



8 WAYS TO MAKE **YOUR PRINT PROJECTS FLY**

OREGON PRINTING COMMUNICATIONS
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Projects don't have to be simple to move swiftly through the print life cycle. Complex, multi-piece jobs can be printed with accuracy and ease when customers understand what happens in the shop.

We want to help—and we want to be helpful. So, here are 8 things you can do to make printing and fulfillment the easiest parts of your project.

1 SEND THE PERFECT FILE (IT'S SIMPLER THAN YOU THINK)

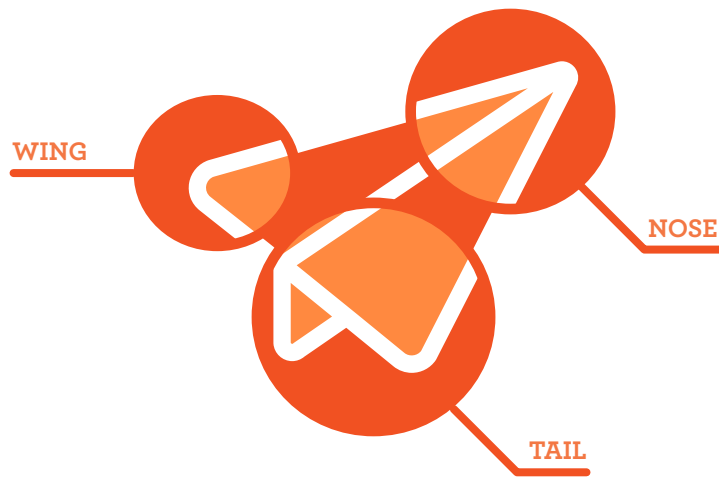
Our production is based on a PDF (Portable Document Format) workflow. We print nearly every job from a PDF, so we don't have to worry about syncing software versions, platforms, links or fonts. A PDF workflow reduces the chance for errors and accelerates the process.

To start a print project, send us a PDF of your job, even if you created your art with professional design software or other programs, such as Microsoft Office. Set up your PDF file in single-page format with bleed (if applicable).

Final files can be emailed to your CSR, or simply to the office if we haven't met yet. Or, send us a link to your Dropbox or other file-sharing folders. You can also upload your files via our website (note: you will need to call us before uploading so we can create a unique user name and password).

You'll get a confirmation email from our team and any questions we need answered to get started.





2 BE SPECIFIC

What It Is

Briefly summarize your project for us. If your project is part of a series or large campaign, tell us so we can give you a consistent look and feel across the board.

Quantity Details

How many pieces do you need to fulfill your initial need, plus other possible uses? Consider whether you'll need extra copies as samples, to give to your executive team or for award competition entries.

Substrates

It's not necessary to specify an exact brand or line of paper when you order, but it is helpful to share your vision for the finished product. What do you want the piece to feel like in someone's hands? Does it need to be durable? After a quick conversation, we can recommend a paper that will complement the project's purpose, artwork and your overall brand.

The Finished Product

If your project is not a standard size or involves multiple pages or pieces, help us visualize it before we begin. Send a photo of an example or bring a mock up to our office. With visual reference, we're better prepared to bring your idea to life.

Distribution

Once your project is printed, what's the plan? Will it be mailed, shipped, delivered in person or fulfilled another way? Knowing what's next helps us prepare timely and accurate quotes. We can also keep an eye out for potential issues.

The Timeline

If you're printing for an event or tight deadline, let us know. If you want your mail to drop by a certain date, we can help. The more information we have, the better we can serve and advise you.

3 MAKE A LIST, CHECK IT TWICE

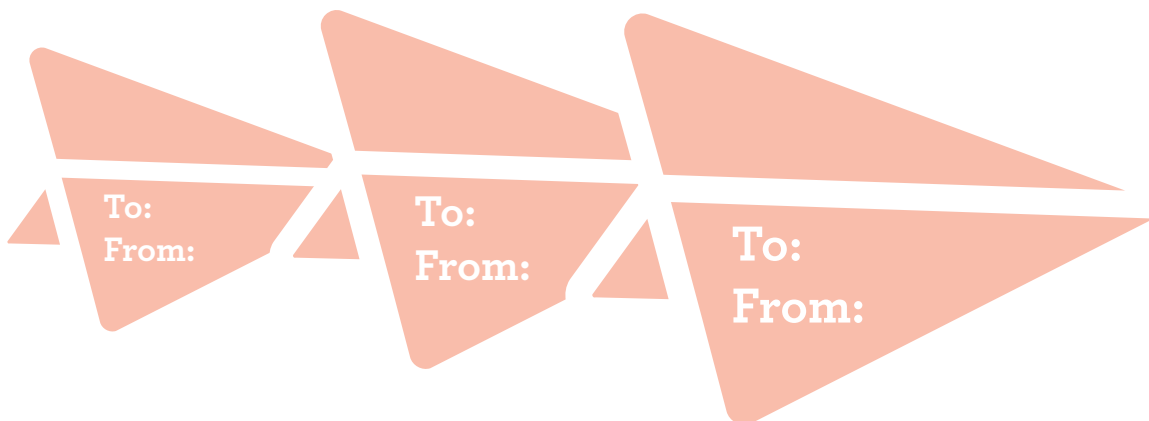
For pieces that will be mailed or personalized, a clean and complete distribution list can save you time and money. Download and run through our *Mailing List Checklist* before you submit your files.

Think through who should be on your mailing list so you order enough printing upfront. Also consider who should be removed from your mailing list to save on printing and postage costs. Very recent customers or out-of-state recipients may not be worth the expense.

Keep in mind, there are minimum quantities required in order to obtain reduced postage rates. Standard and Nonprofit mail must have a minimum of 200 pieces (or 50 pounds of mail) to qualify for discounts, and First Class mailings require 500 or more pieces.

Send us your mailing list(s) in an Excel file. If your list is comprised of multiple sheets, or if you have more than one list that will be combined, ensure the header rows are consistent throughout. Keep all fields in individual columns and don't use hard returns (this is especially important for direct mail pieces that have personalization in areas other than the address panel).

Help our team streamline your mailings by outlining your desired location of the personalized areas on your printed piece. Remember, variable data printing (VDP) is completely data-driven, so it's critical that the information contained in your list is correct and set up exactly the way you'd like it to appear on the final pieces.



4 REVIEW AND RESPOND

We send a proof of every project before we print, although the type of proof varies based on the complexity of the project. Most customers receive a “soft proof,” which is a PDF file that we’ll email to you. Hard copy proofs are also available.

The proofing stage is the time to make sure that everything is to your liking. The intent is to catch any glitches or mistakes that may have happened during processing, such as font problems, text wraps or color shifts. This is NOT the time to proofread content, or make style or design changes, as these edits can be costly and will affect your project timeline. If you find errors that must be corrected, this is the last opportunity to fix them.

We won’t print a job until you say “go.” So if everything looks great, let us know. Prompt responses speed up projects.



5 PREPARE FOR THE POST OFFICE

When you have Oregon handle your direct mail project, you have the option to use our company’s permit imprint account, or an account that you manage. Either way, postage must be paid in advance. The post office won’t process mail without the funds in hand—and we can’t either.

We can provide a postage estimate based on the quantity, size and weight of your project so you can prepare a check to cover postage costs.



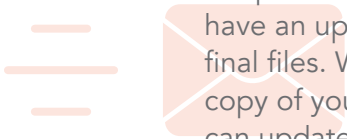
7 TAKE CARE OF BUSINESS

We want the business end of your print project go smoothly too. Sometimes a delivery address is different than a billing address, or we receive files from a designer and not the person with budget authority. When you send us a print project, let us know how and where to ship the final pieces and the invoice, so nothing gets lost in the shuffle.



6 DOCUMENT THE DETAILS

Once a project is rolling on the press, your involvement slows down. But there are simple things you can do to make your next project a breeze. For example, if you made any changes to the artwork during the proofing stage, make sure you have an up-to-date version of the final files. We can also send you a copy of your final mail list so you can update your client database.

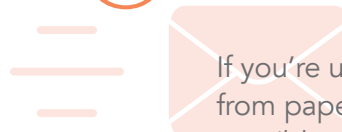


If you keep project notes, record the paper and finish you selected, as well as the final quantities.



8 ASK QUESTIONS

If you're unsure about anything—from paper, to postage, to what's possible—please ask. Questions are free, so contact us early and often.





WHATEVER
YOUR **VISION**,
WE'LL HELP
YOU EXECUTE
IT WITH
**PASSION &
PRECISION.**





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