6 Ways to Save Money on Printing

1

COMMUNICATE WITH YOUR SALES REP

Your Sales Representative is your best resource for saving money on your print job! Ask them what they would suggest to save money on your printing project while still keeping the same quality print job!

2

OPTIMIZE YOUR PAGE SIZE

As you design your document, you may have a specific size you need to use. However, if you have some flexibility, you may be able to alter your design very slightly, fit more items per page, and save money!

3   CHOOSE YOUR COLOR WISELY

Do you know if you are using Spot Color or 4 Color Process? While a Spot Color can give you an exact color match, 4 Color Process still offers a huge array of color possibilities with a smaller price tag. Consider converting from Spot Color to 4 Color Process if you are looking to save money.

4   QUANTITY ORDERING

The more your order, the more you save! While this might not sound exactly correct, it's true! Once a print project is set up, the hard part is done. Take advantage of the setup and print as many as you can. Your cost per piece will go down the more you order (and you'll save in the long run as you do not have to reorder at a higher rate).

5 CHOOSE THE PROPER PAPER WEIGHT AND FINISH

Paper comes in all shapes, sizes, and finishes. If, during design, you think you need the heaviest weight paper available and a high gloss finish, you might be able to back down to a slightly lighter weight paper and a satin gloss finish. By changing your finishes slightly, you may achieve the same effect for your project while saving money.

6 PREPARE YOUR FILES PROPERLY

Time is money. One way to ensure your print project goes through the prepress process quickly and saves time and money is to make sure your digital files are prepared properly. Confirm things like bleeds, crop marks, fonts, file size and dimensions, and image resolution before packaging your file. Additionally, a final proof for spelling, color profiles, and removal of unnecessary layers will help your print project speed through the prepress process and on to printing!