

This section from the book, '14 Ways to Squeeze a Print Budget' contains descriptions of specific strategies that have helped some companies get the most out of their print budgets. These ideas are examples and do not attempt to cover the full range of possibilities that may be available for your company.

If you would like to investigate a new approach for your work, contact us for a free, no pressure consultation.

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6. Cut postage; calculate and manage piece weights

Will That Be With One Wafer Seal or Two?

The mailing panel for a self mailer non-flat should have folding on the bottom and one wafer seal at the top holding in the open edge. If you design it the other way, with open end on the bottom, then you have to add 2 wafer seals.

Check it With the Post Office

Postal regulations often change, as do the rates, so the safest thing to do is to make a sample and bring it to a post office and ask. Checking their website is also informative:

www.usps.com

How to Determine Piece Weight

Ask for the piece weight when getting cost estimates from printers. Since roll stocks are sometimes slightly heavier, and text stocks are sometimes slightly lighter, this needs to be taken into consideration, so leave a little room when trying to get under a particular weight for postage costs.

A weight estimate for an 8-1/2 x 11 48 pages plus cover saddle bound book, with the text being 70# text and the cover being 80# cover is as follows:

For all text, book, groundwood and offsets, the 'basis size' is 25 x 38, which means in this case, for 70#offset (or book, or groundwood, or text), that 500 sheets of the basis size (sheets 25 x 38) will weigh 70 pounds.

1,000 of these basis size sheets would therefore weigh 140 pounds, which is called its 'M-weight;' meaning the weight of 1,000 sheets.

First we translate the M-weight from 25 x 38 to 8-1/2 x 11, the book size, by dividing the weight of 1,000 sheets of the basis size by its dimensions and then multiplying that number by our final trim size's dimensions:

$$140 / 25 / 38 \times 8.5 \times 11 = 13.779 \text{ pounds}$$

This is the weight of 1,000 sheets 8-1/2 x 11, and since each sheet has a front and a back, it's the same was the weight of 2 pages. Since we have 48 pages, or 24 sheets, the total weight of 1,000 texts are:

$$24 \times 13.779 = 330.695 \text{ pounds}$$

The M-weight, or the weight of 1,000 48 page text sections printed on 70# text weight, is 330.695 pounds.

All cover stock weights are based on 20 x 26; its basis size. So, for an 80# cover, 500 sheets weigh 80 pounds. 1,000 of these basis size sheets therefore weigh 160 pounds, which is the M-weight for sheets 20 x 26.

Translating that for 8-1/2 x 11 similarly:

$$160 / 20 / 26 \times 8.5 \times 11 = 28.769 \text{ pounds}$$

This is the weight of 1,000 sheets 8-1/2 x 11, or 2 pages. Since we have a 4 page cover, or the equivalent of 2 sheets, the total weight of 1,000 covers are:

$$2 \times 28.769 = 57.538 \text{ pounds}$$

So, 1,000 books will weigh:

Text M weight	330.695
Cover M weight	<u>57.538</u>
Book M weight	388.233 pounds

If we divide that by 1,000 we have our weight per book in pounds, and, if we multiply that by 16 we have our weight per book therefore in ounces:

$$388.233 / 1,000 \times 16 = 6.212 \text{ ounces}$$

Weight & Postage Savings with Lighter Catalog Text Stock

If opacity is the only issue for using 70# offset, and since 60# opaque ends up with a total cost of about the same or even less than 70# offset, what would happen to our postage cost if we changed the text to 60# opaque?

Our text M weight is 330.695 pounds per thousand texts at 70#, so we divide that number by 70 and multiply by 60:

$$330.695 / 70 \times 60 = 283.453 \text{ pounds for 60# text}$$

60# text:

Text M weight	283.453
Cover M weight	<u>57.538</u>
Book M weight	340.991 pounds

Translating that again to single book weight in ounces:

$$340.991 / 1,000 \times 16 = 5.456 \text{ ounces}$$

If you mail 1st class, postage is \$1.40 each for 70# text version or \$1.233 for the 60# opaque version.

First class postage savings is therefore \$1,670 per 10,000 pieces by switching to 60# opaque from 70# offset for the text.

Text Pages:	Ounces - Self Cover Booklets/Loose Leaf				Ounces - Plus Cover Booklets - 80# cover				Ounces - Plus Cover Booklets - 100# cover			
	Txt-50#	Txt-60#	Txt-70#	Txt-80#	Txt-50#	Txt-60#	Txt-70#	Txt-80#	Txt-50#	Txt-60#	Txt-70#	Txt-80#
16	1.26	1.51	1.76	2.02	2.19	2.45	2.70	2.95	2.43	2.68	2.93	3.18
20	1.57	1.89	2.20	2.52	2.51	2.82	3.14	3.45	2.74	3.06	3.37	3.69
24	1.89	2.27	2.65	3.02	2.82	3.20	3.58	3.96	3.06	3.44	3.81	4.19
28	2.20	2.65	3.09	3.53	3.14	3.58	4.02	4.46	3.37	3.81	4.25	4.70
32	2.52	3.02	3.53	4.03	3.45	3.96	4.46	4.97	3.69	4.19	4.70	5.20
36	2.83	3.40	3.97	4.54	3.77	4.34	4.90	5.47	4.00	4.57	5.14	5.70
40	3.15	3.78	4.41	5.04	4.08	4.71	5.34	5.97	4.32	4.95	5.58	6.21
44	3.46	4.16	4.85	5.54	4.40	5.09	5.78	6.48	4.63	5.32	6.02	6.71
48	3.78	4.54	5.29	6.05	4.71	5.47	6.23	6.98	4.95	5.70	6.46	7.21
52	4.09	4.91	5.73	6.55	5.03	5.85	6.67	7.49	5.26	6.08	6.90	7.72
56	4.41	5.29	6.17	7.05	5.34	6.23	7.11	7.99	5.58	6.46	7.34	8.22
60	4.72	5.67	6.61	7.56	5.66	6.60	7.55	8.49	5.89	6.84	7.78	8.73
64	5.04	6.05	7.05	8.06	5.97	6.98	7.99	9.00	6.21	7.21	8.22	9.23
68	5.35	6.42	7.50	8.57	6.29	7.36	8.43	9.50	6.52	7.59	8.66	9.73
72	5.67	6.80	7.94	9.07	6.60	7.74	8.87	10.00	6.84	7.97	9.10	10.24
76	5.98	7.18	8.38	9.57	6.92	8.11	9.31	10.51	7.15	8.35	9.55	10.74
80	6.30	7.56	8.82	10.08	7.23	8.49	9.75	11.01	7.47	8.73	9.99	11.25
84	6.61	7.94	9.26	10.58	7.55	8.87	10.19	11.52	7.78	9.10	10.43	11.75
88	6.93	8.31	9.70	11.09	7.86	9.25	10.63	12.02	8.10	9.48	10.87	12.25
92	7.24	8.69	10.14	11.59	8.18	9.63	11.08	12.52	8.41	9.86	11.31	12.76
96	7.56	9.07	10.58	12.09	8.49	10.00	11.52	13.03	8.73	10.24	11.75	13.26
100	7.87	9.45	11.02	12.60	8.81	10.38	11.96	13.53	9.04	10.62	12.19	13.77
104	8.19	9.83	11.46	13.10	9.12	10.76	12.40	14.04	9.36	10.99	12.63	14.27
108	8.50	10.20	11.91	13.61	9.44	11.14	12.84	14.54	9.67	11.37	13.07	14.77
112	8.82	10.58	12.35	14.11	9.75	11.52	13.28	15.04	9.99	11.75	13.51	15.28
116	9.13	10.96	12.79	14.61	10.07	11.89	13.72	15.55	10.30	12.13	13.95	15.78
120	9.45	11.34	13.23	15.12	10.38	12.27	14.16	16.05	10.62	12.51	14.40	16.29
124	9.76	11.72	13.67	15.62	10.70	12.65	14.60	16.56	10.93	12.88	14.84	16.79
128	10.08	12.09	14.11	16.13	11.01	13.03	15.04	17.06	11.25	13.26	15.28	17.29
132	10.39	12.47	14.55	16.63	11.33	13.41	15.48	17.56	11.56	13.64	15.72	17.80
136	10.71	12.85	14.99	17.13	11.64	13.78	15.93	18.07	11.88	14.02	16.16	18.30
140	11.02	13.23	15.43	17.64	11.96	14.16	16.37	18.57	12.19	14.40	16.60	18.80
144	11.34	13.61	15.87	18.14	12.27	14.54	16.81	19.08	12.51	14.77	17.04	19.31
148	11.65	13.98	16.31	18.64	12.59	14.92	17.25	19.58	12.82	15.15	17.48	19.81
152	11.97	14.36	16.76	19.15	12.90	15.30	17.69	20.08	13.14	15.53	17.92	20.32
156	12.28	14.74	17.20	19.65	13.22	15.67	18.13	20.59	13.45	15.91	18.36	20.82
160	12.60	15.12	17.64	20.16	13.53	16.05	18.57	21.09	13.77	16.29	18.80	21.32
164	12.91	15.50	18.08	20.66	13.85	16.43	19.01	21.59	14.08	16.66	19.25	21.83
168	13.23	15.87	18.52	21.16	14.16	16.81	19.45	22.10	14.40	17.04	19.69	22.33
172	13.54	16.25	18.96	21.67	14.48	17.19	19.89	22.60	14.71	17.42	20.13	22.84
176	13.86	16.63	19.40	22.17	14.79	17.56	20.33	23.11	15.03	17.80	20.57	23.34
180	14.17	17.01	19.84	22.68	15.11	17.94	20.78	23.61	15.34	18.17	21.01	23.84
184	14.49	17.39	20.28	23.18	15.42	18.32	21.22	24.11	15.66	18.55	21.45	24.35
188	14.80	17.76	20.72	23.68	15.74	18.70	21.66	24.62	15.97	18.93	21.89	24.85
192	15.12	18.14	21.16	24.19	16.05	19.08	22.10	25.12	16.29	19.31	22.33	25.36
196	15.43	18.52	21.61	24.69	16.37	19.45	22.54	25.63	16.60	19.69	22.77	25.86
200	15.75	18.90	22.05	25.20	16.68	19.83	22.98	26.13	16.92	20.06	23.21	26.36
204	16.06	19.27	22.49	25.70	17.00	20.21	23.42	26.63	17.23	20.44	23.65	26.87
208	16.38	19.65	22.93	26.20	17.31	20.59	23.86	27.14	17.54	20.82	24.10	27.37
212	16.69	20.03	23.37	26.71	17.63	20.96	24.30	27.64	17.86	21.20	24.54	27.88
216	17.01	20.41	23.81	27.21	17.94	21.34	24.74	28.15	18.17	21.58	24.98	28.38
220	17.32	20.79	24.25	27.72	18.26	21.72	25.19	28.65	18.49	21.95	25.42	28.88
224	17.64	21.16	24.69	28.22	18.57	22.10	25.63	29.15	18.80	22.33	25.86	29.39
228	17.95	21.54	25.13	28.72	18.89	22.48	26.07	29.66	19.12	22.71	26.30	29.89
232	18.27	21.92	25.57	29.23	19.20	22.85	26.51	30.16	19.43	23.09	26.74	30.39
236	18.58	22.30	26.01	29.73	19.52	23.23	26.95	30.67	19.75	23.47	27.18	30.90
240	18.90	22.68	26.46	30.23	19.83	23.61	27.39	31.17	20.06	23.84	27.62	31.40
244	19.21	23.05	26.90	30.74	20.15	23.99	27.83	31.67	20.38	24.22	28.06	31.91
248	19.53	23.43	27.34	31.24	20.46	24.37	28.27	32.18	20.69	24.60	28.51	32.41
252	19.84	23.81	27.78	31.75	20.78	24.74	28.71	32.68	21.01	24.98	28.95	32.91
256	20.16	24.19	28.22	32.25	21.09	25.12	29.15	33.18	21.32	25.36	29.39	33.42
260	20.47	24.57	28.66	32.75	21.41	25.50	29.59	33.69	21.64	25.73	29.83	33.92