



TIPS ON BROCHURE PRODUCTION

I. SIZE: Discuss your brochure size with distributors and printers you intend to do business with before layout or paste-up is done. For the best visibility in brochure racks, vertical layout is essential. Your most important and eye catching information or logo should be displayed **BOLDLY** within the top 3 or 4 inches of the brochure. Brochures, whether folded or single card style, should measure **FOUR INCHES WIDE BY NINE INCHES TALL** (4" x 9") for proper display in most racks. Trying to save money by making an odd size brochure can create more problems than it is worth.

II. PAPER: Compare the cost and availability of paper you normally use to that of a suitable substitute. This is especially important if you require large quantities. For the best results always specify vertical or long grain, and preferably not less than 70 lb. coated stock for a 1-3 fold full color (Four Color Process) brochure. For a single card style, sometimes referred to as "rack cards", at least 110 index is recommended, also in long grain. Using the wrong paper weight and grain can result in brochures drooping over, which looks bad and hurts chances for pickup.

III. BROCHURE QUANTITY: Professional brochure distribution companies that you intend to use can help you determine the quantity they expect to use on an annual basis. Ordering in small quantities several times each year is usually more expensive than obtaining a sufficient quantity in your initial order, but is sometimes necessary if frequent changes are anticipated and you don't want an excess of obsolete material. In addition to using a brochure distribution company to get maximum exposure, other methods of distribution include state and local welcome centers, trade shows, direct mail campaigns, Chamber's of Commerce or tourism organizations that sometimes include local information in inquiry response mailings.

IV. TRANSPARENCIES: Try to maintain a uniform size for your color transparencies (slides). Examples are 35mm, 2 1/4 x 2 1/4, etc. as opposed to varying sizes. This will result in savings on color separation costs. Be sure to retain all of your materials after each printing. However, today's Digital Technology does not require certain traditional printing steps such as color separations with film. *

V. FOLDING: Try to use a **SIMPLE FOLD** for your brochure. This will reduce folding costs and make the brochure sturdier regardless of the weight of the paper. Elaborate folds are generally more expensive and make the brochure too thick, thus taking up more space and allowing fewer brochures per pocket. The result is possible premature depletion before the display rack's next scheduled service.

VI. BANDING: Have your brochures bundled using the same count in each bundle if possible; usually not less than 100 and no more than 500. Printers use a variety of material for banding like string, plastic wrap or rubber bands. Try to keep all of your brochures facing the same direction.

VII. SHIPPING: The weight of each box should be kept to a minimum, preferably not exceeding 39 pounds. Boxes should be clearly marked with **CLIENTS NAME, CONTENTS OF PACKAGE and TOTAL COUNT OF BROCHURES INSIDE**. Having a brochure attached to the outside of each container is always a good idea. Use standard paper containers (boxes) for all shipping, reinforced with a quality packaging tape. Always fill to capacity; loosely filled and improperly packed boxes may break open if the contents shift during handling. All shipments to a distributor should be prepaid.

VIII. INTERNATIONAL SHIPMENTS: It is wise to date your brochure using fine print on the bottom of the back side. All printed material destined for use internationally must be annotated "PRINTED IN USA". Contents of each box should be clearly identified on the outside of the container; it helps to attach one of your brochures. This helps in identifying your material by anyone unfamiliar with it, and also helps you keep up with inventory wherever it is stored.

IX. OWNERSHIP OF ARTWORK, COLOR SEPARATIONS, ETC.: This is probably the single most important factor for saving money in the long run! Again, retain all production material. On your purchase order or contract specify that upon final payment **ALL ARTWORK, COLOR SEPARATIONS, ETC., WILL BECOME YOUR PROPERTY!** This allows you to shop for the best prices in the future. Ask about copyright laws which are complicated and may vary among the graphics community.

X. COMBINATION RUNS: See if others in your business may be printing a brochure of a similar size and quantity as yours. Printing your brochure at the same time could save you money. Also, ask if your printer has a slow season and place your order then; you may get a better price!

XI. TRACKING: To know if your brochure distribution program is working for you, develop a means of tracking your brochures. A small code printed on the back is common, especially when used in conjunction with a coupon as part of your brochure. There are many tracking methods, but choose one that best suits your type of business.

Note: * Brochure Displays, Inc. now offers a Graphic Design Service and High Tech Digital Color Printing through our printing company **DIGITAL PRESS INC.** Contact us for more information or a price quote.