

Great Savings are in the Cards!

Only for the month of May, and only when you mention this newsletter, you qualify for these extra special deals on high-quality, full-colour business cards!

DOUBLE FOR NOTHING!

Buy 250 full-colour business cards for only \$49.95, and we'll DOUBLE your order to 500 cards for no extra charge! That's 500 full-colour cards for only

\$49.95

FREE BEATS A PAIR!

Buy 1000 full-colour brochures, and receive 500 full-colour business cards absolutely

FREE!

Some restrictions apply, taxes and artwork extra. Call your Sales Rep for more details!

Planning your next Print Project

Protect yourself from production problems

Thomas Edison said, "Good fortune is what happens when opportunity meets with planning." Most successful printing projects don't happen by accident; they start with a good plan. No matter what the project is, it will require many decisions, and you want to communicate with us as early in the process as possible. We can offer helpful advice and tips that can save you money, time and energy throughout the process.

To plan your project, you need to answer a few questions.

1. What is the goal of this printed piece? Is it to entertain or inform? To impress clients? The goals of your project influence the design and quality of the piece. We can tell you whether certain ideas will have an impact on the time or cost of the piece. For example, you might not realize that some binding options can take extra time, or that a certain trim size might incur extra costs. Your paper choices also might affect the project cost and turnaround time.

2. Who is the audience, and how will they use the piece? Your readers influence your design decisions. If you are designing a flyer for an academic lecture, it will look different than a flyer for a rock concert. Also, people read a book differently than they read a poster. Again, before setting

anything in stone, you should talk to us to determine how your design decisions can affect the project budget and schedule.

3. How many suppliers are involved? In creating your plan, you need to take into account the schedules of any outside service providers. For example, if you are using a freelance illustrator or copywriter, you might need to take their availability into consideration. If you're going to place your printed piece on a product, such as a label on a bottle, you might need to work with the bottle company to ensure that the bottles are available when you need them. Similarly, if you're going to have your piece mailed, you might need to work with your printer to develop a database that will allow for easy addressing via labels or variable data printing.

4. When does the piece need to arrive? You need to plan backwards from the delivery date. It's particularly important to involve us in this part of the planning process so we can schedule your project. Because we juggle many jobs at any given time, you need to make sure that your project gets press time. It's important to understand that if you don't meet your date to get the files to us, your delay can have a ripple effect. We might place another job on the press in front of yours, and we'll have to push your project back to the next available opening.



May 10
SHRINE CIRCUS
 Keystone Centre

May 15-18
SOURCE FOR SPORTS AAA HOCKEY CHALLENGE
 Keystone Centre

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

Getting the most from your promotion budget

Self promotion is a key part of your company's growth. You want your name to be on the top of customers' minds when they need a product or service you offer.

Keeping your company name, logo and contact information in the hands and on the desks of your customers is crucial! Here are a few tips for promoting your company to existing customers as well as potential ones:

- Sometimes the most inexpensive items are the most effective - like memo pads with your logo and website. These are handy, useful, and welcomed by clients.
- Calendars have been a mainstay of company marketing for over a century. From a simple one page year-at-a-glance to a full colour 12-month photographic wall models, you ensure your company name is just a glance away from your customers' eye.
- Try something new! There are hundreds of options, mild to wild, and Leech Printing can help you choose the ones that best suit your company and budget. Call us today!

Planning Your Next Print Project (cont.)

The larger the job, often the more difficult it is to reschedule.

Finally, you need to incorporate "fudge factor." Always add in buffer time to accommodate slippage in the schedule. The larger the project, the more buffer you will need. Keep people in the loop, and tell them when you need the job to be in your hands. When everyone is working toward

the same goal and communicating effectively, you are more likely to be rewarded with a project that comes in on time and on budget.

When you start planning your next print project, call Leech Printing first! We'll help you get the final product you want, at a price you can afford, and in tune with your schedule. **LP**



YOUR EVENTS SOURCE

Local Ads starting at \$27⁵⁰ per month
plus set-up fee.
Call 571-4500 for details

Brandon's Home Page™

Promoting an event in the Westman region?
 E-mail info@brandon.com and tell us about it!

Leech Printing Celebrates McKenzie Seeds

After over 95 years in their 9th Street location, A.E. McKenzie Company has said goodbye to their historic facility in Brandon's downtown. Opened in 1911, the building has been home to the many changes the company has faced over the years, and is somewhat of a local landmark because of the deep ties the A.E. McKenzie Company has in Brandon and Western Canada.

On April 28, McKenzie held a Grand Opening ceremony at their new facility on Parker Boulevard in Brandon, boasting a single-level of more than 100,000 square feet of space. Leech Printing's Michael and David Leech were on hand to congratulate the company - not only for this exciting new development, but also for being one of our company's longest-standing and

celebrated clients. Michael and David presented McKenzie staff with a mounted photographic art print featuring the original 9th Street building, printed on our ColorSpan large format UV printer from a beautiful HDR photograph by local artist Joel Melcosky. **LP**



David Leech presents A.E. McKenzie staff with a one-of-a-kind original art print at their new facility's Grand Opening

Your Ticket to Success

Get perfect tickets in a hurry at Quick Print!

Social and fundraising season has begun in Westman, and we've got everything you need to make your event a success! Visit us today and inquire about our line of social tickets, auction and raffle tickets, table cards, and of course posters and flyers! No matter what the occasion, the experienced professionals at Quick Print are here to help!

18th Street and Park Avenue • 727-3278



QUICK PRINT
DIGITAL PRINT AND CONVENIENCE COPY CENTRE