



# COST SAVING TIPS

## PRE-DESIGN

- Get quotes from multiple printers to ensure the best quality and price.
- If your project is part of a series, order paper once for quantity discounts.

## DESIGN & PREPRESS

- Consider the size. Generally the smaller the piece, the lower the cost—depending on the length of the print run.
- Estimate and collaborate with the printer early in the design process.
- Ask the printer for cost-saving design and printing solutions.
- Consider different bindings; different binding techniques can vary greatly in cost.
- Consider direct-to-plate printing. It can cost less because it eliminates the step of producing film.
- Printers often have leftover papers from previous jobs at a discount. Ask and find out!
- Select the appropriate amount of paper based on need.
- For one or two color jobs that aren't color sensitive, consider using the same inks from another print job.
- On large, complicated projects, run your typography with a separate run of black to minimize the cost of last minute changes.
- Aqueous coating is less expensive than varnish.
- Are you printing digital or offset? Sometime digital can save money based on quantity.
- If you're printing a multi-piece job, try to maximize the size of your form and run the pieces together.
- Cut down on colored inks.
- Print one color on a colored paper stock.

## ON PRESS

- Press checks are optional and depend on the complexity of your job. Always discuss a printer's policy on press checks at the time of quotation
- If there is a problem on press, fix it with the smallest amount of film possible. Film costs can be significant.

## FINISHING

- It is not unusual for costly problems to arise in finishing. Collaborate with the finisher early in the process to make sure that the project's design, paper and other aspects of implementation are compatible with the finishing technique.

## DISTRIBUTION

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