



STRETCH YOUR PRINT DOLLARS

Large Format Printing

When you want to make a statement, nothing conveys your message quite as well as big, bold colourful printing. We offer printing on nearly any kind of media at any size! Posters, art prints, banners, signs and vehicle graphics are just a few of the solutions we offer.

Stop into Leech Printing today to see some samples, and find out more about Large Format Printing.

What goes up must come down. Like everything else, the economy is cyclical, but no matter what the current economic conditions might be, it's important to keep marketing your business. In fact, a little glimpse at history shows that even during the Great Depression, some companies thrived. While other companies were cutting spending, a few businesses, such as Nike and Apple took the opportunity to use aggressive marketing tactics to grab market share from their competitors. It's proof that the key to long-term success in any economy is to get in front of your target audience and stay there.

Use less expensive papers or opt for the "house" paper. Paper prices fluctuate often, so if you haven't standardized on a specific paper, ask about less expensive options. If your piece doesn't demand a specialty paper, opt to use the "house" paper. We purchase this paper in high volume, so it's almost always the least expensive option.

Use fewer inks. If you have a three-color project, consider dropping down to two

colors. With creative use of screen tints, you can often create a similar look for a lower cost. If you have been printing generic business documents like forms in two colors, consider dropping back to using just black ink.

Testing is the key to effective marketing. A little creativity can go a long way toward saving money.

Use more inks. This idea might seem counter-intuitive, but if you have a three-color project, often it is more cost-effective to bump it up to four colors. In many cases, four-color process printing is less expensive than three-color spot printing because the press is already set up. Plus, you can ask about including your job in a "gang run" where it is on the press along with other four-color jobs and then trimmed down to size.

Avoid bleeds. If color needs to go to the

August 7-8
X-FEST III
Turtle Crossing Campground

September 17-20
WESTERN CANADIAN
MUSIC AWARDS
Venues City wide

For a complete list of events happening around Brandon including movie listings, shows, concerts and much more, visit brandon.com

Tips for Designers

To save yourself time, money and frustration, use industry-standard software, fonts, and resolutions. Many jobs run into problems before they hit the press because of file incompatibility, low image resolution, or missing fonts, resulting in delays and extra cost.

A few rules of thumb:

When submitting files for black or single-colour printing, make sure images are converted to Greyscale.

When submitting files for full colour printing, make sure images are converted to CMYK.

All images should be a minimum of 300dpi to achieve good reproduction. Most files found on the internet are lower (72dpi).

Be sure to include fonts! Include copies of the fonts in your document when submitting your file. Missing fonts can cause your document to print incorrectly.



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Stretching your Print Dollars (cont.)

edge of the page, you might be able to get a similar effect less expensively simply by using colored paper. If you don't include bleeds in your artwork, your project might require less paper or might be able to be run on a smaller press.

Prepare your artwork and proofread carefully. You can avoid many service charges by making sure you've prepared your artwork correctly and caught every last typo.

Clean up your mailing list. It's boring work, but it can drop your costs dramatically. With a clean list, you can print exactly what you need and avoid extra postage costs as well.

Consider different formats. Just because you have always done a brochure for a particular promotion doesn't mean it's the only option. Experiment with a postcard instead of a brochure and see whether you get a better response rate. Testing is the key to effective marketing. A little creativity can go a long way toward saving money. We are experts at helping our customers succeed with their marketing projects, so talk to us about how we can help you meet your goals.

Call Leech Printing for expert advice on marketing your products and services with economical print solutions to suit any business, any budget. LP

SPECIAL OFFER!

For a limited time, we're offering **250 Full-Colour business cards** for the low price of only

\$2900

- Top quality white card stock
- Full colour print on front of card
- Add black print on reverse for \$10
- From your supplied digital file
- Taxes and additional artwork extra

* Some restrictions apply, taxes and artwork extra.



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CONVENIENCE COPY CENTRE

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