

30% Off Folded Standard Brochures!

Print Burner's Deal of the Day for Friday 12/30 is 30% off of Folded Standard Brochures!

Just use Promo Code: **DSPOST1057** at PrintBurner.com to redeem!

Brochures are a sure fire way of bolstering a business or for organizations of all sizes. Brochures have always been one of the most diverse marketing mediums in the history of the printing industry. These remarkable full color brochures serve as an interactive guide that can easily explain your products and your services, while pointing out the important key features and benefits that your customers are looking for. Whichever paper you feel your business needs we have a size and thickness that's perfect for you!

Customize your Folded Standard Brochures with our Customize a Template tool. Select the size, color, text, shapes, and any/every other aspect of designing a Folded Standard Brochure from scratch. There is also a template library with several different categories to choose from with pre-made Folded Standard Brochure templates. Edit and change those already made templates or create your own. Already have a design or logo? Use our custom upload tool to upload your own unique design. There are also several choices of folding types, including the default half-fold, French fold, tri-fold, z-fold, and accordion fold. With several different sizes, several different printing quantities and several different folding options to choose from, we will be sure to have the perfect Folded Standard Brochure for you!

Document Trim Size (final size after cutting)

- 5.50" x 8.50"
- 8.50" x 11.00"

- 8.50" x 14.00"
- 9.00" x 12.00"
- 11.00" x 17.00"
- 4.25" x 11.00"
- 4.00" x 10.00"
- 12.00" x 18.00"
- 11.50" x 17.50"
- 5.50" x 17.00"
- 8.00" x 9.00"
- 8.50" x 7.50"
- 8.00" x 10.00"
- 9.00" x 16.00"

Don't wait! Order the perfect Folded Standard Brochures today at PrintBurner.com! Already at super low prices, and you will still get an extra 30% off at PrintBurner.com! Just don't forget to enter today's promo code: **DSPOST1057**.

Keep visiting PrintBurner.com every single day for even more amazing daily specials!

[How Flyers Can Make Your Business Take Flight!](#)

Flyers can be used for a multitude of things. For example, a well-designed flyer can be used as a leave-behind, just like a business card. If the flyer contains special offers, especially ones with a limited time frame, it serves as a reminder to people the same way a call-to-action does. They can also be used as a reminder to prospects you previously met with. Either way, you want your flyers to leave something with the customer, rather it be the physical sheet itself, or a lasting impression from the design.

The most effective flyers are ones that provide a balanced composition. Too much clutter and it will lose its effect. Too much open space and it will seem sparse. While it may be tempting to make use of your favorite styles and fonts, it is still best to keep things neat. Pick a clean, readable design for your flyer so that it is easy to read, yet eye-catching to your target audience. You've probably had some flyers put on your car windshield wiper, or in your mailbox. Take notice at which ones are eye-catching to you, as it may give you some ideas and creativity when creating your own.

Most people feel that a business exists once they see it in physical form. Rather it be business cards, postcards, or flyers; having a medium to print your business materials makes a definite impact on the people who see it. Texture of the cards effect the look and feel. Silk, matte, suede, you name it. Spot UV on your logo to give some shine to specific areas that you want to stand out. Even rounded corners can give you an "edge" against your competition, pun intended. Today's printing options are very plentiful, allowing endless possibilities and combinations to make your design unique and beautiful.

In a world filled with online media and marketing, there is something beautiful about having a physical form of your business to give to potential clients. Many people today are accustomed to dismissing online ads, even installing ad-blockers to avoid unwanted clutter on their screen. Flyers have the ability to distill a visual impact and branding power for your business. In fact, a well-designed flyer could be the perfect marketing tool for you.

[30% Off Silk Coated Business Cards!](#)

PrintBurner's Deal of the Day for today, Wednesday December 21st, is 30% off of Silk Coated Business Cards! Just use today's promo code: **DSSILK4787** at checkout to receive 30% off!

Silk coating is a lamination process that gives business cards a unique silky smooth matte finish. Silk coated business cards, (sometimes referred to as silk laminated business cards) are one of the most high quality and most luxurious business cards on the market. Not only does silk coating make the card more water and tear resistant, but it also enhances the look and feel of the card as well!

If you aren't too familiar with the look and/or feel of a silk business card, there's a good chance you've felt the product of silk lamination in the past. Some of the most common examples are the boxes your Apple or Google smartphone or tablets come in.

Full UV coated and the traditional uncoated cardstock has more of a cardboard texture that is typically unappealing to most. Silk coated business cards have a nice and silky smooth feel. There is something to say about a business card that not only looks great, but also feels great in your hands as well. When you approach that new client or potential customer, the quality of your business card instantly reflects the care and integrity you put into your brand and your business. A great feeling and unique business card helps to cement that first impression and will instill your brand into the customers mind.

With PrintBurner, you can customize your business cards with our Customize a Template tool. Select the size, color, text, shapes, and any/every other aspect of designing a business card from scratch. There is also a template library with several different categories to choose from with pre-made business card templates. Edit and change those already made templates or create your own. Already have a design or logo? Use our custom upload tool to upload your own unique design. With several different sizes to choose from, we will be sure to have the perfect size card for you.

Don't forget to enter the promo code: **DSSILK4787** to get your

30% off of your Silk coated business cards today only! Visit PrintBurner.com for even more daily specials!

Letterhead, 30% Off!

PrintBurner's Deal of the Day for Wednesday 12/28 is 30% off of Letterhead!

Just use Promo Code: **DSLETR9157** at PrintBurner.com to redeem!

If you work in business, you need a Letterhead that makes a lasting first impression and has a long-term effect on your customers. Nearly all of your proposals, sales letters and other correspondence are presented on Letterhead, making your Letterhead crucial to your businesses' image. It's very important you have your business' letterhead printed on high-quality stock, which gives the impression that your business is formidable and reliable. Any transaction that requires written documents such as sending mail, inner-office memos, product handouts and sales sheets are tremendous opportunities to increase brand awareness.

PrintBurner's Letterhead and personalized stationery are printed on the best paper in the industry. PrintBurner offers full-color printing on the highest quality paper stock.

Customize your Letterhead with our Customize a Template tool. Select the size, color, text, shapes, and any/every other aspect of designing a Letterhead from scratch. There is also a template library with several different categories to choose from with pre-made Letterhead templates. Edit and change those already made templates or create your own. Already have a design or logo? Use our custom upload tool to upload your own unique design. With many different sizes to choose from, we

will be sure to have the perfect size Letterhead for you!

Personalized Letterhead stationery is about more than simple correspondence; it's about marketing a branded image that impacts your customer base. Personalized Letterhead stationery can help set you apart from the competition, establish your brand, earn new business and even make direct sales.

Don't wait, order the perfect Letterhead for your business today at PrintBurner.com!

Remember, don't forget to enter Promo Code: **DSLETR9157** for 30% off! Offer is for **TODAY ONLY!**

Keep coming back to PrintBurner.com for daily deals!

30% Off Of Premium Standard Business Cards

The PrintBurner deal of the day for today, Tuesday December 27th, is 30% off of Premium Standard Business Cards. Just use promo code: **DSBUSI2785** at checkout to receive your discount!

Business cards are the story of you. They're the story of your brand and your business. Great impressions start with great business cards. Business cards are the most basic tools for personal or business use and are ideal for exchanging contact information with new and potential customers. In an ever-changing business world, a memorable business card is crucial. With PrintBurner, you have your own choice and flexibility of how you want your cards to look, and what message you want to convey to a potential new customer.

The cards in super-thick premium 16pt card stock are durable

and can withstand even the toughest tests. They will stand out due to their built-to-last character and high quality feel. Most local printers, including most large chains, print on a thinner 100# cover stock. We give you this ultra premium 16pt card stock as a **FREE** upgrade over the thinner stocks! On the other hand, we also offer the industry standard 14pt card stock.

Customize your Business Cards with our Customize a Template tool. Select the size, color, text, shapes, and any/every other aspect of designing a Business Card from scratch. There is also a template library with several different categories to choose from with pre-made Business Card templates. Edit and change those already made templates or create your own. Already have a design or logo? Use our custom upload tool to upload your own unique design. With many different sizes to choose from, we will be sure to have the perfect size Business Card for you!

Don't wait! Order the perfect Business Cards today at PrintBurner.com! Already at super low prices, and you will still get an extra 30% off at PrintBurner.com! Just don't forget to enter today's promo code: **DSBUSI2785**.

RGB vs. CMYK

In printing, it is very important that all files that are designed using the CMYK colorspace. If they are designed in the RGB colorspace, the result may not come out as expected. Designing files in CMYK ensures your colors will match your monitor.

RGB (red, green blue) is a representation of the emittance of light. When these colors are combined, they form white. This

is analogous to an actual light spectrum, where if you combine all the colors of natural light, such as the colors in a rainbow, white light is the result. Displays use the emittance of light to create colors, thus the RGB colorspace. This is why most computer programs have RGB as the default when designing files.

With actual printing, ink and toner does not accurately represent the natural emittance of light. Since colors come from non-light sources, they are really observed by the absorption of light. A new colorspace was needed to represent that spectrum of color. Thus, CYMK (cyan, yellow, magenta, black) was created. This colorspace represents the absorption of light. When all the primary colors are combined, they form black, which is the absorption of all light.

The reason why RGB designs printed in CYMK don't look the same is because the CYMK colorspace does not include all the colors in the spectrum that RGB includes. It can sometimes be impossible for certain colors that can be displayed on monitors to actually get printed on a sheet of paper, which is why sometimes the colors change and are not printed properly. If you already designed your file in RGB and you switch to CYMK, you may notice some of the colors have changed on your screen. Always remember to start your design with the CYMK to eliminate the possibility of any problems with any color mismatch from display to print.

Keep up with PrintBurner.com for more info and daily printing specials!

Standard Flyers are 30% Off!!

Print Burner's Deal of the Day for Wednesday 12/23 is 30% off of Standard Flyers!

Just use Promo Code: **DSFLYR5907** at PrintBurner.com to redeem!

Printed Flyers are a highly effective and efficient way to reach people. Whether you are promoting a business or your big upcoming event, Flyers are a sure-fire way to draw everyone's attention! Flyers have always been one of the most diverse marketing mediums in the printing industry. These amazing full color flyers are suited to a wide variety of customers that require attention to the information you're trying to get across they serve as an interactive guide that can easily explain your products and your services while pointing out the important key features and benefits that your customers are looking for.

At PrintBurner.com, we offer the finest full color Flyers on the market. We provide full color on the front and on the back at no additional charge. Since these flyers are inexpensive but made of high-quality materials, they represent the perfect marketing pitch when operating on a tight budget.

Depending on the size that you're needing, these awesome Flyers can be printed on a thick 100# gloss cover card stock, a durable 100# gloss book paper, a familiar 80# gloss paper, and even a 70# uncoated paper. Whichever paper you feel your business needs we have a size and thickness that's perfect for you.

Customize your Flyers with our Customize a Template tool. Select the size, color, text, shapes, and any/every other aspect of designing a Flyer from scratch. There is also a template library with several different categories to choose from with pre-made Flyer templates. Edit and change those already made templates or create your own. Already have a

design or logo? Use our custom upload tool to upload your own unique design. With several different sizes to choose from, we will be sure to have the perfect size Flyer for you!

Don't wait! Order the perfect Standard Flyers today at PrintBurner.com! Already at super low prices, and you will still get an extra 30% off at PrintBurner.com! Just don't forget to enter today's promo code: **DSFLYR5907**.

Keep visiting PrintBurner.com every day for even more daily specials!

Silk Coated Business Cards, 30% Off!

PrintBurner's Deal of the Day for today, Wednesday December 21st, is 30% off of Silk Coated Business Cards! Just use today's promo code: **DSSILK8680** at checkout to receive 30% off!

Silk coating is a lamination process that gives business cards a unique silky smooth matte finish. Silk coated business cards, (sometimes referred to as silk laminated business cards) are one of the most high quality and most luxurious business cards on the market. Not only does silk coating make the card more water and tear resistant, but it also enhances the look and feel of the card as well!

If you aren't too familiar with the look and/or feel of a silk business card, there's a good chance you've felt the product of silk lamination in the past. Some of the most common examples are the boxes your Apple or Google smartphone or tablets come in.

Full UV coated and the traditional uncoated cardstock has more of a cardboard texture that is typically unappealing to most. Silk coated business cards have a nice and silky smooth feel. There is something to say about a business card that not only looks great, but also feels great in your hands as well. When you approach that new client or potential customer, the quality of your business card instantly reflects the care and integrity you put into your brand and your business. A great feeling and unique business card helps to cement that first impression and will instill your brand into the customers mind.

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Don't forget to enter the promo code: **DSSILK8680** to get your 30% off of your Silk coated business cards today only! Visit PrintBurner.com for even more daily specials!

Premium Medium Postcards, 30% Off!

PrintBurner's deal of the day for Monday 12/26 is 30% Off of Premium Medium Postcards!

Just use Promo Code:**DSPOST9715** at PrintBurner.com to redeem!

Postcards are a highly effective and efficient way to reach people. Whether you are promoting a business or announcing your wedding date, at PrintBurner you'll get the highest quality postcard printing, using Eco-friendly materials and methods. A quality first impression is key; colored Postcards can open new doors and opportunities for you or your business. Postcards allow you to reach new markets and maintain current contacts using a premium printed tangible product.

Our printed Postcards are created to be durable and to withstand the toughest test especially when they're mailed. Remember PrintBurner.com offers full color, not just black and white, to give you the best bang for your dollar, and it doesn't cost you any extra!

Customize your Postcards with our Customize a Template tool. Select the size, color, text, shapes, and any/every other aspect of designing a Postcard from scratch. There is also a template library with several different categories to choose from with pre-made Postcard templates. Edit and change those already made templates or create your own. Already have a design or logo? Use our custom upload tool to upload your own unique design. With many different sizes to choose from, we will be sure to have the perfect size Postcard for you!

PrintBurner.com works hard to help people design and order their perfect postcard in the easiest way possible. We do this through always improving our online design tool and templates selection, using state-of-the-art offset and digital printing equipment, and providing helpful, friendly customer service each and every day. Just as you want to impress clients by handing them quality postcards, PrintBurner wants to impress you with the quality of our products.

Visit PrintBurner.com for more daily specials and don't forget to enter Promo Code: **DSPOST9715** for 30% off your Premium

Medium Postcards today!

Folded Standard Brochures, 30% Off!

Print Burner's Deal of the Day for Wednesday 12/21 is 30% off of Folded Standard Brochures!

Just use Promo Code: **DSBROC7196** at PrintBurner.com to redeem!

Brochures are a sure fire way of bolstering a business or for organizations of all sizes. Brochures have always been one of the most diverse marketing mediums in the history of the printing industry. These remarkable full color brochures serve as an interactive guide that can easily explain your products and your services, while pointing out the important key features and benefits that your customers are looking for. Whichever paper you feel your business needs we have a size and thickness that's perfect for you!

Customize your Folded Standard Brochures with our Customize a Template tool. Select the size, color, text, shapes, and any/every other aspect of designing a Folded Standard Brochure from scratch. There is also a template library with several different categories to choose from with pre-made Folded Standard Brochure templates. Edit and change those already made templates or create your own. Already have a design or logo? Use our custom upload tool to upload your own unique design. There are also several choices of folding types, including the default half-fold, French fold, tri-fold, z-fold, and accordion fold. With several different sizes, several different printing quantities and several different folding options to choose from, we will be sure to have the

perfect Folded Standard Brochure for you!

Document Trim Size (final size after cutting)

- 5.50" x 8.50"
- 8.50" x 11.00"
- 8.50" x 14.00"
- 9.00" x 12.00"
- 11.00" x 17.00"
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Don't wait! Order the perfect Folded Standard Brochures today at PrintBurner.com! Already at super low prices, and you will still get an extra 30% off at PrintBurner.com! Just don't forget to enter today's promo code: **DSBROC7196**.

Keep visiting PrintBurner.com every day for even more daily specials!

[Why Having Business Cards is Important.](#)

We are living in a digital world these days. Sending mail, scheduling meetings and events, signing contracts, and especially networking are all taken care of digitally. But

business cards are one thing that the digital age won't be replacing any time soon. Here are some reasons as to why those old school business cards are still important.

The digital world can feel very impersonal at times. Especially when it comes to networking, which values genuine connections with clients. Sending your contact information through text or email may be more convenient, but there is no personal interaction. Engaging with people eye to eye, and being part of a conversation is still the best way to build relations.

SEO and creating an e-mail list do a great job of generating new leads, but are still unmatched to meeting them in person. Whether you are at the airport, a conference, or even having a drink during happy hour, having business cards on you is a great way to seem prepared and organized for any scenario. Have you ever seen someone write their contact information on a napkin? It isn't pretty, and it could kill a potential sale for you. With business cards, you don't have to worry about napkins, pens, or even dead cellphones. All your information is already on the card and ready to be handed out.

Business cards are a great way to leave your information with someone, along with a lasting impression. Wouldn't it be great to leave them with a memorable one? When they view your business card the feel, and design all play a key role in how they will view your business as well. A unique business card is a great way to start and keep a conversation going. In fact, the conversation doesn't end when you leave them with your card. If they like your card and the services your business provides, they will share your card with friends, and business partners. That means one card has the potential to reach out to multiple people.

Hopefully this information was helpful. Stay tuned for more juicy blog posts from your friends at PrintBurner!

30% Off Of Greeting Cards!

Print Burner's Deal of the Day for Monday 12/19 is 30% off of Greeting Cards!

Just use Promo Code: **DSGREET9715** at PrintBurner.com to get your discount!

Just in time for the holidays, PrintBurner is offering 30% off of Greeting Cards! Show your loved ones you are thinking about them this holiday season with a lovely holiday Greeting Card. We also print Greeting Cards for many special occasions! Wedding invitations, birth announcements, graduation announcements, and tons of other occasions, show your loved ones you are thinking about them with a lovely Greeting Card.

You have different options of 14pt C2S Card Stock (which is the default & standard) or you can upgrade to 14pt Uncoated 100# Gloss Cover. Coating options include AQ (Matte, which is our default coating), UV (Glossy) Front Only and Uncoated.

Customize your Greeting Cards with our Customize a Template tool. Select the size, color, text, shapes, and any/every other aspect of designing a Greeting Card from scratch. There is also a template library with several different categories to choose from with pre-made Greeting Card templates. Edit and change those already made templates or create your own. Already have a design, logo or photos? Use our custom upload tool to upload your own unique design. With many different sizes to choose from, we will be sure to have the perfect size Greeting Card for you!

Full Bleed Size (starting document size)

- 10.25" x 7.25"
- 8.75" x 11.25"
- 5.50" x 8.75"

Document Trim Size (final size after cutting)

- 10.00" x 7.00"
- 8.50" x 11.00"
- 5.50" x 8.50"

Don't wait! Order the perfect Greeting Cards today at PrintBurner.com! Already at super low prices, and you will still get an extra 30% off at PrintBurner.com! Just don't forget to enter today's promo code: **DSGREET9715**.

Also, don't forget to order some blank envelopes to go along with your Greeting Cards!

Keep visiting PrintBurner.com every day for even more daily specials!

How Do You Choose The Right Kind Of Paper?

Paper tells about the function of the product, it's quality and feeling. Therefore it's a major part of the overall experience of your finalized product. It is even sometimes best to keep in mind what kind of paper you want to use for your final product before you start designing to optimize your printing issues and costs.

Choosing a paper that's cheap, but still good for your product, can be tricky. It's therefore recommended that in the beginning of your project, you take your time and think though

a few issues. What is your final product? It can be a book, poster, flyer, business card, etc. How long would you like the durability of the product to last? A book that will be read throughout the years should definitely be planned for a longer durability than a one day flyer. What feeling do you want your product to give the receiver? Should it be fancy? Cheap? Solid? Traditional? What kind of material will the product be handling? Will it be spread after spread with large photos? Or a textbook? After you've answered these questions you can take a look at the different elements that can be crucial for your paper choice.

The decision to use either coated or uncoated paper is probably the one choice that will affect the overall feeling of your product the most.

A paper's opacity describes the amount of light which is transmitted through it. This determines how much printing will be seen through the reverse side of a sheet. Complete opacity is 100% which means that no light can pass through, while a lower percentage lets more light through. Opacity is important to have in mind when printing booklets, as a sheet with good opacity will prevent text showing through when printing on both sides. A paper's opacity can increase or decrease depending on the use of different fillers, but also by its weight, whiteness or coating.

The brightness measures the percentage of a wavelength of blue light that a sheet reflects. Most papers reflect 60-90% of light. The brightness of a paper can effect readability, the perception of ink color and the contrast between light and dark hues.

The next step is to choose the function and quality you want your paper to have. Take your time to think through if you want coated or uncoated paper, what weight and opacity you wish to use.

One last tip is to always check with PrintBurner. Ask us what paper we recommend and what we have in stock at the moment. This can, in some cases, help you out getting away with a better result and a much cheaper paper.

30% Off of Premium Medium Postcards!!

Print Burner's Black Friday Deal of the Day for Wednesday 12/16 is 30% off of Premium Medium Postcards!

Just use Promo Code: **DSPOST1752** at PrintBurner.com to redeem!

Postcards are an amazing way to attract new business, stay in touch with existing customers, and thank and/or reward loyal customers for their business. A quality first impression is key; colored Postcards can open new doors and opportunities for you or your business. Postcards allow you to reach new markets and maintain current contacts using a premium printed tangible product.

Our printed Postcards are created to be durable and to withstand the toughest test especially when they're mailed. Remember PrintBurner.com offers full color, not just black and white, to give you the best bang for your dollar, and it doesn't cost you any extra!

Customize your Postcards with our Customize a Template tool. Select the size, color, text, shapes, and any/every other aspect of designing a Postcard from scratch. There is also a template library with several different categories to choose from with pre-made Postcard templates. Edit and change those already made templates or create your own. Already have a

design or logo? Use our custom upload tool to upload your own unique design. With many different sizes to choose from, we will be sure to have the perfect size Postcard for you!

PrintBurner.com works hard to help people design and order their perfect postcard in the easiest way possible. We do this through always improving our online design tool and templates selection, using state-of-the-art offset and digital printing equipment, and providing helpful, friendly customer service each and every day. Just as you want to impress clients by handing them quality postcards, PrintBurner wants to impress you with the quality of our products.

Visit PrintBurner.com for more daily specials and don't forget to enter Promo Code: **DSPOST1752** for 30% off your Premium Medium Postcards today!

So You Think You Know Printing?

Many of you know we are a printing company. But how much do you know about offset printing? Allow me to give you some quick facts.

Offset printing is the most popular printing method in today's world. In fact, over 40% of all printing jobs are done through offset printing! One of offset printing's unique characteristics is that the image and non-image areas are on the same surface level. The method of printing is based off the fact that oil and water do not mix, allowing a single surface level to be used, instead of an indented surface. The process of setting up a offset printing requires quite a large investment with all the equipment involved. However, once the

main components are bought, offset printing is relatively inexpensive. Today, you most likely see offset printing everywhere without even knowing. Some examples are educational books, periodicals, as well as a variety of reading material to the packaging industry by creative printing packages for consumer goods. The many possibilities of offset printing create a plethora of options for you to choose from, making it quite hard to put down or get tired of. Need bindings? No problem at all for offset printing. How about perforation for your event tickets? Offset printing has a module that can take care of that. Offset printing is the technique that has made newspapers possible, books more affordable and marketing and promotional ads the best weapons for small business owners. In conclusion, offset printing can be somewhat of an expensive investment, but relatively cheap when it comes to production.

That's it for now! More interesting printing facts to come soon!

If you are ever in need of premium quality prints at an affordable price, come check us out at www.printburner.com! We provide specials every week. Just look for the promo codes in our blog posts for HUGE savings!