extra. A well designed sales piece should not have to rely on reverses to get attention.

Use standard paper sizes. Ordering printing on unusual sizes or types of paper requires press adjustments. This increases printing costs.

Order a photo-reduction. Standard typewritten copy can be reduced 23% to 33% and still be legible. If your sales message runs to say 1.25 to 1.3 pages, you can have it reduced to fit a regular A4 sheet and save on the printing. Printers will do this for a small fee.

Avoid duplication. If you keep accurate records, you can reduce your printing bills simply by not sending the same materials over and over again to the same customers.

'Cut copy'. If your message is handwritten or typed and fills more than one A4 page, try rewriting the copy and eliminating unnecessary words. It will then cost you less to have it printed.

Avoid printers 'convenience services'. A printers basic job is printing but many also perform other services such as collating, folding, stapling etc. You can save much on your printing bills if you do as many of these easy chores yourself.

Make a deal. Some smaller local printers may give you a discount if you promise to use them exclusively for all your printing needs.