

What should I use when creating inserts?

Are you not sure about what exact software to use for custom inserts printing? Well, this is not a simple issue of which inserts templates are compatible with the available software. There are a lot of inserts templates out there that you can load up in a lot of publishing applications. The real trick is knowing which is the best printing application that is best for you.

In this guide to custom inserters printing, I will give you the different kinds of software that you can use for creating inserts. These are classified by complexity so that you can choose the best software depending on your own skills. Let me get first to the basic that everyone should be able to use.

- **Basic Word processors** – For those who only know the basics on computer use and computer applications the best software to use for inserts printing are the word processors. If you have used Microsoft Word before, then you should know what a word processor is. They basically let you type up a document and even insert pictures and graphics.

Insert templates and insert designs can easily be loaded up and developed through word processors. They may lack lots of functionality for a proper color insert design, but you can easily use them to develop a decent design with no trouble at all. So if you are a beginner in inserts printing, this is the best place to start your design journey.

- **Dedicated software for inserts** – Now, if you are a little bit more skilled and want to use something that is really made for inserts printing, there are dedicated software applications out there specifically design for designing inserts. You can find these usually online through insert or flyer printing companies. They have online applications that should help you create great designs from their inserts templates. This is a great way to really design inserts precisely. Remember though that there are still limitations here since you will be using mostly templates and pre-set insert options.
- **Advanced publishing applications** – If you are ready for a more professional kind of inserts printing, the best thing you can do is to use advanced publishing applications. Software like Microsoft Publisher is acutely tuned to creating many kinds of prints such as inserts. Most of them have precise formatting and enhancement features that help generate professional looking insert prints. They even have pre-set professional inserts templates that you can use as a foundation for your design.

These kinds of applications will cost you a bit, but it should be worth it really. With all the features they have, it is a perfect balance of functionality and ease of use for most people. So if you are truly dedicated to printing your own marketing inserts, this is the software to use.

- **Fully featured design software** – Finally, if you are really the adventurous and creative type of designer, you should use a fully featured design software for your insert layout. Graphic software like Adobe Photoshop or illustrator are very precise and powerful applications that are good examples of these. While they are meant primarily to create graphics and enhance images, their tools can also be used to create an insert design right from the ground up. This can get complex with many layers, but you can really explore your imagination and do anything with your color inserts with these applications

So what do you think seems best for you? It all really depends on your skills, talents and purpose, but these are the most ideal software applications that you should use for inserts printing and design.

About the Author

Troy Duff works as a businessman and currently runs a printing company that offers [custom inserts printing](#), banners, magazines, flyers, bookmarks, presentation folders, labels, posters, custom envelopes, [inserts templates](#), catalog printer, print newsletters and other printed ads.

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