



*BUYER'S GUIDE
TO
Choosing a
Commercial
Printer*





Welcome

With over 40 years of experience in the printing and direct mail industry, we understand the critical role that high-quality printed materials and targeted direct mail campaigns play in business success.

Unlike quick-print services that offer one-size-fits-all solutions, our full-service approach ensures your brand makes a lasting impact.

This guide will help you navigate the process of choosing the right provider to meet your printing needs.

Understanding Your Printing Needs

Every project begins with clarifying your needs.

In a world where digital marketing dominates, high-quality commercial printing offers a unique opportunity to stand out.

Printed materials create a tangible connection with your audience, reinforcing brand identity and credibility in a way that online content often cannot.

However, most businesses are unfamiliar with the technical aspects of color selection, printing specifications, and finishing options.

Choosing the right printing provider requires understanding these key choices:

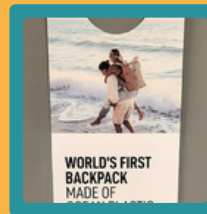
- **Digital Printing** – Best for short runs, fast turnarounds, and personalized prints.
- **Offset Printing** – Ideal for large-volume printing with precise color matching.
- **Specialty Printing** – Includes high-quality finishes, embossing, foil stamping, and variable data printing for personalized marketing.



What We Offer

We offer a full suite of digital and offset printing services, including:

- Brochures, letterheads and business cards
- Envelopes, posters, and rack cards
- Stickers, labels, and booklets
- Door hangers, yard signs and more



Did you know?

We also offer list procurement and direct mail services! Ask us for details!



Key Questions to Ask:

- Do you offer both digital and offset printing?
- What finishing options do you provide (coating, embossing, foil, etc.)?
- Can you handle custom orders and unique print materials?
- What is your turn time?
- Can you provide samples of past work?
- What steps do you take to ensure accuracy?

Commercial Printing Variables

There are a number of variables in print pricing, including:

1. Print Quality

- Digital printing typically has a lower setup cost compared to offset printing, but the cost per unit remains relatively constant.
- Bulk printing may lead to discounts due to economies of scale.

2. Material & Paper Quality

- Standard paper is cheaper than specialty papers (e.g., glossy, matte, recycled, or textured).
- Thickness and weight (GSM – grams per square meter) affect the cost.

3. Ink & Color Usage

- Black-and-white prints are significantly cheaper than full-color prints.
- The amount of ink coverage and special inks (metallic, white, UV) add to the cost.

4. Print Size & Format

- Standard sizes (AA3, letter) are more economical than custom sizes.
- Large-format prints (posters, banners) require specialized printers, increasing costs.





Full-Service Printing vs. Online Quick-Print Shops

Feature	Full Service Provider	Quick-Print Shops
Print Quality	High-quality materials, professional finishing	Basic quality, limited finishing options
Mailing Services	End-to-end mailing solutions	Printing only, no mailing support
Personalization	Variable data printing for customized mailers	Limited customization
Expert Support	Consultation, list procurement, design help	DIY, no expert guidance
Cost Efficiency	Long-term savings through optimized services	Low upfront cost, but potential hidden fees



Our Transparent Pricing Philosophy

Digital Print examples:

Postcards 5.5" X 8.5" two sided color:

Quantity	Price	Stock
500 as low as	\$124.00*	Prints on 100# Silk Cover Stock
1000 as low as	\$217.00*	Prints on 100# Silk Cover Stock
2500 as low as	\$530.00*	Prints on 100# Silk Cover Stock
5000 as low as	\$905.00*	Prints on 100# Silk Cover Stock

Trifold self-mailers two sided color finished size 8.5" X 11" folds to 3.67" X 8.5":

Quantity	Price	Stock
500 as low as	\$236.00*	Prints on 80# Silk Book
1000 as low as	\$405.00*	Prints on 80# Silk Book
2500 as low as	\$858.00*	Prints on 80# Silk Book
5000 as low as	\$1650.00*	Prints on 80# Silk Book

Again, our goal in providing these prices is just to help you in your initial planning. We'd love to talk with you further regarding how we can turn your planning into the printed pieces you're striving for.

*These prices assume "Final, Print Ready – High Resolution" art presented for printing. Final art to include proper crop marks and color bleeds. Call us to discuss today!

Steps in the Process

Step 1 - Identify your needs.

We meet with you to determine the scope of your project and other details as well as your goals for the project. We may request a digital copy of your art before completing our quote.



Step 2 - We email you a quote.

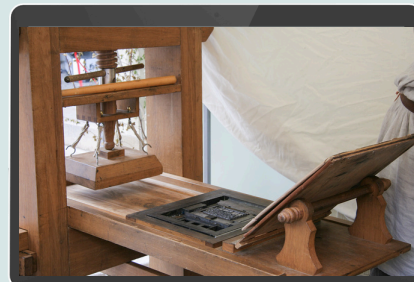


Often we will include options such as possible quantity price breaks, or variances in pricing i.e. color vs black/white or paper options. Your quotes will also include a likely timeline for project completion.

Step 3 - We begin your project.

If needed, your paper is ordered, once it's received your job will be scheduled for printing and trimming.

- Any art set up needed
- Paper product ordered
- Printer time scheduled
- Trimming, bindery, finishing



Step 4 - Deliver finished project.

We will contact you when your project is completed and provide your final invoice. You can either pick up your project or we can ship to you via UPS or USPS.

About Us

Since 1985 OREGON DATA has provided the best in Quality, Value, Service, and Integrity.

As a One-Stop-Shop for excellence in mailing, digital printing and data file services designed to meet the individual needs of all our clients Direct Mail is an economical and focused way to effectively reach your target market.

Our experience and detailed knowledge of the ever-changing world of postal requirements enables us to serve you with efficiency and accuracy.

It's our goal to amaze you with our service, we're here to make you look good!!

--Shelley Vellereux, Owner



Shelley



We have been handling print and direct mail needs for business customers since 1985 – and we'd like YOU to be our next success story!

What Our Customers Say



catt tuller

2023-09-05



We have been customers for over 20 years and have never had a problem or issue! We wouldn't use anyone else!



Ed Leek

2024-06-13



I've been a customer of Oregon Data for more than 30 years. Why? Because they get the job done right, on budget, and on time. Don't hesitate to call and..



Beatrice Shapiro

2024-08-30



Couldn't ask for a better printer/mailing house! Great quality, service, in-depth knowledge, and always super pricing.



Linda Kotler

2023-11-10



Simply the best. Shelley not only listens to how I want my job done -- but why I need it done that way. She gives my orders the same professional care an...

Let's Talk About Your Project Today!

sales@oregon-data.com

(503) 783-0248

11095 SW Avery St.

Tualatin, OR 97062