

Basic Print Job Planning

In order to control the costs, the quality, and the timing schedule, you need to answer the following questions:

- What is the purpose for having the job printed?
- Who and how many people will receive the printed pieces?
- What response are you expecting to have?
- How will the receivers use the printed pieces?
- What method to deliver the printed pieces to the receivers?
- How will the deliverer handle you piece?
- Can you use the printed pieces or the content in somewhere else?
- When do you need the job done?
- What is the quantity?
- What is the printing budget?
- What services do you want from the print shop? (e.g. Design, Printing, Finishing, etc.)
- How will your pieces look like?
- Does the design work?
- How will you send material to your printer? (e.g. Email, Dropbox, FTP, USB, etc.)
- What is your printer's suggestion?
- Do you need delivery?

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