

# 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](http://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.
- Send mail piece design to Central Mail for review and verify it will not incur Mail Prep charges to make piece USPS compliant and mailable.
- Design mail piece as "self-mailer" to eliminate envelope.