

# what are my printing options?

## AN OVERVIEW OF FIVE WAYS TO PRINT YOUR MATERIALS

### offset printing >>> 4-color process

QUALITY	Best
PAPER	A wide range of uncoated and coated papers in many weights, finishes and colors is available, allowing you to further support your message with your paper choice. Large paper sizes are possible.
BENEFITS	Ability to produce full-color images, resulting in professional, magazine-like quality. Thousands of colors can be created and printed accurately.
DRAWBACKS	Expensive; longer turnaround time. Colors can rarely be matched from one press to another.
TIPS	Digital files must be properly prepared; Word and Publisher are not appropriate applications.

### offset printing >>> pantone (1, 2 & 3 colors)

QUALITY	High
PAPER	A wide range of uncoated and coated papers in many weights, finishes and colors is available, allowing you to further support your message with your paper choice. Large paper sizes are possible.
BENEFITS	Specified colors and tints can be reproduced consistently anywhere in the world. Professional and essential for company branding.
DRAWBACKS	Expensive for shorter runs due to high set-up costs; longer turnaround time.
TIPS	Digital files must be properly prepared; Word and Publisher are not appropriate applications

### high-volume laser printing >>> color

QUALITY	Medium
PAPER	A variety of papers are available, including laser-finish paper. Paper choice has a significant impact on quality; some papers will not provide good results.
BENEFITS	Good results with photographs and tints. Economical for short print runs requiring color. Fast turnaround.
DRAWBACKS	Color output varies greatly between machines; color matching is not possible. Expensive for runs over 500.
TIPS	Ask your vendor if there are recommended output settings you should use when creating your digital file and if there are colors which are more difficult to reproduce.

### high-volume laser printing >>> black

QUALITY	Medium to Low
PAPER	A variety of papers are available, including laser-finish paper.
BENEFITS	Best results are achieved with 100% black ink and line art, although good results with tints and photographs are possible. Inexpensive and fast (comparable to or better than photocopying).
DRAWBACKS	Few drawbacks as long as the artwork is chosen and prepared properly.
TIPS	Ask your vendor which papers will produce the best results, and if there are recommended output settings you should use when creating your digital file.

### photocopying

QUALITY	Low
PAPER	Uncoated paper stock only. Maximum size is usually 11 x 17 inches.
BENEFITS	Inexpensive and fast.
DRAWBACKS	Quality varies significantly among copiers and during each print run. Photographs reproduce poorly.
TIPS	Use an original document that has 100% black ink (no tints) and line art. If you must use tints or photographs, ask your printer for optimal file output settings for your original.