



# Offset Printing On A Budget

## *Tips for reducing departmental print costs*

- **Type of Paper** - the type of paper you choose for a job can affect the price of the job significantly - choose papers that fit the application of the printed piece (i.e. if the piece is strictly informational and will possibly be thrown away quickly, **don't use high-end paper**).
- **Colored paper versus 2nd Ink color** - by printing on color stock, you can save money versus running the job as 2-color on white stock.
- **Size of the printed piece** - by reducing the size of a printed piece, you can affect the cost (i.e. if you have a booklet that bleeds and is designed for 8.5 x 11 but an 8 1/4 x 10 7/8 would work you could see significant savings because it could be printed on a smaller sheet of paper).
- **Prior Planning** - by better planning printing needs, you can save money by grouping print jobs of the same type together (i.e. sending items that print on the same stock, printing multiple postcards at the same time, sending 2-4 issues of book covers at once).
- **Quantities** - review quantities to ensure you are printing what you need. Printing too many or too few can greatly impact the cost of printing.
- **Consultation** - take advantage of UniPrint's years of printing/copying experience by discussing print options and alternative pricing for your projects with our knowledgeable staff. Reduce your overall cost by utilizing UniPrint's negotiated contract pricing on paper.