

Biz Buzz



Save Money on Printing

Having worked in non-profit for 7 years before starting ideas company – and now working with many small businesses and entrepreneurs, I understand the need to keep printing costs low. There are several things you can do to keep costs to a minimum. Here are a few tips:

- Ask your printer or designer for recommendations on paper size. Not all jobs are printed on 8.5" x 11" and the more impressions you can fit on a sheet the more money you will save on printing.
- A one colour printed project is the cheapest to print. However, that one colour doesn't have to be black. Choosing another colour can make a one colour job more interesting. (Just make sure that colour is dark enough for the text to be readable). A one colour job can be spiced-up by using varying tints (or shades) of the colour to give the illusion of two or more colours while paying for only one.
- Print one or two colour projects on a coloured stock to add interest. However, be aware that the coloured paper will slightly change the colour of the inks you choose.
- Full bleeds (where the ink goes to the edge of the paper) can cost a little more. Consider designing your materials with a 1/4" white space on all sides to cut your costs.
- Revisions can be costly so avoid making any changes to your document once you have signed off with the designer or after it has been supplied to the printer.
- A good designer will work with the printer to supply the artwork in a file format and in such a way that minimizes the time and work a printer must do to prepare the document for printing.
- Print several small jobs at the same. Look for other projects (using the same stock) that you can print at the same time (i.e. business cards printed at the same time as your thank-you cards).
- Add time to your planning. Give your designer and printer as much time as possible. You will usually pay more for a rush job.
- Try to print things you will use repeatedly in bulk. The more you print at one time, the cheaper it will be overall.
- Print your proof on your office printer before you send it to print – even if it's only in B&W. Sometimes seeing a hard-copy of your job will help you catch tiny but costly errors. Hire someone to help you edit/proof your work and have everyone involved in your project review the text before you send it to be printed.

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