

**So  
you're  
ready to send it  
to print...**

**Northumberland  
online marketing toolkit**

**The way in which your marketing material is printed can have a huge impact on its success in the marketplace. This is where all your hard work pays off.**

There's a whole host of options to consider when printing your promotional literature. Here is a simple step by step guide from choosing the right paper, to getting the best quote.

**Quantity**

First, think about how many you'll need. For example if it's a door-drop in your town, you may need a lot of print, if your handing them out at fares or leaving them in stores/receptions, not so many.

**Paper**

If you're are using outdoor, landscape photography, think about a coated paper. This has a shine to it and will make the images sing. If your promoting a natural product, say cakes, or selling vegetables, you may want to use an uncoated paper which will feel earthy and natural. Images wont be quite as bright but they will compliment your product.

How  
**many,**  
what  
**quality.**

### **Pick up the phone**

Check your artwork again, making sure you have the correct size and format. Check quantities/paper type then contact the printer(s).

Always get quotes from at least two local printers so you can compare. Request samples too, price doesn't always reflect quality, check previous projects to see what quality you can expect for your money.

### **What questions should I ask?**

Exactly how much will my project cost. Ask for a breakdown of costs to avoid any potential hidden extras along the way.

### **Delivery**

You say when and where, ask if this is possible and work with the printer to archive this. Most print jobs take 7 days to turn around, keep this in mind when sending artwork.

**TIP: It is always worth while to get quantity options when requesting print quotes as the price often doesn't change too much between say 2000 and 2500 leaflets. For a little extra investment you could get a lot more for your money.**

**Speak  
to the printer...**

**Checklist**

- Are all of the images used 300dpi, print quality high resolution?
- Are all of the files used in your artwork in a master artwork folder named the same as your artwork? ie 'Dans Café leaflet'
- Have you made a backup copy on your personal computer?
- Have you enclosed a print order agreeing to the price/paper stock/quantity and delivery date/address? Its is also an idea to re-supply your contact details here.

**Check,  
check...**

**What is the approval process?**

The printer will send you a proof to check. This will be either a pdf file or a printed sheet. Check this carefully as this is the last time you will see the artwork before printed.

**TIP: Make sure you read all of your copy again, look for simple spelling mistakes, check your logo(s) look correct and make sure you are happy with the images.**

When you receive your finished print, check it carefully to make sure everything is as you'd requested. It is always a good idea to contact your printer upon receipt and let them know what you think of the job, good or bad.

...and  
**check**  
some **more.**