

## PUBLICATIONS PLUS – TIPS AND TRICKS



- Be flexible on paper grades. When submitting their requests for quote ask us what the best/cheapest options is for the type of publication they are producing. We will make a suggestion but that does not mean we have to do it this way.
- Try and use the most efficient page breaks. When using the same paper cover to cover, sixteen page sections are the most efficient use of the press. Eight pages would be next best. For example, 32 pages is a great page break (2-16 pages). 24 or 40 pages is the next best option. 28 or 36 pages are the worst scenario. I would only use the 28 and 36 page option if the 4 page cover has to be a heavier weight.
- Do not expect to get dull, matte or uncoated offset grades in the foreseeable future. Gloss is about all we are able acquire at this time.
- Think about doing a UV coating on the cover if the cover is a separate weight from the text. We have three UV Coating options available gloss, dull and soft touch. These coatings are great for enhancing a “coffee table” type publication that will be around for months or a year.
- Don’t sweat run count. We can do 10 copies to 100,000 copies and anything in between. We do try to keep our web press running 2,000 and up quantities. We have a sheet press and digital printing equipment to handle the small runs.