

## Commercial booklets on a small budget

Do you have a small budget for commercial booklet printing? This is not a real problem. You can easily create great color booklets with little money. You just need to be creative and decisive with your designs and printing choices when it comes to booklet printing. Let me give you a few basics on how to print cheap booklets with this simple guide. Just follow the tips listed below.

- Cutting printing cost – The first thing that you need to think about when you do have a small budget for booklet printing is of course to cut down on the printing cost itself. To do this, you can try and adjust your choices for printing size, printing paper, inks and binding. Let me give you the specifics on how to cut costs using each of these aspects.

- o Printing size – Printing cost is directly related to printing size. So the bigger your custom booklets are, the more expensive they become and vice versa. That is why you should try to estimate the optimum size of your booklet and never print booklets that are any larger than what you need. Many people make the mistake in printing large sized booklets only to discover that they did not need that large format. So adjust your booklet printing size accordingly to what size you really need for your content. You might actually save on some cost with this decision.

- o Printing paper – Paper comes in as a big factor in booklet printing. So to cut on costs, you can try using more affordable paper options. Instead of those glossy paper materials for the body of your booklets, why not just use cheaper and traditional rough white paper. They cost a lot less for printing and they still provide the practical durability that each booklet page needs to be read.

- o Printing inks – You may also want to cut costs by managing your printing inks. Not all of your booklet pages will have full color images right? So why not deal with your booklet printer and have all other pages with simple text to be printed in simple black ink while the others with images are printed in full color. By using selective color inks on the pages that need them, you should be able to save quite a lot of money in booklet printing. So choose your inks and save.

- o Binding – Finally, to cut the costs in binding, all you have to do is to just use the cheapest and most practical methods. I find that staple binding has been the popular cheap choice for small color booklets since they are cheap and can easily be done with little expertise. This should get you into the zone of your small budget.

- Free design resources – The second thing you need to think about to minimize the cost of booklet printing is to minimize the design costs. Here are a few free design tools that should help you in this endeavour.

- o Free software – Open source software are abound on the Internet. Use applications like OpenOffice.org to help you create your layout without needing to have to pay for anything.

- o Free images – Lots of royalty free creative commons images can be searched for in sites like flicker.com and openphoto.com. Use these free images to enhance your color booklets without needing to pay a cent.

- o Free fonts – There are also hundreds of free fonts that you can use for your booklet. Just use a search engine and look for the best font style for your custom booklet.

Great! With all those tips, printing booklets with a small budget should not be a big problem anymore. Good Luck!

## About the Author

Troy Duff works as a businessman and currently runs a printing company that offers [booklet printing](#), banners, magazines, flyers, bookmarks, presentation folders, labels, posters, [cheap booklets](#), postcard printing and other printed ads with myriad selection of poster templates and designs for any postcards marketing and business ventures.

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