

FINANCIALLY RESPONSIBLE PRINTING AND DESIGN

- Maximize your budget
- Minimize your costs
- Achieve your goals

Start with the end in mind

- ❑ Set the goals of the printed piece
- ❑ Establish a realistic budget
- ❑ Define your market
- ❑ Streamline your message

Set your objectives

- ❑ Who are you trying to reach?
- ❑ What message are you needing your audience to hear?
- ❑ Where are they located?
- ❑ Why do they need to hear your message?
- ❑ When do they need to get your message?
- ❑ How do they want to be communicated to?

Who are you trying to reach?

- ❑ Members of a group - SGMP
- ❑ Purchasers of your product - Continuing Ed
- ❑ Attendees of an event - Meeting Planners Expo
- ❑ Faculty

What is your message?

- ❑ Be specific in what you are telling your audience in your piece
- ❑ Brief, Clear and Concise
- ❑ Portray the correct image for your specific audience

Where is your audience?

- ❑ Worldwide, Nationwide, SE, Florida
- ❑ Home or office
- ❑ In front of a computer or out in a field

When do they need to get the message?

- ☐ Time sensitivity of the information
 - Travel plans
 - Budgeting
 - Competing event

Why do they need to hear your message?

- ☐ CEU's
- ☐ Knowledge that is critical to their business
- ☐ Discounts or coupons
- ☐ Networking

Black Ink, Two Color or Full Color

- ☐ Black ink is least expensive
- ☐ Two color/Duotones - creative use will give a high end look cost effectively
- ☐ Full Color - has most impact when using photographs
- ☐ Mixed - color cover with black internal pages

Digital vs. Offset

Shells

Postcards, Self Mailers, Envelopes

- ❑ Keep envelopes a standard size
- ❑ Postcards and self mailers are a good value

Postage facts

- ❑ Always mail non-profit when possible
- ❑ Postcard rate is even higher than non-profit.
- ❑ Price ranges from \$.085 to \$.164 per piece as opposed to \$.183 to \$.257 per piece for standard mail and \$.324 to \$.394 for first class.

Combining Items

- ❑ Envelopes - multiple addresses
- ❑ Letterhead
- ❑ Forms - multi location
- ❑ Appointment Cards/Business Cards

Flyers and Brochures

- ❑ Bleeds increase cost and waste
- ❑ Self mailer brochures removes need for envelope
- ❑ Half page instead of full page
- ❑ Full color one side, black ink back side

Books and Booklets

- ☐ Cost Effective Binding options
 - Perfect bind
 - Saddle Stitch
- ☐ Half size books
- ☐ Cover options

Newsletters

- ☐ Shells
- ☐ Two Color
- ☐ Increments of two or four pages
- ☐ Minimize content
- ☐ Consistent look and message
- ☐ Content - what you say, not how much
- ☐ Reduce frequency - bi-monthly, quarterly

Most Importantly

- ☐ Build a relationship with your designer and printer.
