



Print & Mail Services  
University of Missouri

# Printing on a Budget

Jesse Singleton – Manager, Print & Mail, S&T

Jeff McNeeley – Director, Print & Mail, MU



University of Missouri

# About our Print & Mail Shops

- Missouri S&T

- 8 Staff
- Design Capabilities
- Utilizes Digital Presses that print in full color up to 13x19 size
- Large Format Prints
- Bindery
- Mail

- MU

- 35 Full Time Staff
- Design Capabilities
- Utilizes Offset and Digital Presses up to 28x40 size
- Large Format Prints
- Bindery
- Mail



# Utilizing Multi Media Channels

- The best results are achieved when using multi media for your communication
  - Social Media – including geo fencing for targeted audience
  - Static print – flyers, etc. to communicate to mass audience
  - Variable data print – to communicate to specific audience
  - Mail
- Printing Newsletters for results...
  - A better response rate when receiving a printed copy
  - Links provided on S&T Print Website



# Printing on a Budget

- Plan your Print Project
  - Work with your print provider BEFORE you design your project. They can optimize the size/workflow to streamline production and minimize cost
- Read and Edit your Copy
  - Copy should be finalized once sent to the printer. Too often jobs are not proofread thoroughly until the printer's proof is seen. This can add cost in the form of alterations and additional proofs
- Use the Right Tool for the Job
  - You wouldn't build a house with a nail file. So why use MS Word to build a flyer?



# Printing on a Budget

- Include all Vital Files and Information
  - Package files when using Adobe InDesign
  - Send PDF with outlined fonts
- What is a Bleed and why should you care?
  - Bleed is when image runs to the edge of the sheet. It is not possible for digital or offset presses to print to the edge. To get this effect, image is printed past the trim area, then the printed piece is 4-side trimmed. Visually this is a nice effect but keep in mind it can add cost to your job, as it increases the initial paper size, and adds more trimming to the job.



# Printing on a Budget

- Choose Paper (Stock) Carefully

- Paper can be one of the most expensive part  
Uncoated? Coated? Text? Bond? Cover? – which is right for your job. When deciding on paper, you must keep in mind what the final piece is trying to accomplish. Does it mail? Is meant to be written on? Does it fold? – heavy stocks require scoring to fold.

- Minimize Specialty Finishing

- Foil Stamping, Coating, Embossing – these are great attention grabbing effects, but will add cost and time to your job.



# Printing on a Budget

- Quantity

- Printing too many will waste money...  
Printing too few will waste MORE money.  
Finding the right balance is tricky, but in general it's better to have a few more than to go back and reprint



# Printing on a Budget

- Mailing

- Always check with your print provider if the piece you are designing is mailable, and more importantly that it will mail efficiently

- Non Profit

- Always take advantage of the University's non-profit status for mailing. \$0.55 vs \$0.19 which would you rather pay?





# Questions?