WAYS TO SAVE

Listed below are just a few of the many ways to maximize your marketing and printing funds.

To streamline the approval process, consult us prior to project submissions or estimate requests. We are the University’s experts and exist to protect the brand and save University departmental funds.

PRINT

- Use white standard papers, not specialty papers.
- Use white envelopes, not cream.
- To avoid rush charges, allow ample time to print and process your order. Don’t wait until the last minute.
- Use less expensive alternatives for specialty effects like embossing and foil stamping.
- Calculate total number of copies needed and only print once, not multiple times.
- For large quantity print jobs, consider single color or black only, not full color.
- For copy jobs, consider black only, not full color.
- Reduce finished size to fit more pages on a press sheet.
- Change magazine page count to multiples of 8 or 16.
- If mailing, run address list prior to printing to eliminate duplicate and non-mailable names.
- Order multiple jobs at the same time for quantity discount. (i.e. multiple rack cards)
- Order standard stationery online at printing.ou.edu to avoid set-up charges.

NOVELTIES

- Single-color logos cost less than multiple color logos.
- Although larger quantities equal better discounts, don’t over order.
- Check several shirt brands and styles for best cost.
- Know what your needs are, focus on your target audience.
- Market with meaning, order items for everyday use.
- Lower prices on lanyards if you can wait 10 days.
- Deals and sales exist all year around – let us know what you are looking for.
- Be open to a comparable item that is at a lower cost.
- Allow extra time to use ground shipping for additional savings.
- Plan in advance.

POSTAL/MAIL

- Mail at Non-Profit rates rather than First Class rates. ($.19 average compared to $.50.)
- Mail “letter sized” mail rather than “flat size” mail piece. First Class rates $.50 vs $1.00 for one-ounce letter.
- Verify address lists, even if mailing First Class, to eliminate returns for address issues.
- Combine mailings if possible. Send multiple pages in one mailing rather than multiple mailings.
- Remove international addresses from mailings unless absolutely necessary. International postage is 2 to 3 times domestic postage.
- Use “courtesy reply” rather than “business reply” for return envelopes for extra savings.
- Design mail to comply with all USPS regulations to avoid any non-automation or non-machinable surcharges. Non-Machinable surcharge is $.21 per piece.
- Utilize design on mail piece to maximize available space. With Non-Profit rates you can mail a 3.5 x 5 mail piece up to a 6.125 x 11.5 mail piece for the same postage. That is almost 4 times the area for design at the same postage rate.
- Design mail piece as “self-mailer” to eliminate envelope.