

# Check out our "mentionables"...



It might seem silly to mention this, but many print cost overruns are due to press downtime or reprints that results from avoidable mistakes such as typos, incomplete sentences, bad dates, wrong captions, etc. So take a breath, slow down and review your piece carefully with the spell checker on and off. Or better yet, have several people in your organization not involved with the project look it over prior to submitting it for print. A few things to mention...

## Sizes

Given that paper comes in standard size sheets, sometimes reducing the size dimensions of your piece by a small amount will enable you to use more of each parent sheet of paper. Talk to your printer about your specific project to see whether this might be the case with paper you have chosen. Pieces that are designed to these standard sizes save paper as well as money.

## Solid Prints

Speaking of inks, print jobs with solid ink coverage require more press time since it is harder to maintain consistent color and quality throughout the run. Consider using large solids carefully when determining the purpose of your design.

## Less Is More

If you anticipate needing more print pieces in the future, it often makes financial sense to print more of these pieces now. So with digital & offset printing, the more you print, the less it costs per piece. Printing involves various fixed costs regardless of the volume of printing such as prepress, imposition, making plates and setting up the plates and ink stations. Choose Your Printer Wisely. Having an on-going dialogue and relationship with your printer is the key to printing smarter within your budget.

## It's OK to Talk

Talk to your printer about whether your job can be printed on a digital printer or offset press. Digital presses can usually match offset's printing quality, and can be more cost effective. For shorter runs, digital printing may cost less, allow personalization, require less complicated prepress and involve less waste. Keep in mind, digital printing is not suited for certain jobs, particularly those requiring certain types of paper or Pantone color matches, so speak with your printing representative about both.

## PDF Me Please!

The ideal format for transferring digital files is the Adobe Portable Document File (PDF), but not all PDF formats are alike. File creators should save their files as a "press-ready" PDF to gain maximum time savings during the proofing process.

If your piece has "bleeds" make sure to include them in the PDF. *(As discussed in our "Are You Bleeding" series. Check it out at [www.lblprinting.com](http://www.lblprinting.com))*

Talk with one of our prepress technicians before sending your file(s) to make sure everyone is on the same "page". It's free and can save you time and money.

TTFN **STERLING**



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