

PRINTING OPTIONS AND TIPS FOR MOP BROCHURES

The MOP brochures are identical except for the background color of the front and back covers. The “white” brochure can, of course, also be thought of as a “clear-colored” brochure that can be printed on colored paper of your choice.

The brochure was designed to print on a white half-fold 8.5 by 11-inch paper with an embossed pearl white border: Item #/Article No. 61407 by [Gartner Studios](http://www.gartnerstudios.com) (www.gartnerstudios.com). This paper was available at a Staples business supply store in October 2011. However, there is no need to use this particular paper. Most or all paper designed for half-fold brochures should work just fine as long as it is compatible with the printer you use.

Some options for getting brochures made include the following:

- Ask a local printer or business supply store to do it for you. You can bring an electronic copy of the brochure or ask the store to download a copy from the MOP web page.
- Use an online printing service (see online references below).
- Print the brochures by yourself (see tips immediately below).

If you will be printing the brochures yourself, please consider the following tips and suggestions:

- ✓ High quality (8.5” x 11”) paper, designed for half-fold brochures, is recommended.
- ✓ You will need to print on both sides of the paper.
- ✓ After printing, you will need to neatly fold the paper in half – resulting in a brochure that is 8.5” by 5.5”.
- ✓ If you don’t use paper designed specifically for brochures, make sure the paper is thick enough so the printing from the back side of the paper doesn’t easily show through.
- ✓ Before you print, make sure you are able to neatly fold the brochure in half; this might be difficult if you buy very thick paper that is not specifically designed to be folded into a brochure.
- ✓ Make sure to buy paper that is compatible with your printer, e.g., ink jet vs. laser.
- ✓ When you are in the process of printing a brochure, make sure to print in “landscape” orientation and, if your printer has a “minimize margins” option, make sure that it is turned off (or unchecked)

References for Online, Internet Based Printing Services:

[Online Printing Services Review](http://online-printing-services-review.toptenreviews.com/) (<http://online-printing-services-review.toptenreviews.com/>)

[Brochure Printing – Price Comparison](http://onlineprintingcomparison.com/?p=94) (<http://onlineprintingcomparison.com/?p=94>)

[Online Printing Survey: Compare Online Printers For Business Cards & Brochures](http://factoidz.com/online-printing/)
(<http://factoidz.com/online-printing/>)