



PRINTING GUIDE: EVENT PROGRAMS

Print Specifications:

- Paper Type: Choose matte or gloss, 80–100 lb.
- Cover: Self-cover or heavier paper stock
- Binding: Saddle-stitch, perfect, or spiral.
- Quantity: Clarify print run size.
- Delivery Time: Set delivery deadline. Work backwards from event date.

Content Checklist:

- Event Title & Theme: Clear, concise title.
- Schedule: List of activities, times, locations.
- Speaker Bios & Photos: Short bios (50-100 words) and high-resolution images.
- Sponsor Info: Logos and brief descriptions.
- Maps & Directions: Venue layout, if necessary.
- Acknowledgments: Recognize key contributors.
- Contact Info: Include important numbers/emails.
- QR Codes: For digital resources or extra info.

Design & Layout:

- Page Count & Size: Finalize number of pages - if booklet, pages must be in multiples of 4
- Branding: Ensure consistent fonts, logos, colors.
- Margins/Bleed: Ensure print-safe layout.
- Content Hierarchy: Use headings/bolding for clarity.

Image Specifications:

- Resolution: 300 dpi minimum.
- File Format: JPEG/PNG for images, EPS/AI for logos.

Deadlines & Submission (work backwards from event date):

- Confirm with printer time needed for proof and production.
- Content Deadline: Ensure timely submission of all elements.
- Approval Process: Designate who will review.
- Proofing: Allow time for proof checks before printing

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