mimeo

How to Maximize Your Print Budget

Whether you are printing marketing brochures, sales collateral, or training workbooks, your budget needs to stretch as far as it can go. Here are 6 proven ways to make the most of your print budget.

1

Switch to Print-on-Demand

Digital print technology allows you to print as few as one copy at a time for the same per-unit price as 1,000 copies. That means you don't have to order a minimum quantity or increase your volume for a discount.
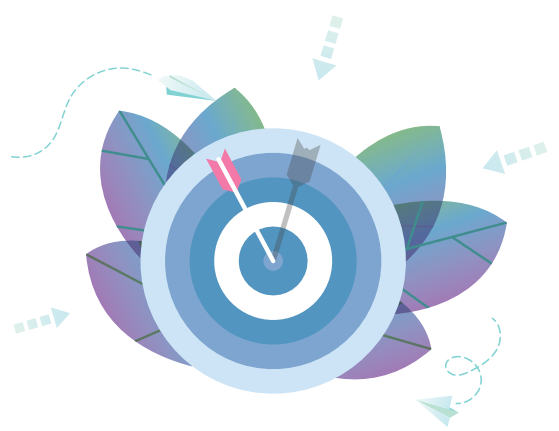
2

Plan Ahead

Print vendors can give you better pricing if you give them more time to produce your project.

Ask your vendor what their preferred project plan looks like, then stick to that. You'll be amazed how much money you can save by sending your files over one week earlier.

3

Make the Most of Your Design Space

When every dollar counts, every inch of physical space counts, too. Work with your designer to make sure your margins, text, and page breaks are all optimized to use as much of the paper as possible. Also, check your line spacing and set up the project for double-sided printing.
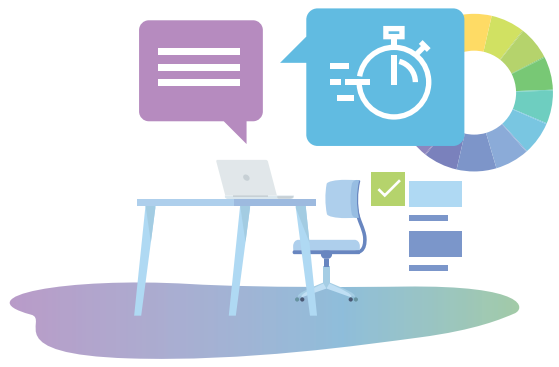
4

Check Your Materials

If you need to cut corners, be sure to use budget-friendly materials, like thinner paper stocks, black and white ink, and simple binding options.

If you're not familiar with these options, ask your printer for guidance.

5

Use Quote Tools to Optimize Your Project

Your printer should be able to provide multiple quotes as you prepare your project. If the first quote is too high, play around with your design and materials to see how you can bring down the per-unit price of your project.

6

Commit to One Print Partner

This last tip may save you the most money. Set up a partnership with one printer. If you commit your business ahead of time, they should be able to commit to better pricing for each and every one of your jobs.

Your budget doesn't need to balloon every time you start printing. With these tips, you should even have some money left over for other projects!