

## CK TIP SHEET: Print & Mail House Estimates



This sheet covers what you need to know when requesting print and mail house estimates for your direct mail campaigns.

**TIP: Assemble your dream team—** designer, printer and mail house— before you begin. That way you can get everyone involved with plenty of time to make cost-saving adjustments.

### PRINT—WHAT YOU'RE PAYING FOR

- Time on press
- Type of printing: digital, variable data, traditional off-set, web printing
- Pre-press: film proofs versus digital proofs
- Paper: weight, quality, volume (what's the house stock?)
- Ink: number of colors, type of ink (regular, soy or vegetable-oil)
- Finishing: folding, binding, tabbing, punching, etc.

### TOP 5 MONEY-SAVING QUESTIONS TO ASK YOUR PRINTER

1. Would this job be less costly to print digitally?
2. Is there an alternate size that will help maximize the sheet?
3. Is this your house paper stock? If not, would different stock save us money?
4. What is the least expensive way to...Fold? Bind? Tab? Punch? Etc.
5. Can you waive overrun charges...or avoid overruns altogether?

### MAIL HOUSE—WHAT YOU'RE PAYING FOR

- Data processing: set up for each list, merge/purge (duplicate removal), upper/lower casing, other file enhancements (ie. CASS certification), address correction (NCOA) and mail processing
- Personalization: laser printing, personalized letter set-up
- Hand work: envelope matching, stuffing inserts, short runs
- Machine work: set-up for inkjet addressing, set-up for inkjet indicia, folders, envelope stuffers
- Postage: size, weight, mail class, pre-sorting and automation
- Extras: using "real" stamps, tabbing, labeling, post office drop and more

### TOP 5 MONEY-SAVING QUESTIONS TO ASK YOUR MAIL HOUSE

1. Will there be additional set-up fees if we mail to different lists in waves?
2. Would changing the size or weight of this piece make the mailing process more automated?
3. Would changing the size or weight of this piece...or tabbing it...save us on postage?
4. Is there hand work involved? Any way we could avoid it?
5. Will you ensure we receive the returned mail for this piece so we can update our suppression list? (especially if you're mailing standard pre-sort)