



Election Success Checklist

PLANNING

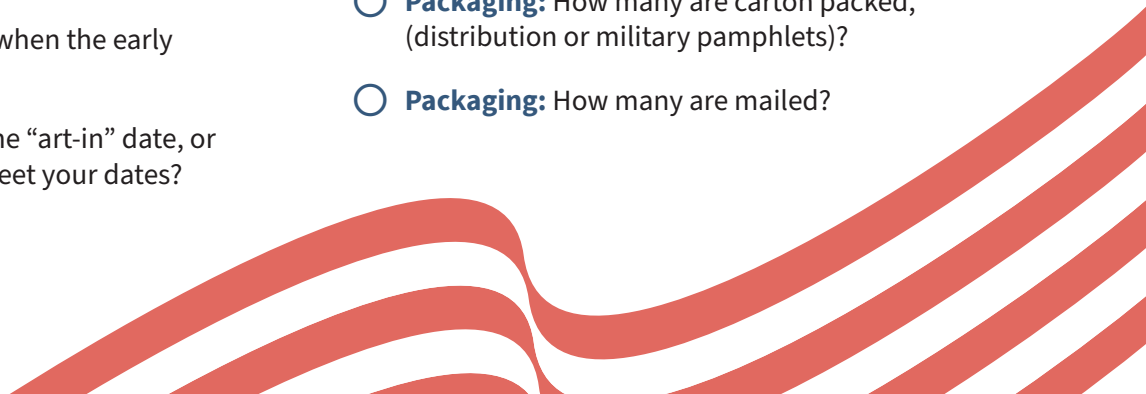
Planning is critical. For presidential election years we would recommend, at a minimum, to start planning 6-8 months out. For mid-term years, 3-6 months is probably fine. If your printer's schedule fills up early, you run the risk of not having press time or paper secured in advance. Printers can put "soft" time in the schedule, and you can firm up later. It is easier to move time around on a scheduling board than to create time at the last minute.

- Do you have your printer(s) selected for quoting?
- Have you selected a printer?
- Does your printer also mail?
- Does your printer have "Mail Anywhere" Status with USPS?
- If printer does not handle mailing, do you have a mail house?
- Have you determined if you are using your mailing permit or the printer's permit?
- Have you done early counts to determine scope; zip codes, carrier routes and military counts to finalize quantity?
- Have you provided election "in-home" dates to your printer?
- Have you provided dates when the early military ballots are due?
- Did your printer tell you the "art-in" date, or when they need files to meet your dates?

SPECIFICATIONS

Clean, clear detailed specifications are the key to obtaining accurate pricing. Printers live for details, be generous when it comes to any specifics for the job.

- Paper:** What type of paper do you want to use?
- Size:** What is the finished size of your piece?
- Ink:** How many ink colors are used on cover and/or text?
- Layout:** Does your art bleed off the page anywhere on the pamphlet?
- Pages:** Is it a Self-Cover (all pages and cover on the same paper)?
- Pages:** Is it a Plus-Cover (Cover and text paper are different papers)?
- Quantity:** What is the total quantity of pieces needed?
- Versions:** If you have different versions, do you have quantities for each version?
- Versions:** Have you called out what art is common and what actually changes between versions?
- Proofing:** PDF/remote proofing or hard copy proofs to your office?
- Packaging:** How many are carton packed, (distribution or military pamphlets)?
- Packaging:** How many are mailed?





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PRODUCTION (PRINT & BIND)

Understanding the process and planning for each step is the key to avoiding any nasty surprises.

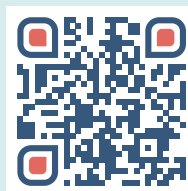
- Files:** Do you have a production schedule?
- Files:** Print ready PDF files in single page PDF format.
- Proofs:** How long do you need to review the proofs?
- Press:** Typically, a web press is used but best to understand where you are printing.
- Binding:** Saddle stitch, perfect bound or glue bind on press?
- Packaging:** How many are needed in each carton pack?

MAILING

Following postal requirements is essential for a mailing to be sent and delivered on time. Working with someone who understands the ins and outs of the USPS is critical.

- Have you confirmed this will be a simplified/Top Sheet mailing with your printer?
- Do you have your final zip codes?
- Do you have your final carrier routes?
- Do you have your final military count?
- Do you have your final total count (press run)?
- Do you know whose mailing permit you are going to use?
- Do you know the postage dollar amount from the printer and when they need postage funds to mail?
- Have you provided postage to the printer's account or to a USPS account?

Contact Us Today!



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