



A GUIDE TO BROCHURE PRINTING

Brochure printing can be easy if you first identify your needs and have a clear sense of your budget. Whether it is for a real estate listing, a trade show handout, a data sheet, or another application, brochures are a great promotional tool.

Start with a layout that includes the text and images you will need to convey your message. Then choose the type of printing that best suits your brochure. Brochures are typically printed in more than one color.

There are two basic choices in printing: offset printing and laser or digital printing. Both printing processes are capable of producing large quantities of high-quality documents. Most high quality, full-color commercial printing is done on offset presses using the four-color process. Offset printing is a process whereby ink is spread on a metal plate with etched images, is transferred to an intermediary surface, and is then applied to paper by pressing the paper against the intermediary surface. Although set-up costs can be relatively high, the actual printing is generally inexpensive.

Laser or digital printing uses a laser beam to produce an image; this is also the way copy machines work. Offset printing usually produces clearer, crisper type and higher resolution images than laser or digital printing. However, smaller printing jobs can be done on a small low-volume laser or inkjet printer, or at a copy store, thereby eliminating set-up fees and some shipping costs.

Choosing paper is another very important aspect of brochure printing. Most printers will recommend a heavyweight, coated, or glossy paper to achieve a more vibrant, upscale look.

The folding of your brochure is another key consideration. Basic folding options include: the half fold or single fold, the tri fold (the left and right flaps open), and the "Z" fold (which opens up like an accordion). Almost all printers will give you a greater discount the more you print.

Brochure printing can be easy and fun and allow for a good deal of self-expression, so go ahead, what are you waiting for? Print that brochure.

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