

## Brochure Printing Techniques

Brochure printing is one of the best ways to bolster business, large or small. In fact, brochures are one of the most diverse marketing mediums available since they're suited to a wide variety of situations. Since they're so inexpensive, brochures represent the perfect pitch when operating on a smaller budget. You can enhance the quality of your finished printed brochures without breaking the bank by taking advantage of the following brochure printing techniques.



### ***Choose the right paper***

No matter how grand the design, if it's not printed on the right paper your entire brochure campaign can fall apart - quite literally. Shoddy paper reflects poorly on any organization, while robust, professional quality papers enhance colors and lend a sense of strength and credibility. For a lighter brochure, go with a soft 70-pound matte text or 100-pound gloss text paper stock; for a thick, robust brochure, opt for 80-pound matte cover or 100-pound gloss text. Matte papers make a strong impression by enriching elegant designs, while gloss papers help colors pop off the page and capture your reader's eyes.

### ***Oversize for attraction***

Great offers and calls to action do little if they're not read, which is why it is imperative that your brochures attract immediate attention. One of the best ways to do this is by printing an oversized brochure. Instead of the traditional 8.5-inch by 11-inch, print an 8.5-inch by 14-inch or even an 11-inch by 17-inch brochure. The added cost is minimal; the increased response is not.

### ***Fold for fortune***



The typical brochure has a tri-fold, or letter-fold, with three panels; but you can shake things up with an accordion fold or a Z-fold, and turn your brochure into a four- or six-panel masterpiece. Creative designers know how to work brochure folds into their designs, and unique brochures stand out and help guide customers through the

"eureka" process.

### ***Don't forget to get a proof***

The single best way to double check your brochure for text, positioning and color errors is to order a hardcopy proof on every print job. Electronic proofs can reveal copy mistakes, but only hardcopy proofs can reveal what your brochure will actually look like in final printed format. Consider a hardcopy proof an investment in disaster insurance, and purchase liberally.

### ***Save money by ordering in quantity***

Today's state-of-the-art printing technology has made short-run brochure printing extremely affordable, but if you have a high demand for brochures you'll save even more money by printing in quantity. Large runs are printed on an offset press, which yields the best quality but also incurs a setup fee every time a job is produced. This is a one-time-per-run fee, so the more brochures you

print per run, the cheaper your price per brochure becomes. In fact, you can even get your brochure printing down to a few pennies when you order in high quantities.

Printing brilliant brochures is easy when you're armed with these tips. Use them when planning your next campaign and watch your return on investment soar!

### **About Us**

Since 1985, Spectrum has provided better printing and service to nearly 5000 small business marketers, business owners and graphic designers. Spectrum combines state-of-the-art capabilities and the industry's best digital and offset sheet fed and web printing equipment with experienced print professionals and color specialists to deliver quality, consistent color matching and 99.8 percent on-time delivery. By offering a 100 percent customer satisfaction guarantee, Spectrum also stands behind every order, every time. Spectrum is your success story!

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