



Dear ,

*Welcome to the Marketing Minute, our email newsletter. Our firm, LevinsonBlock LLC, helps entrepreneurial companies and non-profits grow through effective branding and marketing. If you have marketing questions or a topic you would like us to address in a future issue, [email us here!](#)*

## **How to get your project printed on time**

Once your print design project is ready to go, how long should it take to produce? If your design firm has strong relationships with printers, the answer will be: when do you need it? Your project may take just a few hours to set up and print, but the printer is probably scheduling multiple jobs simultaneously.

### **Here are some tips to help your printer meet your deadlines:**

- Communicate! Printers don't like surprises, so ask your design firm to share project specifications and schedule as far ahead as possible. The printer will want to know: when the artwork is coming to them; what the delivery date is; any unusual specifications, such as exotic paper stocks or unusual folds (they may need to involve a third party vendor, adding time)
- Allow for delivery, mailing house and shipping time. Any of these can add days to your schedule
- Allow your personnel enough time to proof the project thoroughly before it goes to the printer.
- Avoid making changes when you get a printer's proof. The changes can be expensive, and disrupt their scheduling
- Allow extra time just before and during holiday season -- that's when printers are busiest
- Website printers may be less expensive, but we don't recommend using them if you have a tight deadline or unusual specifications -- they are just not set up to give that kind of service

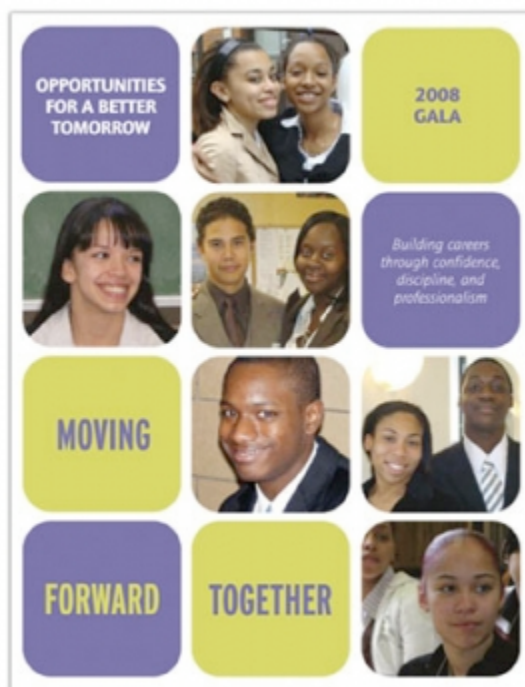
We often say: printing is a commodity until something goes wrong -- then it is an art form. Part of a graphic design firm's job is to maintain strong relationships with trusted printers. That way, if there is a crunch, the printer will find a way to come through.

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### **FACT OF THE MONTH**

The doll Barbie's full name is Barbara Millicent Roberts.

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We recently completed marketing materials for the Opportunities for a Better Tomorrow Gala. Our creative included the concept: Moving Forward Together, and design for all visual marketing. We had a great time at the event as well! Thanks to OBT's Randy Peers and Deborah Roman for making it happen.

*For referrals to printers, or more information about website or print design, key messaging or branding, call or email me:*

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*Fact of the Month courtesy Paul Michael Neuman; [www.froqypumpkin.com](http://www.froqypumpkin.com)*

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