

Survival Guide: Escape from Quicksand

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Publication Style

- Overall layout and style
 - White space
 - Font size and leading
 - Image positioning
- Subtle changes can result in savings
- Depending on current layout savings of 5%-10% are achievable
- Publication frequency
 - In some cases there is a move towards larger page counts with less frequency saving on print and mail costs



Articles Online

- Advantages
 - Ties into your current web publishing program
 - Symbiotic relationship between online and print version
 - Ability to publish more articles at a reduced cost
 - Saves on physical print/bind/mail costs
 - Allows you to reach a potentially larger audience
 - Reduced cost for emerging countries
 - Faster turnaround



Color Consolidation

- Assess how you are using and placing color images
- Consider running color images in the online version only
- Consult with your print vendor on signature breaks
- Back to the future
 - Some publishers moving back to an older style of printing color plates in the back of the publications while printing a black and white version in the article and referencing where to find the color version



Back Issue Fulfillment

- Hidden costs of overprinting
- Closely monitor your print run to ensure it matches mail lists
- Additional cost to store long term
- Consistently monitor current storage and purge whenever possible
- Print on Demand is a potential solution to this issue



Digital Printing

- The technology has grown and refined
- Quality no longer an issue
- For smaller publications, if the print run has dropped in the 900 and below range this is a viable option



Overall Publishing Program

- Review contracts and look to consolidate with a single vendor if possible as there are inherent savings for volume
- Consider outsourcing of some publishing functions
- Don't just look at your publication
- Review all of your print products
 - Membership Directory
 - Direct Marketing
 - Annual Meeting Program
 - Books and syllabi



Paper Weight/Trim Size

- What are you trying to accomplish and what is the subject matter
- Drives costs in both print production and mailing
- Look at both weight and grade of paper as there are potential savings for both print and mail
- Particularly true for foreign mail
- Consult with your vendor to ensure equipment optimization
- Look at various options to see if there are potential savings



Thank You

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