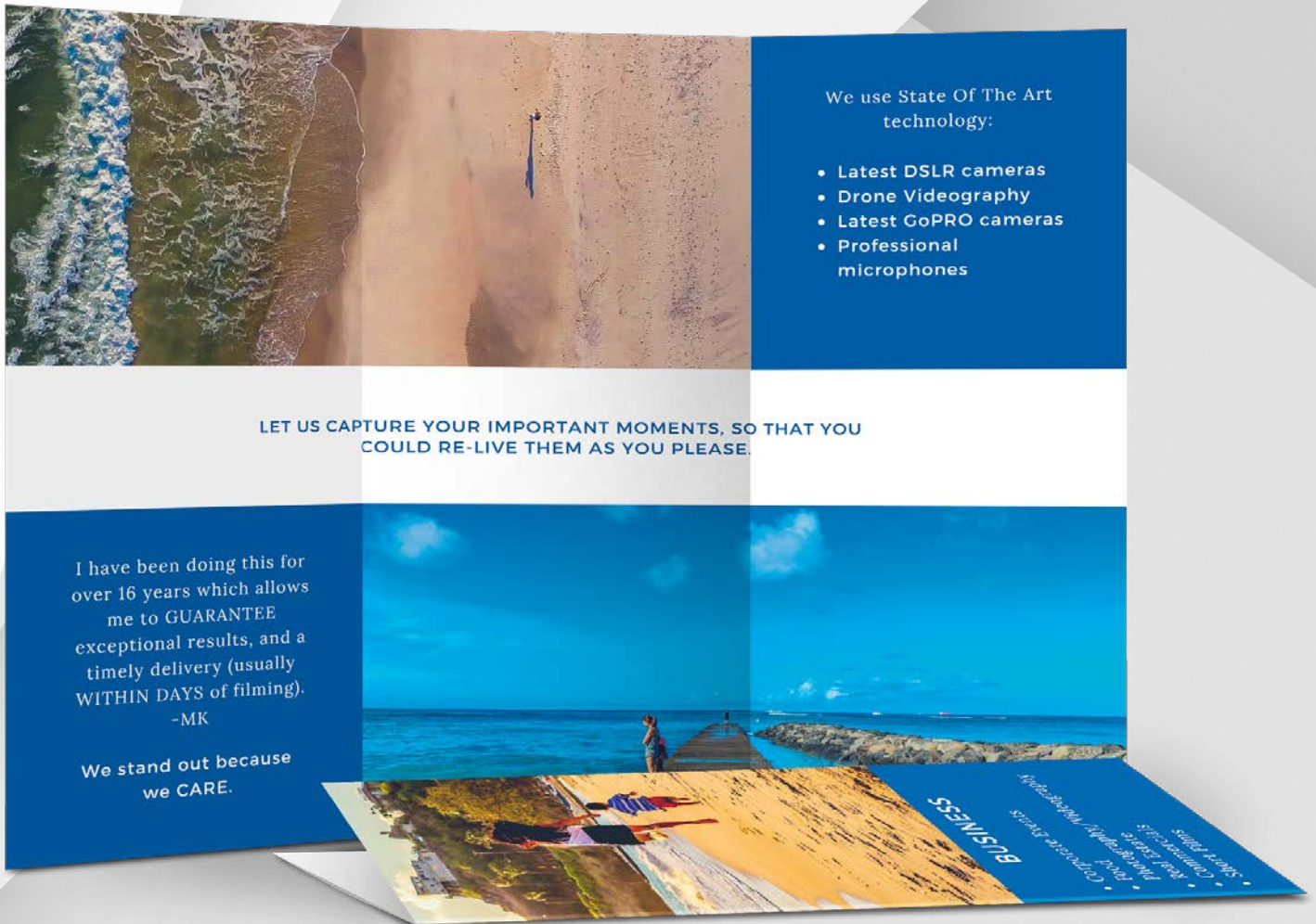


# BROCHURE PRINTING

START TO FINISH TIPS AND RESOURCES FOR YOUR NEXT BROCHURE PROJECT!



# BROCHURE PRINTING

PROMOTE YOUR BUSINESS & SERVICES BY HIGHLIGHTING KEY FEATURES AND OFFERINGS.

## PAPER OPTIONS

Our professional quality brochures are printed in vivid full color on 100# or 80# Gloss or Matte text paper or choose 100# or 80# gloss or matte cover paper, which can be UV coated to give that luxurious high gloss finish! [Get an instant price now!](#)

## BROCHURE FOLD OPTIONS

### Most Popular:

- Tri-Fold
- Half Fold
- Z-Fold
- No Fold

### Other Choices:

- Double Parallel Fold
- Right-Angle Half Fold  
(folded in half twice)
- Right-Angle Tri-Fold  
(folded in half, then in 3 panels)

FROM YOUR  
DESKTOP TO  
YOUR DOORSTEP  
IN AS LITTLE AS  
4 TO 7 DAYS



**REQUEST  
FREE  
SAMPLES**

## BROCHURE SIZE OPTIONS

- 3.5" x 11"
- 5.5" x 8.5"
- 8.5" x 11"
- 8.5" x 14"
- 11" x 17"
- 11" x 25.5"

## CAPTURE THE ESSENCE OF YOUR BUSINESS ON PAPER

### Selecting a Theme

Focus & create a consistent theme from cover to cover that compliments your existing marketing style.

### Striking Cover

This might be the most important part of your brochure. At first glance, the cover should be clean, clear & concise.

### Motivate & Entice

Use your content, images and style to create a reason to look at every page or side of your brochure.

### Spotlight & Organize

Spotlight important facts & organize content in a way that increases visual flow and appeal.

### High Quality Photos

Choose high resolution photos carefully to help highlight your points & illustrate your focus.

### White Space

If you are finding that you are cramming images & text together, add more pages to your brochure.

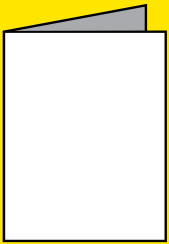
**LEARN MORE**

# DESIGNING YOUR BROCHURE

HAVING THE PROPER DESIGN LAYOUT & FLOW IS KEY TO A SUCCESSFUL BROCHURE.

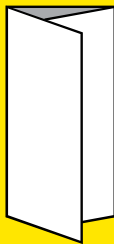
## BROCHURE FOLDS & SIZES

Please see below for the types of brochure folds & the sizes that can produce those folds.



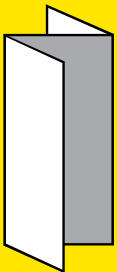
### Half Fold

8.5" x 11"  
8.5" x 14"  
11" x 17"



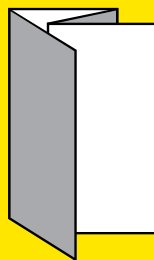
### Tri-Fold

8.5" x 11"  
8.5" x 14"  
11" x 17"  
11" x 25.5"



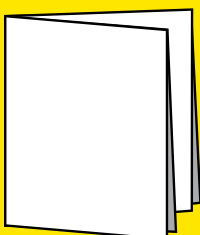
### Z Fold

8.5" x 11"  
8.5" x 14"  
11" x 17"



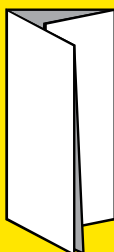
### Double Parallel Fold

8.5" x 14"  
11" x 17"



### Right Angle Half Fold

11" x 17"  
11" x 25.5"



### Right Angle Tri-Fold

11" x 17"  
11" x 25.5"



## TIPS FOR CREATING A BRILLIANT BROCHURE EVERY TIME

### 1) FINDING YOUR PURPOSE

How will your brochure be used? Are you trying to increase sales? Increase foot traffic in a museum? Highlight your company's services and pricing? Create takeout menus for your restaurant?

### 2) ALWAYS PUT THE READER FIRST

Don't forget the most important thing about the brochure - who it is for and how it will be used. Design and write content for that person, not for yourself.

### 3) CREATING GREAT COPY

At the early stage of any brochure design project, experiment with the copy to see if it needs reworking. Your copy should be succinct, compelling and pertinent.

### 4) MAKING A GOOD IMPRESSION

Your brochure design needs to fit in with your business. Good, high quality photos or artwork can be used to emphasize whatever is important about your business.

### 5) DISBURSING YOUR BROCHURE

A brochure with a mailing panel can be sent directly to prospects or customers or hand them out at trade shows, restaurants, lectures, events or attractions.

[LEARN MORE](#)

# USES OF A BROCHURE

**BROCHURES ARE A PERFECT OPTION FOR SPREADING THE WORD ABOUT YOUR PRODUCTS & SERVICES, UPCOMING EVENTS, CLASSES, SUMMER CAMPS AND MUCH MORE!**

## COMPANY / BUSINESS BROCHURES

- Businesses
- Photographers
- Corporations
- Beauty Salons
- Real Estate

Include your company's mission, what you do, your top products, services and include packages offered along with the pricing. Make sure to give them a call to action (such as visit your website, visit your store, give you a call, etc.). If you don't have many products, a brochure would make the perfect catalog to showcase those products!



## CLASSES / COURSES / CAMPS

Send out brochures to prospects and past attendees letting them know the upcoming courses or camps you have available. Include age limits (if any), pricing, dates, deadline to sign up, and more!

Include the sign up form as one of the panels and have them mail it back to you in an envelope or supply them with a URL to the online sign-up form!

**ORDER NOW**



## CHAIKHANA CHAI CASE STUDY

The goal of the brochure produced by Chaikhana Chai was to be picked up and given to potential customers. They wanted to know what would give their customers incentive to save the brochure so they sat down with several customers and simply asked what information they would find helpful or interesting.

Using their responses, they decided to remove information about the history of the company name and instead include items such as the ingredients used in the chai blends. She also included a few recipes so that people would save the brochure and refer back to the recipes later.



**READ MORE**

# USES OF A BROCHURE

CONTINUED

## SCHOOLS, CLUBS OR AFTER SCHOOL PROGRAMS

Brochures are perfect for [educational institutions!](#) They can be used to promote school opportunities such as special classes offered, unique clubs that can be joined or after school programs kids can be a part of.

Some key things to include is information about your school or program, your mission statement, where you are located, the dates and times of your program and reasons why they should join.



## RESTAURANT MENUS (DRINKS, TAKEOUT & SPECIALS)

Brochures are a great way to showcase your restaurant, cafe or coffee shop's offerings. If you have a small menu, brochures are the perfect choice! Showcase your seasonal drinks and specials using a half fold or tri-fold brochure or place takeout menus at the cashier station so they can take the menu to go!

## MAPS

Are you promoting a travel destination such as a resort or tourist attraction? Include information on the location to help bring in new visitors and highlight why people travel there in the first place!

Is your destination hard to locate or a hidden gem? Include a map from the nearest landmark!

If your destination has many different areas (such as a hotel, pool, golf course, etc.), include a map to help your visitors navigate around.



**GET STARTED ON  
YOUR BROCHURE**

# BROCHURE BOOKLETS

**RUNNING OUT OF SPACE IN YOUR FOLDED BROCHURE? CHECK OUT OUR MULTIPLE PAGE BROCHURE BOOKLETS (FOR 8 PAGES & UP).**

You have two seconds to catch the eye of a potential client, so make sure your graphics are simple and interesting enough to get their attention. Then once you've hooked them with your beautiful graphics, keep your copy short and sweet so that it will get read. Less is more. If you've honed all your prose down to it's most succinct and interesting and it's still too long for a brochure, you might want to consider printing a multi-page brochure booklet.

**BROCHURE BOOKLETS**

**FOLDED BROCHURES**

## BROCHURE BOOKLET SIZE OPTIONS

### Portrait

8.5" x 11"  
5.5" x 8.5"  
4.25" x 11"  
6" x 9"

\*Custom Sizes  
Also Available.

### Landscape

11" x 8.5"  
8.5" x 5.5"  
9" x 6"

### Square

6" x 6"  
8" x 8"



## Easy Steps for Designing the Perfect Layout

Creating the layout for your book can be a daunting task. You have already done the extensive legwork of creating the content for your brochure, now it's time to piece it together into a user-friendly visual package.

We have laid out some easy steps and tips for you to follow to finish your project. Pair these tips with our [downloadable templates](#) and [online design tool](#), and you will be 100% ready to self-publish your book.

### Mapping It Out

Each book is unique and deserves its own special treatment. Map out your project outline, set up some ground rules, then plug and go! Click the button below to learn more about these nine key points:

- 1) Booklet Size
- 2) Binding Type
- 3) Outline
- 4) Margins & Bleed
- 5) Typography
- 6) Body Copy
- 7) High Resolution Images
- 8) Navigation
- 9) Overall Composition

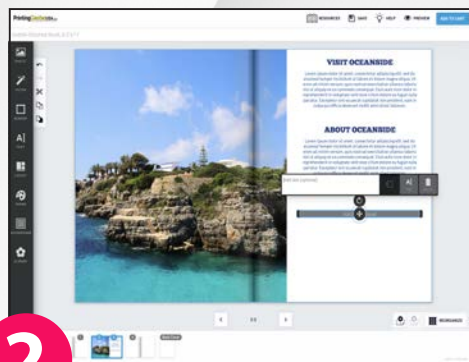
**READ MORE**

# BROCHURE BOOKLET DESIGN HELP

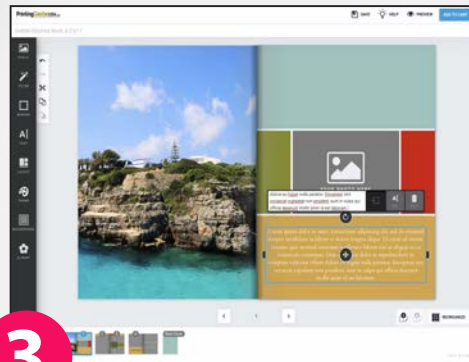
OUR ONLINE DESIGN TOOL IS FUN, EASY TO USE, AND PERFECT FOR HELPING YOU CREATE THE AFFORDABLE BROCHURE BOOKLET YOU'VE BEEN WANTING.



**1** On our Brochure Printing page, click the "Booklet Design Tool" button & choose your Size & Binding Type.



**2** Upload photos to your account and/or access your Facebook photos by connecting your account.



**3** Add custom photos, text, and clip art into your brochure booklet. Start from scratch or choose a theme under Theme by clicking the "CHANGE THEME" button.

**Need Help?**  
Check Out Our Design Tool Resources!

Get answers to our frequently asked questions and instructions on how to use our new online booklet design tool!

[RESOURCES / FAQ](#)

## Quick Tip!

Make sure to **SAVE** when starting your design to ensure all progress is being saved to your account. Previous designs can be found under the "My Designs" section in your account.



**4** Once finished designing & previewing your design, click Add to Cart and place your order!

**DESIGN NOW**

## Free Downloadable Brochure Booklet Templates

Using our free templates is great because the files are already checked and have the proper format we need to print. Use our templates to help jump start your design or to double check your files so that when you submit your order, your files are error free!

[DOWNLOAD NOW](#)



# BROCHURE DESIGN RESOURCES

# 1

## ALREADY HAVE YOUR FILES READY?

If You Have Your Brochure Print-Ready PDF Files (Photoshop, InDesign, Illustrator) → get a price → order → upload.

[CLICK HERE](#)



# 2

## NOT SURE WHERE TO START?

Utilize our free downloadable templates and layout guides to give you a head start using your Adobe design software.

[CLICK HERE](#)



# 3

## NEED PROFESSIONAL HELP?

We have organized a team of professional graphic designers to help our customers with their design needs.

[CLICK HERE](#)



## Multi-Page Brochure Booklet Designer

Looking to create a multi-page brochure but don't have the design software or expertise to do so? Check out our new and improved brochure booklet design tool for printed brochures with 8 pages (Cover + 4 inside) or more!

[DESIGN NOW](#)





# BROCHURE DESIGN RESOURCES

CONTINUED

## 3 Things Needed for Brochure Success

### 1 Know Where to Advertise

Make sure to place the brochures wherever your customers frequent and create a eye-catching design so you can attract their attention.

### 2 Know Your Audience

Brochures are valuable tools for posting information in hospitals, hotels, and even restaurants and are used as a referral source for important information and contact information.

### 3 Know Where to Get Your Brochures Printed

Want to ensure you get the best color and quality? PrintingCenterUSA is a leader amongst brochure printers due to our superior printing services, our excellent customer service, and our low prices.

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Email: [support@printingcenterusa.com](mailto:support@printingcenterusa.com)

Web: [printingcenterusa.com](http://printingcenterusa.com)

THERE ARE ENDLESS OPTIONS WHEN IT COMES TO CUSTOM PRINTING, AND YOU AREN'T LIMITED TO JUST BROCHURES! WE HAVE MANY MORE PRODUCT OPTIONS FOR ALL OF YOUR PRINTING NEEDS, LIKE [CATALOGS](#) AND [CALENDARS](#).



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- [Catalogs](#)
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