



Cost-Cutting & Time-Saving Measures For Newsletters **By Lois Carter Fay, APR**

Newsletters can be effective marketing tools for small businesses. Here are a few ideas for keeping the costs down on yours.

- There are many printers that can now print directly from a digital file, which can save you an enormous amount of money as well as give you options to print your newsletter in multiple colors very cost effectively. Research your market and find the printer that is best for your project.
- Get competitive bids from several printers. There is often a big difference between them. Also, find out from the printers where the price breaks are, i.e., will it be cheaper to print 1,000 instead of 750?
- Avoid expensive, textured or heavy papers. Textured papers do not reproduce photos well and heavy paper is more expensive to mail. Use uncoated paper unless you will be printing photos. It's cheaper, but photos don't print well on it.
- Print it so that you don't have to staple it. Usually, this would be on 11" x 17" paper. Have the printer do the folding.
- If your masthead (logo/name/identification) is in color, print enough copies to last a full year. If there are standard columns or features that run in each issue using color, print these then, too. That way, you only have to print in two-color (or four-color) once and the balance can be printed in black.
- Take advantage of consultants and desktop publishing experts. Consultants can create a more effective piece and save you time.



Lois Carter Fay, APR
Publisher, MarketingIdeaShop BRAINY Tidbits Ezine
Marketing Idea Shop • Strategic Business Partners
411 Rainier Road • Massanutten, Virginia 22840
Voice 540.289.3840 • Fax 540.289.3839 • Toll Free 800.203.8660
Email lcf@marketingideashop.com • On the Web at www.marketingideashop.com



- Unless it is important to the overall design, don't use a design that "bleeds" off the page, i.e., keep the color and design within a white border on the page. A design that bleeds is 10%-20% more expensive.
- Design your newsletter to be a self-mailer so you don't need an envelope.
- Allow enough time to produce your newsletter. Rush charges can be as much as triple regular costs. Quality suffers, too.
- Keep your mailing list up to date all the time so you don't have to spend valuable hours when it's time to mail.
- Mail your newsletter via bulk mail. Call the post office to get the requirements well in advance of the mailing.
- If your customers are computer users, it is very likely that they have email. Consider creating an electronic newsletter, or ezine. You can save **all** the printing costs if you produce and distribute your newsletter in an electronic form.

#

Sign up today for my **FREE** weekly "**MarketingIdeaShop BRAINY Tidbits**" ezine at <http://www.marketingideashop.com> and receive "67 Ways to Promote Your Business," FREE by return email!

#

Self-employed since 1990, Lois Carter Fay is the owner of [Strategic Business Partners](#), a marketing consulting firm that develops ideas and strategies to grow your business, [Words For Websites](#), a website writing and strategy business, and the [Marketing Idea Shop](#), an online resource for marketers and small businesses. She works with small business owners and managers to help them with all of their marketing and public relations issues. Find out more at <http://www.marketingideashop.com> .

If you have questions about anything included in this article or you need marketing consulting help, please contact Lois Carter Fay via email at <mailto:lcf@marketingideashop.com> or call +1.540.289.3840 or toll free +1.800.203.8660.

Ebooks Available from Marketing Idea Shop:



- [Marketing Plan Essentials: Online & Off](#) by Lois Carter Fay
- [52 Ready-to-Go Sales Meetings: 52 Ways to Help Your Salespeople \(and Yourself\) Win at the Game of Sales](#) by Jim Wilson with Lois Carter Fay