

**NOVA**

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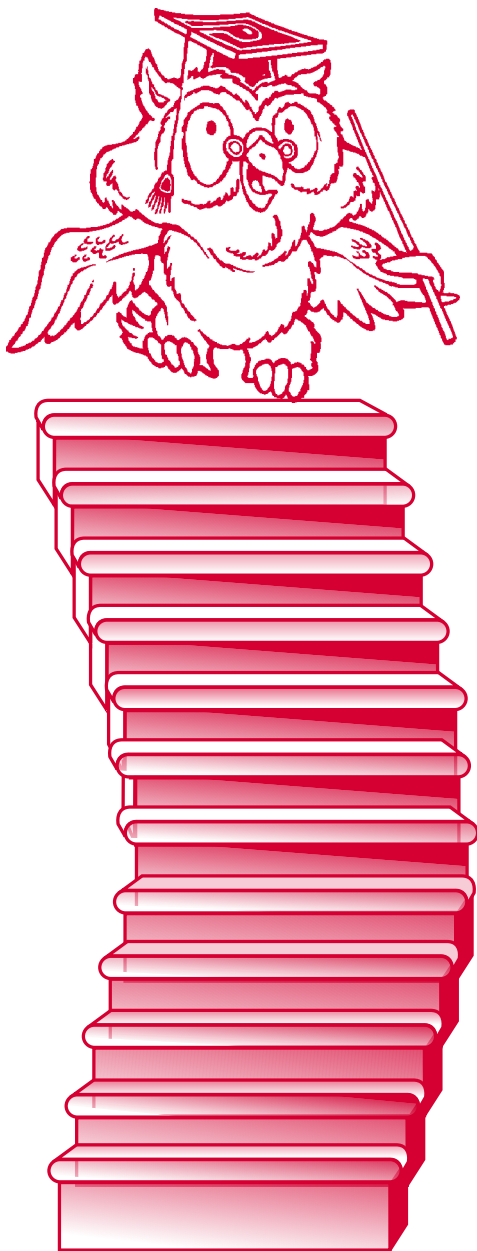
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*The answer to all of your printing needs.*

**PRINTTIPS**™

**Vol. 4,** M-ED

# 12 Steps to Wise Print Buying



**R**apid transit, e-mail, the internet and other technological advancements have primed us to expect things immediately. Consequently, we find that many printing customers spend hundreds of dollars they could have saved if they had taken time to better understand the factors involved in their jobs.

By reviewing these cost and time saving tips and taking action on them, you can save yourself and your company time and money.

## **1. Work Closely With Us**

Check with our representatives before you start designing. They can help you find the best formats, typestyles, paper types and ink colors. If you're not sure what you like, browse through our samples for ideas. Then our representatives can help you find creative ways to achieve the desired results.

## **2. Prepare Artwork Carefully**

Many customers come to us with art they think is camera-ready, but isn't. To make sure this doesn't happen to you, ask our representatives exactly

what is needed. Keep in mind that putting your material on a disk doesn't automatically make it camera-ready. Camera-ready art is artwork that a press operator or pre-press personnel can shoot from directly to make a negative or plate.

***By reviewing these cost and time saving tips and taking action on them, you can save yourself and your company time and money.***

When preparing a disk, make sure it contains your fonts, graphics

and type specifications. We can give you a checklist of all necessary items. Reviewing the checklist will help you submit a disk that is complete and can often save you money and time in composition.

When preparing camera-ready art without a computer, keep a translucent blue pencil close. This will allow you to indicate crop marks and make other important notes without them appearing on your printed piece.

Discuss your design in advance. Find out how long it will take to get everything done. Then assign dates to each item. This will help you stay on target with your deadlines. Remember to allow time for proofing.

### 3. Make the Most of Black and White

Formal events prove how well these classic colors work. You can achieve dramatic, attention-getting looks with them. Sketches printed in black ink are particularly appealing. Black and white is also effective for anniversary announcements and for achieving an antique look.

### 4. Use Clip Art & Illustrations

Rather than photographs which require halftones, consider using clip art or illustrations. Using these gives you thousands of images to choose from. Best of all, you won't have to worry about quality, because it will always be consistent. Photos on the other hand, can vary depending on the quality of the photo, the amount of light, etc.

### 5. Use Stock Photos

Instead of hiring a model and photographer, consider using stock photos. Choose from hundreds of images. Subjects include everything from fishing to high tea. Many brochures you've seen use stock photos. Because stock photos are widely distributed, you can get the quality of professional shots without the cost.

### 6. Design for Postage Breaks

When designing any piece, ask yourself how it will be distributed. If it is going to be sent through the mail, let us help you find the best way to send it. For example, if you are sending a self-mailer (something that doesn't have an envelope), there are certain tabbing requirements which must be followed in order to receive the maximum savings. Most mailing regulations have to do with readability and machinability. For a complete listing of these factors call us or the local post office and ask for their Direct Mail Manual.

### 7. Group Jobs Together

Many companies use printed envelopes, business cards and letterhead that are printed in the same colors on the same type of paper. Yet, few print these items at the same time. By printing these at the same time, you save the cost of several ink washes.

### 8. Order in Quantity

Many customers wonder why we often suggest starting a quote with 500 or 1,000 pieces, particularly in regard to business cards and letterhead. The reason is fixed costs. Fixed printing costs on any job include the paper,

wear on the press, press operator's time and any ink charges. Since the press is already set up, it only takes a few more minutes to run a couple hundred more pieces.

### 9. Eliminate Bleeds

Many people enjoy the effects of bleeds. Yet, the cost is often overlooked until it's too late. Bleeds happen when an ink color runs to the edge of a page. Achieving this effect requires larger, often irregular sized sheets of paper. Additional paper means additional cost. Bleeds also add to production time which in turn adds to the cost of a job.

### 10. Choose Screens Over a Second or Third Color

Instead of using a second or third color, apply screens to one or two colors. By applying screens you can make your piece look like it has several more colors. For example, if you used a royal blue as your base color, you could screen back your wording in blue so that it was closer to a sky blue.

You can create some very dramatic effects using this technique, however, you must be careful that only bolder types get screened back so that your piece remains legible. For more information about screens, talk to our customer service representatives.

### 11. Design for Flexibility:

The more flexible you can be with your piece, the better. For example, if you design your company's brochure in such a way that a panel can be taken out without losing vital information, you can continue using the brochure without the panel containing dated information. Suppose you have a panel that has rates on it. You could cut this panel off, create another one and use the new one as an insert for your now two-panel brochure. You could also format your brochure in such a way that each panel can be inserted separately into a folder.

### 12. Use Masters

Say you have a letterhead that is two colors. By creating masters you can print everything that is printed in one color such as the logo and address. Then the press operator can go back later and imprint names or other selective information in another color of ink. Masters may or may not save you money depending on the quantity. When dealing with hundreds of copies of business cards or letterhead, they can definitely help. They are very effective for companies that have several locations or several employees.

#### Wise Print Buyers:

1. Work Closely With Us
2. Prepare Artwork Carefully
3. Make the Most of Black & White
4. Use Clip Art & Illustrations
5. Use Stock Photos
6. Design for Postage Breaks

# The Idea Corner

**S**tanding out from the crowd can be difficult. This is especially true with business cards. Everyone has one, from the side street junk collector to the highest level executive on 5th Avenue.

What does it take to stand out? Take away value. What is the take away value of your business card? Why would someone want to hold onto it instead of the other 100 cards they've received this week?

What makes you hold onto business cards? If a business card was all you had to go on for two competing companies, which one would you

## Attention Getting Business Cards Add Value

choose? Why? Many dry cleaners offer a coupon card that they punch out for you every time you get something dry cleaned. After your first 10 visits you get something free.

You can add value to your card in several ways. One way is to make it a coupon or to print a discount on it.

Use dated offers. These can prompt your prospects and existing customers to respond within a certain time frame.

Another idea is to print a calendar on the backside of your card. A tax consultant may want to circle important tax dates. This way the customer has a quick reference and will look at your company's name often.

You might also want to write an appointment time on the back of a business card. This way the card serves double duty. It works as both a business card and an appointment record.

Some companies periodically integrate their business card with a competition. There is no end to the creative ways you can add value to your business card.

1	2	3	4	5
With this card: <b>Purchase 10 CDs and get one for free!</b> <b>XYZ Music</b> Steve Smith (510) 584-3970				
6	7	8	9	10

# Q&A

Questions And Answers

I'm putting together an annual report for my company. It contains several pictures of various types. A friend told me that I could save money by grouping my photos together. However, I was also told that doing so could affect the quality of my photographs. Should I group photos together? To what extent will my photos be affected by doing this?

**W**hen deciding whether or not to group (gang) photos, ask yourself how important quality is compared to cost.

The cost for ganged photos will generally be 30 to 40% lower than if each of the pictures is handled separately. Yet ganging them may sacrifice quality.

When working with ganged photos, the camera operator selects an average exposure time. This can result in some pictures that are underexposed and others that are overexposed. This is especially true if you have one particularly light or one particularly dark picture.

The book *47 Printing Headaches and How to Avoid Them*, by Linda Sanders, suggests the following guidelines:

1) Reduce and enlarge photographs by the same percentage.

- 2) Always use transparencies for the best quality reproductions.
- 3) Avoid ganging different types of shots. For example, still lifes and scenic panoramas would have totally different requirements.
4. Make sure the lighting is consistent. If you have one really dark photograph or one really light photograph, it can throw off the average.
- 5) Remember that the better the quality of your original the more successful ganging will be.

*47 Printing Headaches and How to Avoid Them*, by Linda Sanders, 1991, North Light Books, an imprint of F & W pubs.



## Strike Gold with Cross Promotions

**F**inding extra money for promotions may not be as hard as you think. One of the best ways to save your company money is to establish relationships with local businesses. The amount of direct mail, flyers and other printing you can do grows dramatically when several businesses are sharing the costs.

Business networking groups such as the Chamber of Commerce provide great opportunities to establish such relationships. Industry oriented groups are also a great resource. When you put the minds of several professionals together, you can often come up with some unusual and creative ideas for promotions.

Being complete is one of the key ingredients to making this idea work. Consider what kind of businesses are directly related to yours. For example, a video store might team up with a local restaurant and ice cream parlor to offer an entertainment package. Similarly, a dentist might team up with their suppliers to offer a complete dental care kit that comes in a bag printed with the dentist's logo. When related products or services are grouped together it makes the customer feel he/she is receiving added value.

Treasure hunts provide a fun and creative way to increase business. We can print up an entry form which has a line for a phrase from each business. For example, a dentist might use the phrase: "Keep Smiling". Participants would need to go to the dentist's office and ask for a coupon that has that company or organization's phrase printed on it. Then they would write the phrase on the entry form. This promotion helps bring in new prospects. They come in once to get the coupon for the contest. Then they may come in a second time to redeem the coupon.

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