

## **CONTROLLING PUBLICATION COSTS**

The cost of producing a squadron or district publication depends on several factors. The frequency and size of publication, the style of the publication, use of color and photos and the method of reproduction must all be considered. Mailing costs must also be included.

Your decisions will depend on the desires of the membership and the budget. Staff and resources available are other considerations. The decision will also be influenced by the amount of content you wish to present. Newsletters are produced to inform and bond the membership. In some squadrons, they may serve additional purposes such as recruiting new members or functioning as PR pieces for community relations.

Cost of newsletter production may be reduced or offset in several ways:

Reducing cost of printing and mailing

Reducing size or number of an issue

Seeking out advertising and donations, and

Enlisting donated services

**Frequency and Size of Publication**

Newsletters can be published monthly, bimonthly, or quarterly. (To qualify for the Distinction in Journalism Award, a squadron must publish a minimum of 4 issues; a district must publish a minimum of 2 issues.) They vary in size from 2 to 32 or more pages.

To reduce the frequency of publication, you might consider combining some issues when there is less news (Dec/Jan or July/Aug). Other squadrons have changed to bimonthly publication with web postings or weekly e-mail updates. Others produce a glitzy publication bimonthly and supplement it with a small printed piece in alternate months.

To reduce publication size, check for wasted space. Some articles might be better shortened. Check for and eliminate redundancy. You might consider a new layout or reducing the size of ads.

### **Reducing Printing Costs**

To save on printing costs, shop around and compare prices of different printers and copying service. Compare quality and costs of photo-offset, photocopying, computer printing, and mimeo reproduction. Survey your members for possible donated services. Consider a lower quality of paper or reducing the number of colors used.



To reduce cost of reproducing photographs compare Velox, photocopying and digital images. When using Velox or halftones reproduction, you can reduce costs by placing all photographs on one page and then use the page as a photo spread. Regular photocopying does not do justice to photographs. Quality is improved on special high-end machines. One copy can be made and then photocopied on an ordinary copy machine.

Digital images reproduce well at no additional printing cost. You can use a digital camera or get digital processing. Photos can be edited and adjusted with proper software and talent.

### **Saving Mailing Costs**

You pay for the printing of each copy. You pay to mail each issue. To save on mailing costs, review your mailing list regularly. Consider other uses you have for newsletters and how many are left over. (For the Parade of Publications – 20 issues is a sufficient amount to bring to a Governing Board meeting; 25 – 35 for an annual meeting.)

Who should receive the newsletter?

Members, friends, advertisers  
Your National PubCom Advisor  
Your District Publications chair

You might want to include: your D/C and district officers, community leaders (as a PR effort)

your ENSIGN reader, other editors in district, national bridge and PubCom R/C.

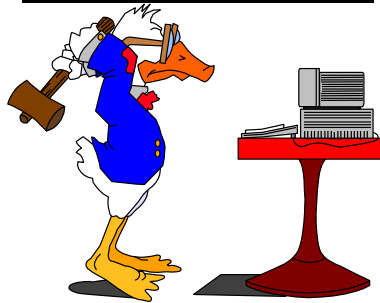
### **Advertising**

The USPS PubCom does not set limits of the type of advertising that can appear in a newsletter. Ads should all be in good taste and not in conflict with USPS policies or benefit programs. The other USPS (the postal service) and some web sites do set limits on advertising appearing in non-profit bulk mail or posted on the web sites.

Ads should not overpower the content. They should be prepared so they are clear and legible.

Some other means of generating revenue for publications might include “boat” ads, sponsors or patrons, greeting cards, benefactor of the month.

### **Bulk Mail Considerations**



Many squadrons will qualify to mail at the non-profit standard mail rate, a substantial saving of postage. To qualify, you must mail 200 identical mail pieces. A newsletter must have a title and the name of the organization printed on the front cover, consist of printed sheets not reproduced by stencil, mimeograph or hectograph process and contain within the first five pages title, issue date, publication frequency, name and address of the organization and issue number. At least 25% of the content must be nonadvertising.

The Postal Service places restrictions on advertising that may appear in mail pieces mailed at the non-profit rate. Any advertising that promotes credit, debit or charge cards is prohibited. There are also restrictions on advertisements that promote or offer any insurance policy and ads that promote the availability of travel arrangements.

To apply for nonprofit standard mail, you must complete PS Form 3624 and pay the annual fee. You must also apply (Form 3615) and pay a one-time fee for a permit imprint. Publications can be sent only from the post office that issued the permit. You may want to visit your mailing center with a sample of your publication and get their advice before mailing.