



February 2011

design • printing • high speed digital copying • mailing

University of Dayton Printing & Design

## U.S. Postal Service announces price change

The U.S. Postal Service has announced a price change for their Mailing Services products, which include **First-Class Mail®**, **Standard Mail®**, **Periodicals**, **Package Services** and **Extra Services**. The new rates will apply to *all consumer mail*, including *department mailings* processed by UD Mailing Services.

The new prices take effect on **April 17, 2011**, almost two years since the Postal Service last raised prices for Mailing Services products. Based on a price cap calculated by the PRC using Consumer Price Index (CPI) data, they will increase prices by an average of 1.741 percent across each Mailing Services class of mail.

### Sample rate increases for First-Class Mail®:

#### Letters and Flats

(not over one ounce): Prices will remain the same

#### Letters

(not over two ounces): Currently—\$0.61    **4/17—\$0.64**

#### Flats

(not over two ounces): Currently—\$1.05    **4/17—\$1.08**

#### Postcards:

Currently—\$0.28    **4/17—\$0.29**

The new prices can be viewed online on Postal Explorer® at [pe.usps.com](http://pe.usps.com). Click on the link in the left blue navigation frame under "New\* April 17, 2011 Pricing Information."

#### Questions?

—Email Denise Dobberstein at [UDMailingServices](mailto:UDMailingServices), or call 937-229-2087.

## A gift from the ♥ ...

You are cordially invited to stop by the Copy Center, located in the Lobby of KU, on **Monday, February 14, 2011**, to **claim your FREE St. Valentine's Day treat bag** (while supplies last).

Take a few minutes out of your busy schedule to celebrate the occasion with us.

## Enjoy your Valentine's Day!

**CONTACT US AT: [www.printing.udayton.edu](http://www.printing.udayton.edu)**

**University of Dayton Printing & Design and UD Mailing Services — College Park Center**

300 College Park • Dayton, OH 45469-2913 • (937) 229-4168 • FAX (937) 229-3700

**Campus Copy Center — Kennedy Union**

300 College Park • Dayton, OH 45469-0612 • (937) 229-4126 • FAX (937) 229-4197

# Getting to the of design cost reduction

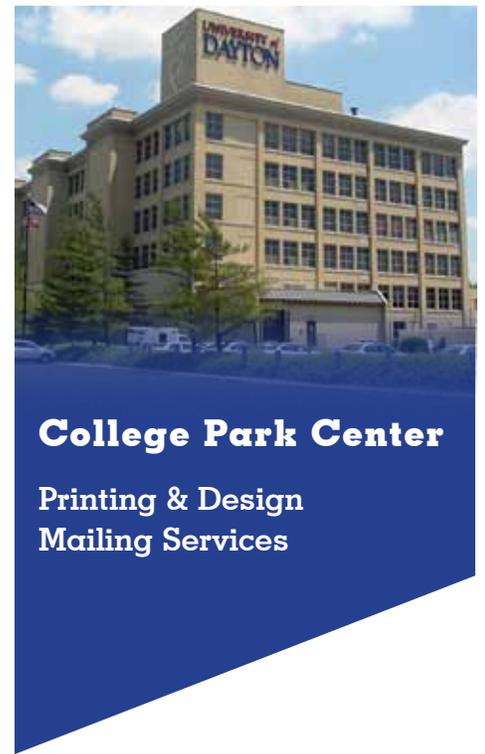
In response to customer requests, following are some suggestions for reducing the cost of your design projects:

- 1) Meet well in advance with one of our designers to discuss the details of the project. Bring to this meeting two or three different examples of designs you like. This helps the designer get a feel for the look you wish to achieve, and ensures your satisfaction with the end product.
- 2) At the initial meeting, establish a printing deadline for your project. The designer will then be able to give you a deadline to submit your copy, which will help avoid rushing and last minute mistakes.
- 3) Limit the copy you submit to the number of pages you wish to publish. Trying to cram in too much copy ruins the look of the design. Adding extra pages takes more time. This can be prevented by doing a word count for each individual article, so you end up with the right amount of text to fit the number of pages you wish to publish.
- 4) Edit the copy for spelling, grammar and AP Style before

it's submitted. This will reduce the number of customer alterations and edits.

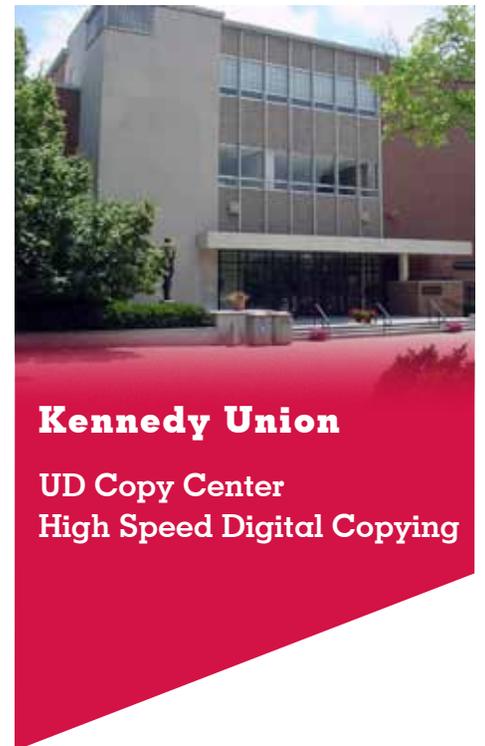
- 5) Submit the copy electronically in Word with no column formatting. Undoing the formatting takes extra time. If the articles need to go in a certain order, number them. This eliminates guesswork on the part of the designer.
- 6) Submit everything that will go into the project at the same time. This allows the designer to judge from the beginning where everything will fit. Redoing the layout to fit in extra articles or ads increases the cost of the job.
- 7) If a page mostly remains the same from issue to issue and has only minor changes, it saves time to highlight only the parts that changed. The highlighted changes can usually be plugged in more quickly than it takes to reformat the entire page or proofread each entry to find the changes.

If you're unable to implement all of these suggestions, don't despair. UDP&D's designers will do whatever is necessary in the least amount of time. Our goal is always to provide the best possible customer service.



## College Park Center

Printing & Design  
Mailing Services



## Kennedy Union

UD Copy Center  
High Speed Digital Copying

## Quote of the month . . .

*"Lord, grant that I might not so much seek to be loved as to love."*

— St. Francis of Assisi

Have a  ...  
Use **UDP&D**,  
and save  
some **green!**

