

CATALOG PRINTING

**START TO FINISH TOOLS & ADVICE TO
CREATE A CATALOG THAT SELLS!**



CATALOG PRINTING

DISCOVER THE BIGGEST INFLUENCES ON CATALOG PRINTING TO DISPLAY AND PROMOTE YOUR PRODUCTS AND SERVICES

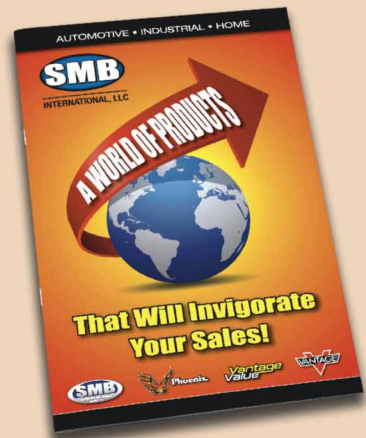
PRICING OPTIONS

On any of our product pages we have an [instant pricing tool](#) where you can find out how much your order will be! We specialize in printing quantities of 10 to 1,000.



PAPER OPTIONS

Our professional quality catalogs are printed in vivid full-color on 100# gloss or matte text (self cover) or add 80# gloss or matte cover paper which can be UV coated to give that luxurious high gloss finish! Our custom catalogs can start with as few as eight pages including cover. Pages can be added in multiples of 4 pages -8, 12, 16 & up to 96. You can also print on the inside front and back cover.



SIZE OPTIONS

Portrait Sizes:

8 1/2 x 11 | 5 1/2 x 8 1/2

6 x 9 | 4 1/4 x 11

A4 (8.27 x 11.69) | A5 (5.83 x 8.27)

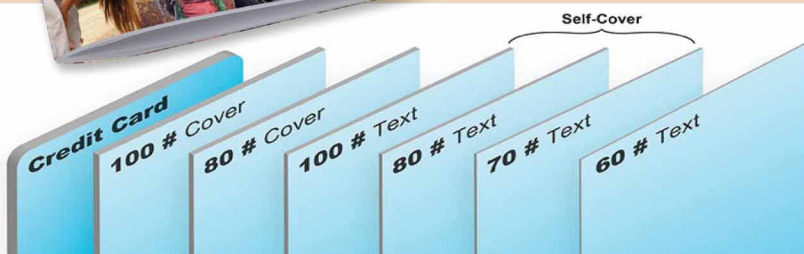
Landscape Sizes:

8 1/2 x 5 1/2 | 9 x 6 | 11 x 8 1/2

Square Sizes:

6 x 6 | 8 x 8 | 12 x 12

Custom sizes are also available!



DESIGNING YOUR CATALOG

THE DESIGN & PRINT QUALITY IS JUST AS IMPORTANT AS THE INFORMATION

Full-size images and easy to follow information guide your reader through each

Draw attention to important information with Headings, images, & sub headings.

Use writing and images to communicate your goal and attract attention.

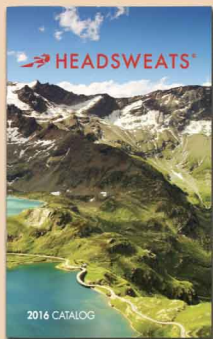


Wording matters. Be specific and provide essential information without being overly wordy.

Including pricing in a catalog is helpful and showing discounted from original prices adds value for your customers.

Keep it simple, clean, and concise. Instead of overloading pages, just add more pages.

Use our **FREE** downloadable [Adobe templates](#) to give you a headstart when designing your catalog. They are print-ready and formatted to meet our specifications. Don't have Adobe design software? Use our free [online design tool](#) to help you design your next catalog!



7 TIPS FOR CATALOG SALES

Use engaging colors, images, and design elements that represent you or your company.

1

Stick to a simple font that is easy to read. Consider

2

Use white space, and use your space wisely. Keep a good balance, don't use too much or too little

3

Eliminate unnecessary information

4

Decide how you will distribute (mail, handing out, display, etc.) to select the appropriate size

5

Full-color images with 300dpi or more resolution

6

Keep a consistent style and look throughout the

7

UPLOADING YOUR CATALOG PAGES

Here's how to calculate an 8-page catalog: Design page 1 as the front cover and page 2 as the inside front cover. The second-to-last page is the inside of the back cover, and the last page is the back cover.

FRONT COVER

1

INSIDE FRONT COVER

2

INSIDE PAGE

3

INSIDE PAGE

4

INSIDE PAGE

5

INSIDE PAGE

6

INSIDE BACK COVER

7

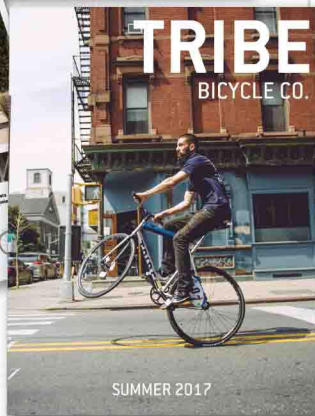
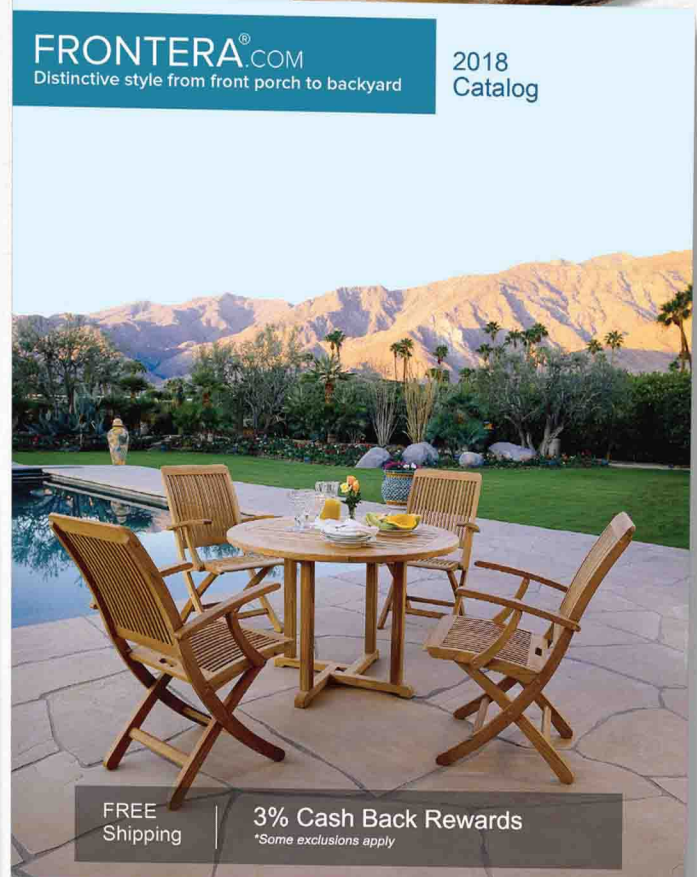
BACK COVER

8

TYPES & EXAMPLES

WHAT ARE CATALOGS USED FOR?

- Advertising
- Clothing
- College
- Education
- Equipment
- Food &
- Beverages
- Fraternities
- Hunting
- Outfitters
- Online
- Products
- Religious
- Organizations
- Sororities
- Sporting Events
- Sports Marketing
- & much more!



Printingcenterusa
Fast, Easy & Affordable

117 9th Street North
Great Falls MT, 59401

Hours: Mon-Fri 7am-6pm (mountain time)

Phone: 800-995-15555

Email: support@printingcenterusa.com

Web: printingcenterusa.com