

Brochure / Collateral Spec

Printing & Packaging

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Get a production spec for marketing collateral — brochure, flyer, folder or leaflet — covering size, fold, paper, colours and finishing, with a recommended and an economy option. Describe the piece below.

Purpose of this tool & output

Spec brochures, flyers and folders

How the output is used

Use it to spec brochures, flyers and folders — a collateral spec that gets the size, fold and stock right.

Important cautions

AI-generated spec; confirm with a dummy and quote.

Companion documents

- Offset Printing Job SOP
- Paper / Stock Selection Guide
- Ink & Coating Selection Guide
- Make-Ready Reduction Plan
- Print Defect Troubleshooter
- Book / Booklet Printing Guide

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.