



March 22, 2009

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Alanna Jurden

Photographer

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PAST ISSUES

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Food For Thought

"The things we fear most in organizations - fluctuations, disturbances, imbalances - are the primary sources of creativity."

Margaret J. Wheatley
Management Consultant

visit Mark's profile at



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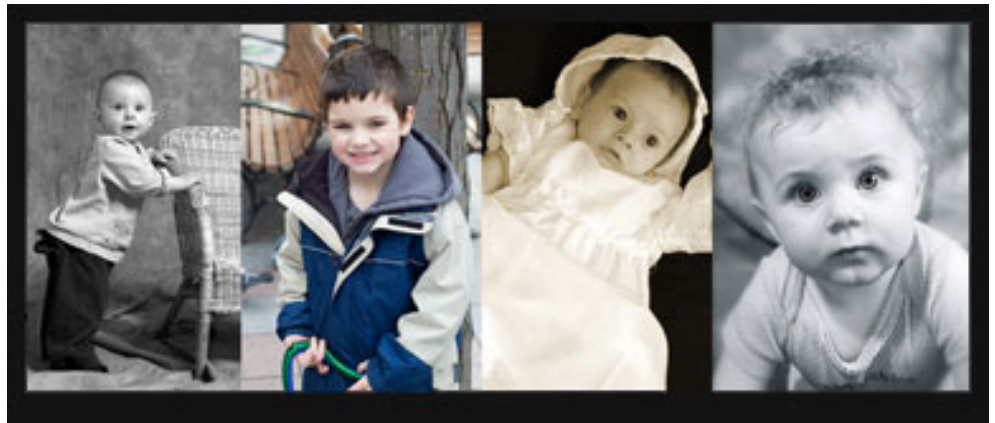
Will Work For Food

This Week's Featured 15 Second Commercial

I have worked with many professional photographers throughout the years. One such photographer is [Alanna Jurden](#), a friend and colleague who specializes in family photography.

Alanna is offering a photography special for recipients of the Mark Palazzo Will Work For Food newsletter:

Book a session and make a portrait package purchase with Alanna Jurden Photography, and you will receive a CD with up to 20 portraits from the session, with reprint rights, absolutely **FREE!*** (*That is a \$40.00 value!*)



***Please mention the Will Work For Food newsletter to receive this special offer. Anyone who receives this email is eligible for this offer. You are welcome to share this email with friends and family.**

Please contact Alanna at alanna@ajurden.com.

Mark's Tips and Tricks

Hiring A Printer Anytime Soon? What To Look For...

Every company needs to have some printing done, starting with corporate identity materials and eventually including a wide range of products. Choosing an offset printing company can be a bit tricky, so there are a few things to keep in mind.

1. Not every printer is created equal. Printers have niches, depending largely on their equipment. Some specialize in really long runs (the web printers), and others

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What is the difference between digital printing and offset printing?

Digital printing uses dry toner or ink cartridges to print images or text directly from a computer, usually with a bubble-jet or laser process. Offset printing is conventional printing using a printing press and the lithographic process, which is based on the repulsion of oil and water. Generally, digital printing is the most economical way to print small quantities while offset printing is best utilized for longer print runs. Both methods produce high quality imaging. Click on the links below to learn more:

[What is Offset Printing?](#)

[What is Digital Printing?](#)

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focus on short runs, using digital presses. Some print shops offer design and desktop publishing services; others just print what you give them. The challenge is finding the right one for your business.

2. Do the research. Quality, pricing, and services differ from shop to shop. Get professional help or get solid references from colleagues who print the same kinds of jobs you need.

3. Buy service, not price. Most printers can print "pleasing" color, or else they'd be out of business. So shop for service when looking for a printer. With competition so fierce these days, printers are beefing up their value-added services to distinguish themselves from one another. The less you know, the more help you'll need from your printer. Find one who's willing to teach you.

4. Local is nice but not necessary. As long as your printer delivers good quality at a price you can afford, and your salesperson is responsive, don't hesitate to look outside your own back yard for a printer. You can send your files digitally to most printers, and get digital proofs back. If your deadline is met, printing out of state might have significant savings for you.

5. Price breaks for large quantities don't always mean a better deal. Thanks to new digital presses, you can now print only what you need. Determining print quantities remains one of the hardest roles of a print buyer. Be conservative when determining your quantity. Find out how long your content is likely to remain unchanged, and print only what you need.

6. The devil is in the details. Every little speck of information about your print job can affect the price and the schedule. A printer builds each job as it comes in - nothing is off-the-shelf. For each job you need, provide the printer with detailed job specs early in the process, and get a written estimate. As specs change (and they will), request a revised estimate.

7. Save files correctly. For optimum printing success, you can't beat Adobe Creative Suite (CS). CS is still the #1 software preferred by printers and graphic designers everywhere. It contains three of the most versatile print programs to date - InDesign, Photoshop and Illustrator. Many companies mistakenly assume that Word, PowerPoint, and Publisher programs are easily handled by offset printers, but these programs were designed for output to a laser printer or color copier -- not a commercial press. One drawback, you can't separate these files into colors automatically. The files may need extra work to prepare for a press-run, which ends up costing you time and money.

8. Yes, it's business - but it's personal, so find someone you like. Printing is a service business as much as it's a trade, so start your vendor selection with the salesperson. If you don't feel comfortable talking with your sales rep, the relationship won't work. For most corporate buyers, the sales rep is the printer. Find a person you like and with whom you can develop mutual trust and respect. The less you know about printing, the more you need a good sales person. The best salesman will educate you as well as recommend solutions for your print jobs. You need him as much as he needs your work.

9. There's a new kid on the block: online printers. There's new competition for printers in the form of Web-based printing services. About 40 different e-commerce providers currently engage in printing activity. Consumers now have an alternative to selecting, procuring, and communicating with print manufacturers. As corporate buying behavior shifts to the Web, it's likely to include print buying.

10. Utilize an expert. If you can afford to hire an experienced print buyer, do it. Being successful at print buying is the culmination of years of working with all kinds of printers, gaining technical knowledge, and keeping abreast of new printing technology. They don't teach print buying in schools and colleges. The best print buyers learn from years on the job.

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Educating yourself about printing is the smartest first step you can take as you begin your search for a print vendor. Your ultimate goal should be to develop a long-term relationship with one or more trusted vendors - knowing a printer that consistently meets pricing and quality expectations eliminates the need to research printers for future projects. This will save you time and money!

Mark Palazzo has an excellent working relationship with a handful of printers in the Northwest and abroad. Mark would be happy to help you pick the right printer based on your current marketing needs.

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