



1120 Joshua Way
Vista, CA 92083
Toll Free: 800-799-7373
info@certifiedfolder.com
www.certifiedfolder.com

Money Saving Tips For Your Next Brochure

- 1. SIZE:**

You or your agency should discuss the size of your brochure with the distributors or printers that you consider using. Ensure that this is accomplished before layout or paste-up is done. For improved visibility, in the brochure racks, vertical layout is absolutely essential. The information containing the State/City, Subject and pertinent information, should be displayed "boldly" within the upper 3 or 4 inches of the brochure. This is important for "ready selection" by the consumer/tourist. Brochures should be folded 4"x9" for proper rack display.
- 2. PAPER:**

Compare the costs and availability of the paper you presently use to that of a suitable substitute. This is especially important for those customers who run large quantities. However, insure that you specify "vertical grain" and we recommend not less than 70LB coated stock for a three-fold, "four-color" brochure.
- 3. BROCHURE QUANTITY:**

Both you and your distributor should discuss the areas of service desired as well as the number of brochures that will be required. Possibly, you are negotiating for a set number of brochures year after year. Consequently, you are handicapping your chances at having your job printed on a "web-fed" press. Ask your printer about his minimum requirements for a web-fed press run. If you are using 50,000 or more brochures per year, and your printer does not have a "web-fed" press, it would be to your advantage to seek prices from other printers who can furnish you with that service. **REMEMBER** "loyalty to a given printer can be a luxury you may not want to afford." In addition: Welcome Stations and Travel Shows use large volumes. Some area Chambers of Commerce utilize your brochures for "over-the-counter" distribution.
- 4. UNIFORM SIZE OF TRANSPARENCIES:**

Make an effort to keep your color transparencies (slides) at one uniform size (e.g. 35mm, 2 1/4 x 2 1/4, 4 x 5, etc.) as opposed to a variety of sizes. This uniformity will result in a savings to you on color separation costs. Make sure that you retain all materials after each printing.
- 5. DATE MATERIALS AND MARK FOR INTERNATIONAL SHIPMENTS:**

It is wise to date your materials on the rear. **REMEMBER:** Materials destined for International usage must be annotated: "PRINTED IN USA." Any "year-to-year" changes should have some small change on the cover to aid in identifying "out-of-date" information. This will help anyone who might handle your materials for you. Be sure to consider what you want done with materials from each preceding year, e.g., use up old materials before new materials are used, etc.
- 6. FOLDING:**

Remain with a "simple fold" when producing your brochures. This will assure reasonable folding costs as well as produce a sturdy brochure for your paperweight. Some elaborate folds cost extra money and result in a weakened brochure that "kneels over" in the brochure rack. This type of fold also reduces quantity per pocket in distribution.



1120 Joshua Way
Vista, CA 92083
Toll Free: 800- 799- 7373
info@certifiedfolder.com
www.certifiedfolder.com

7. **BRANDING:**
Band 500 brochures in each bundle. Paper bands are sufficient. All brochures in a bundle should face the same direction. Some types of brochures might need only 100 per bundle.
8. **SHIPPING PACKAGE:**
The maximum weight of each box of materials should not exceed 39 pounds. Boxes are to be marked with the client's name and with the contents of the package including the numbers of brochures contained therein. Use containers of paper size to insure a full container for shipping purposes. **REMEMBER:** you do not want to ship excessive amounts to people who cannot use them. You do not want to ship boxes "too heavy" for locations with people who cannot handle them. (Welcome Stations use women, etc.) All shipments are to be sent PREPAID. Also boxes not filled to their capacity can be damaged during storage and shipping, and this should be considered when you pack for shipment.
9. **OWNERSHIP OF ART COLOR SEPARATIONS, ETC.:**
This is probably the single most important factor in saving money! Specify, on your purchase order or on your printing contract, that "upon final payment, all Film, Color Separations, etc., become your property." This leaves you free to shop for the best prices in the future and keeps you from becoming a "captive customer." Many printers will not mention this fact until you try to retrieve the works from them. Pay strict attention to this note as it is a great cost saving factor.
10. **COMBINATION RUNS:**
See if others in your business may be printing a brochure of a similar size and quantity as yours, inquire as to the possibility of running your brochure at the same time, assuring a savings to you both. In other words, "Hunt for a friend to Carpool with."
11. **WINTER PRINTING:**
You can benefit tremendously from giving your printer your order during the late fall and allowing him the entire Winter to print your brochure. The printer can print the brochure at his convenience. If you wait until Spring to place your order (when everyone else does the same), the printer, in many cases, has to pay over-time rates (which he doesn't tell you about) in order to meet his production deadlines and effect delivery to you "on time." You can usually arrange to be billed in the Spring as it may coincide with the beginning of your income.