

The PMG Direct Mail

# Rock Star

## CHECKLIST

Rock your next project with these expert tips!

- Avoid odd sizes and shapes in your direct mail package components.
- Be open to art or size changes that may maximize impressions on a press sheet to save paper and time.
- Choose a "good enough" paper stock that's strong enough to withstand the production process. Consider using your printer's "house sheet" which they have on hand.
- If you're interested in recycled papers, 10% post-consumer waste (PCW) content costs less than 30% PCW or 100% recycled paper.
- Avoid unnecessary finishes like gloss and UV coating.
- Avoid complex folds that may require offline folding or multiple passes through different machines.
- Consider less four-color ink coverage to reduce ink costs. Determine if bleeds (printing that goes beyond where the sheet will be trimmed) are necessary for the design, as they may also increase costs.
- Instead of more expensive textured paper stocks, use art to create the illusion of a texture.
- Explore whether using an ink to tint paper stock instead of colored paper makes sense for the component (depends on size and/or quantity.)
- Consider testing out of expensive premium items if your package has other compelling elements.
- Conduct a production audit to look for ways to save money throughout your annual program. For example, gang printing (combining multiple jobs in the same production run on a printing press) of certain components like return envelopes.
- Take advantage of commingling and drop shipping your mailings to save big on postage. Your postal logistics provider can get you the best postage rate and delivery method to maximize your savings.
- Plan ahead. Add more lead time into your direct mail strategy, creative and production timelines so you can be more nimble. Sometimes less expensive options require more time.

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