



Digital Tips

Tips for September 2007

SERVICES WE OFFER:

Bindery service
B/W copies
Booth panels
Brochures
Cartons
Catalogs
CD Roms
Color copies
Course packets
Creative
Customization
Data warehousing
Digital printing
Distribution
Finishing
Fulfillment
Giveaways
Labels
Large format prints
Logo creation
One-to-one marketing
Package design
Posters
PowerPoint slides
Sales aids
Training manuals

On-Demand Printing: This term refers to the ability to order short-runs of marketing collateral and meeting material, as well as time-sensitive or limited-use documents. Using a digital press you can get finished documents in hours, not days and you don't have to print more than needed just to get a price break. On-demand printing also includes producing printed documents that are personalized for each recipient. Allowing you to make a bigger impact with your marketing campaigns. This also allows Universal Graphics to offer our customers an on-line store front for customizing pre-branded marketing collateral.

Paper sizes: Did you know there are a large variety of paper sizes, and that some even vary by country? In the United States paper is a little wider and shorter than European paper. For instance, a sheet of A4 (a common European paper size) is similar to US letter paper (8.5" x 11"), an A4 sheet is 8.27" x 11.69". Other standard US paper sizes include: Executive (7.5" x 10), Legal (8.5" x 14") and Ledger (11" x 17"). At Universal we are not bound by paper size and can design and print your materials in almost any size you'd like. So get creative and think about different paper sizes the next time you do a project.

Excel – printing on multiple pages with rows or columns repeating: Instead of putting the headers multiple times on your spreadsheet you can use the print setup in Excel to have it print rows and/or columns on each page. Go to Print Setup, click on the Sheet tab. Click in "Rows to repeat on top" and then highlight the rows to repeat. Same goes for "Columns to repeat at left". Then click in "Print area" and choose the area to print (not including the header rows or columns). If you want to get fancy and know where you'd like the pages to break you can add a page break – put your cursor below where you want the break, choose Insert, Page Break.

Fun Fact for September:

On September 14, 1814 the words for the "Star Spangled Banner" were composed by Francis Scott Key on the back of a letter he had in his pocket.