

CRAFT Your Perfect BOOKLET



LEARN HOW TO
PERFECTLY CRAFT
YOUR VERY OWN
CUSTOM BOOKLET!



Printingcenterusa.com
Fast, Easy & Affordable

CUSTOM BOOKLET PRINTING

**HAVE YOUR JOB
DELIVERED TO YOUR
DOORSTEP IN 4 TO 7
DAYS FROM PROOF
APPROVAL.**



Thinking about printing a full color customizable booklet? You came to the right place! PrintingCenterUSA will help you learn about what makes a booklet, the different types of booklets available to you, and give you design tips and tricks to get you started on making the affordable booklet of your dreams!

[REQUEST A QUOTE](#)

[GET AN INSTANT PRICE](#)

HEAR FROM OUR CUSTOMERS

Rhonda is the owner of GREAT Success books, a division of the RG Mincey Group, LLC. With the coloring book trend at an all-time high, what can you do to make your coloring book stand apart from the rest? The answer: Pick a theme that resonates with your audience. We spoke with Rhonda Mincey to learn more about her coloring book: *Aspire to Go Higher*.



[CONTINUE READING](#)

WHY PRINT A BOOKLET?

- To distribute valuable information to a conference or targeted group of people, like potential clients.
- To give clients, customers, or any passerby something physical to take home and refer to later.
- To show off on countertops, kiosks, or lobby rack displays.
- To give as gifts to family, customers, friends, or sponsors.
- To assist your business by creating a sales book, product or service catalog, manuals and reference materials.
- To help organize large groups of information in a way that is simple and visual.
- To market and educate clients or future clients by mailing them directly.

HEAR FROM OUR CUSTOMERS

Tim Kelly is a master photographer who specializes in creating timeless portraits. He owns Tim Kelly Portrait Studio and had been looking for a way to re-engage with some of his previous clients. After some thought and consideration, he decided to put together a client media kit which would include a brochure listing his photography services. A project such as Tim's is commonly referred to as a brochure but we can also call it a booklet because it has multiple pages and a saddle-stitched binding.

Tim started the booklet-brochure project with his branding in mind. Tim wanted his clients to see the front cover and immediately recognize the studio's signature style.

[CONTINUE READING](#)



TYPES OF BOOKLETS

A booklet is usually paperback, saddle-stitched book with less than 96 inside pages with a paper cover. You can choose a self-cover booklet, where the cover is the same paper as the inside pages, or pick a plus cover which has a little bit heavier card stock. There are many great custom options when it comes to building the best booklet ever, but first you should decide what kind of booklet you are making.

OUR MOST POPULAR BOOKLETS

Annual Reports

A document published by a public corporation on a yearly basis to provide stockholders, other interested people and the government about a company's financial data and activities.



Proposals

A printed proposition tool showcasing your products and/or services. They can tell your story with full color pictures and minimal text.



Magazines

Usually published on a regular basis. Features articles, stories, pictures, essays, graphics and advertisements.



Newsletters

A short publication telling about recent events and containing news of interest to a special group or members of an organization.



Catalogs

Displays and promotes a collection of products and/or services to increase sales of your products. May include images, illustrations, graphics, charts or attention grabbing pictures.



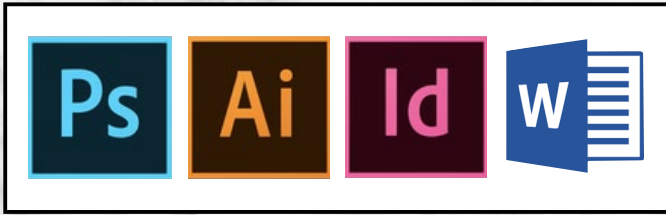
Programs

A printed schedule outlining the parts of the event, performers and information made available for people attending the event.



DESIGN OPTIONS

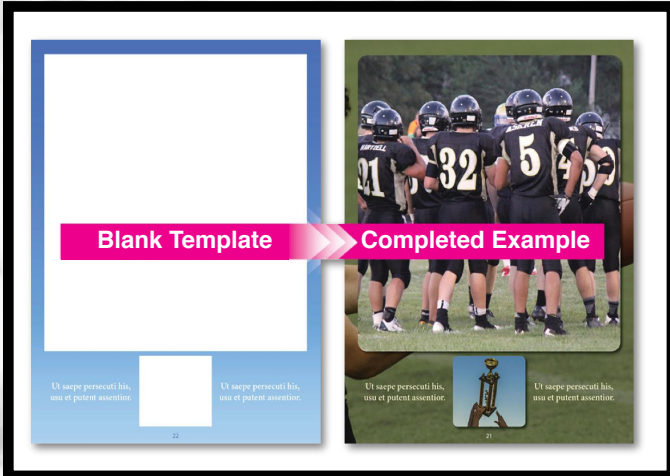
WHETHER YOU DECIDE TO DESIGN YOUR OWN OR USE OUR ONLINE DESIGN TOOL, YOU'LL GET THE AFFORDABLE BOOKLETS YOU'VE BEEN WANTING.



1. Custom Designed Files

Just get a printing price, upload your files, submit, OK the proof and we'll do the rest!

[GET STARTED](#)



2. Free Pre-Designed Templates

Use our FREE Downloadable Templates to give you a quick start using your Adobe Creative Suite design software.

[FREE TEMPLATES](#)



3. Online Design Tool

Don't have a design program? Our online booklet maker may be just what you're looking for! Upload your photos or import them from Facebook, drag and drop them into place, add text, submit your order, OK the proof and we do the rest!

[DESIGN TOOL](#)



4. Professional Design Help

If you're feeling overwhelmed or are crunched for time, contact one of our recommended graphic designers to help you with your design needs!

[FIND A DESIGNER](#)

DESIGN TIPS

1

Start by outlining the goal of the catalog or booklet and focus on what you want to accomplish. Your purpose for the booklet can drastically influence its design.

2

Organize your design around how you intend the booklet to be used. Sometimes putting together a mock up is helpful in laying out ideas.

3

Put yourself in the shoes of your audience. What will attract them? What information do they need? What will keep them turning the pages? Finding the right image for your product is very important. If you use poor quality images your booklet will not have the professional results you are hoping for. There is a plethora of websites that offer copyrighted, free and royalty-free stock photos to fill your creative needs. When you decide to use an image from any website, be sure to read the terms of service to know the rules and regulations and also don't forget to check for a high resolution.

4

Consider Adding Pages. If you have a lot of information do not try to cram it all into a booklet that is too small. Add a few pages or upgrade to a larger size booklet. You don't want to overwhelm your audience with too much information.

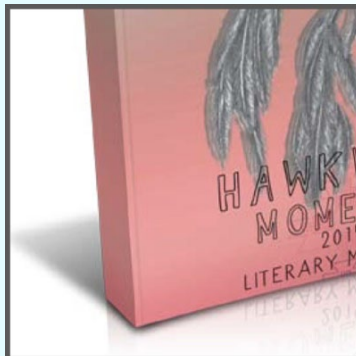


BINDING TYPES

Saddle-Stitched



Perfect Bound



Wire-O Bound



Spiral Bound



[LEARN MORE ON SADDLE-STICH BINDING](#)

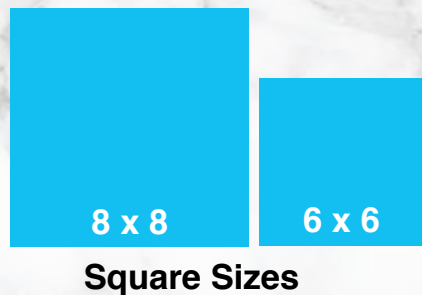
SIZE OPTIONS

The list of people who use booklets or SHOULD be using booklets is endless. Anyone can use a custom booklet printing service, whether it is for personal use, for sale, for education, or for marketing. Our discount color booklet printing is important to any industry because you can customize your information in almost any way you want!

Let's first talk about sizes and shape. Are you making a portrait or Landscape booklet? Maybe you need square booklet printing options. Pick a basic layout and then decide which size will work best.



CUSTOM SIZES ALSO AVAILABLE!



REQUEST SAMPLE PACKET

MAILING OPTIONS

Want to print and mail to every home and business in your market area? EDDM booklet, catalog and coupon booklet printing and mailing can be done through PrintingCenterUSA.

We can ship your printed booklets to your event, conference or trade show and they will be there waiting for you. This means you will save time and money and you won't have to haul the booklets to the event yourself, they will be ready and waiting when you get there.

MAILING 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 can specialize in printing quantities of 10 to 2,000.

MORE PRODUCTS

THERE ARE ENDLESS OPTIONS WHEN IT COMES TO CUSTOM PRINTING, AND YOU AREN'T LIMITED TO JUST BOOKLETS! WE HAVE MANY MORE PRODUCT OPTIONS FOR ALL OF YOUR PRINTING NEEDS, LIKE MAGAZINES.



Bookmarks
Brochures
Business Cards
Calendars
Catalogs
Coloring Books
Custom Print Products
Door Hangers
DVD Covers
Envelopes
Flyers
Funeral Programs
Greeting Cards
Letterhead
Look Books

Magazines
Manual
Newsletters
Note Cards
Notepads
Photo Books
Postcards
Posters
Presentation Folders
Programs
Rack Brochures
Rack Cards
Rip Cards
Rip Card Hangers
Yearbooks

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