



The Custom Flyer RFQ Blueprint

Translating Campaign Strategy
into Print Reality

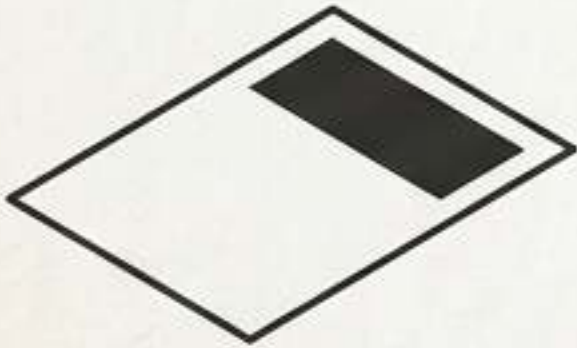
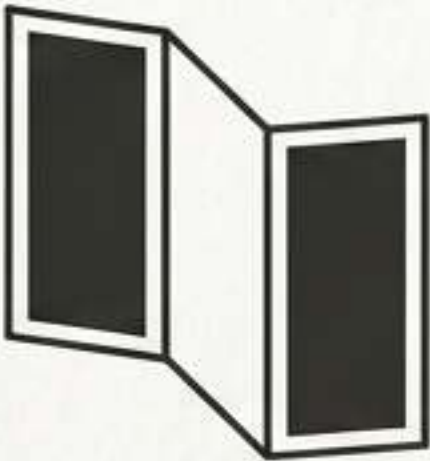
Designing a Campaign Tool, Not Just a Handout

A useful Request for Quote (RFQ) never assumes a particular supplier process or stock option.

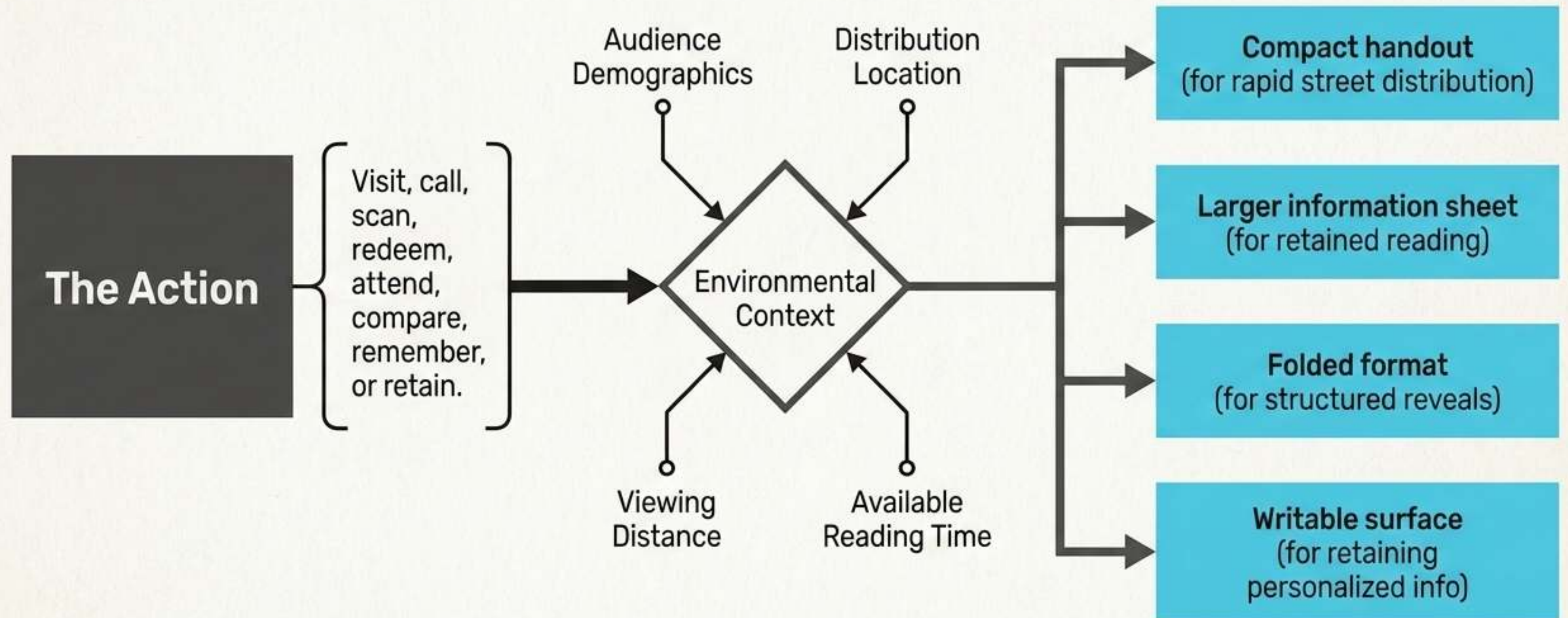
**Success requires
defining the audience,
message hierarchy,
physical format, artwork,
and distribution method
before specifying the paper.**



The Format Taxonomy Matrix

The Flyer	The Brochure	The Poster	The Business Card
Designed for rapid reading, hand distribution, inserts, or takeaways. Success is driven by message clarity and readability. Carries specific campaign information.	Features a longer, more complex folded structure than a flyer. Intended for deep reading.	Prioritizes distance viewing over close-range hand distribution. Low density of text.	Functions primarily as a personal contact token, unlike a flyer which carries detailed campaign data.
			

Reverse-Engineering the Desired Action



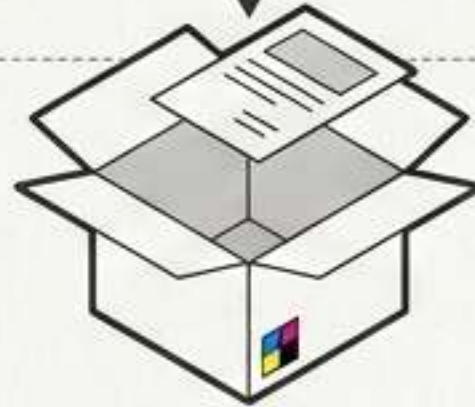
The Route Dictates the Format Constraints



Handout



Requires rapid readability.
A visually dense design will fail.



Insert



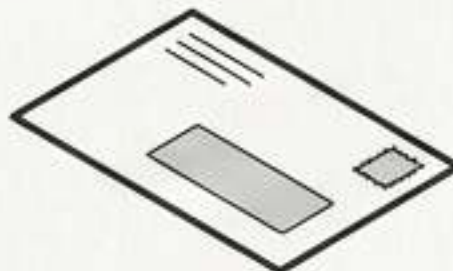
Must precisely fit another package or bag.
Minimal designs may lack necessary context.



Display



Must physically fit standard counter-top
fixtures without slouching.



Mailer

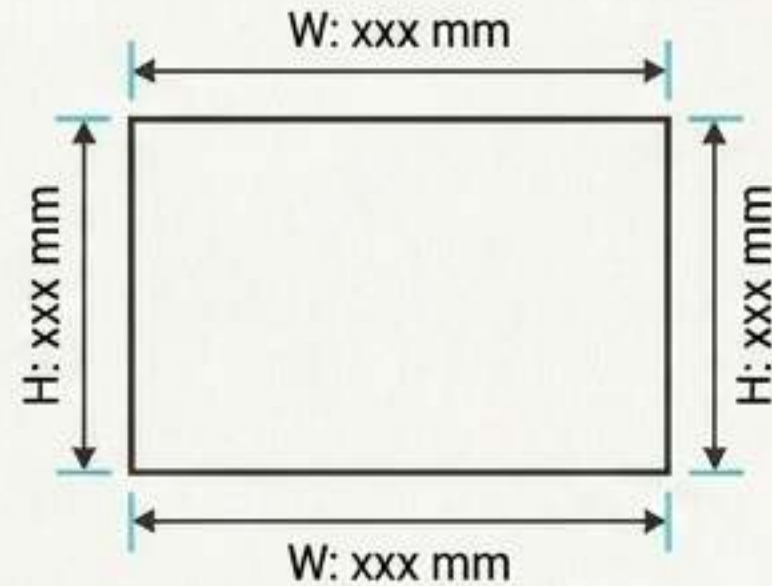


Requires strict adherence to postal-format
regulations, sizing, and blank zones.

Defining the Physical Form Factor

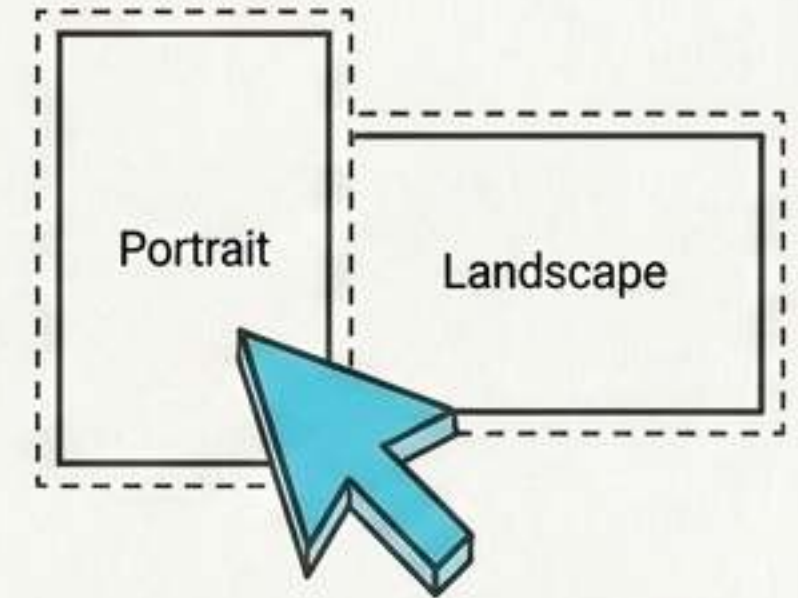
1. Finished Size

Supplied dimensions must explicitly state whether they represent the flat, folded, or finished state.



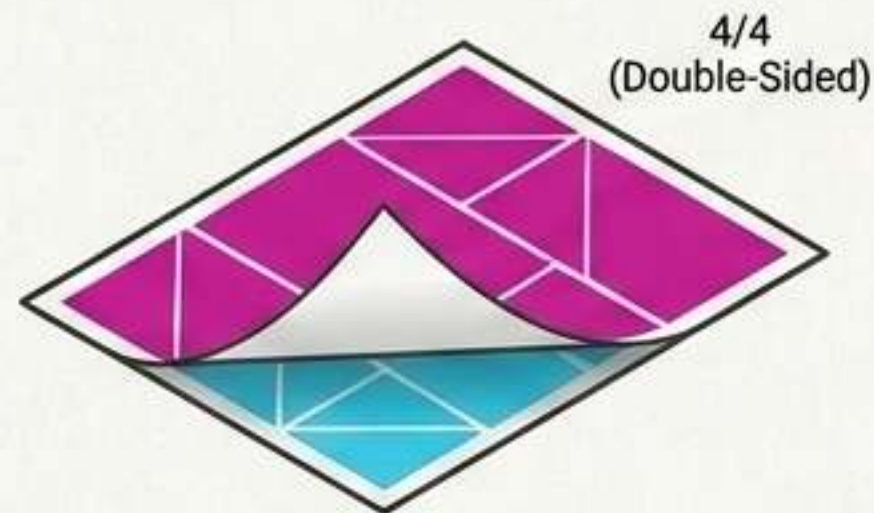
2. Orientation

Specify portrait, landscape, or custom die-cut requirements.



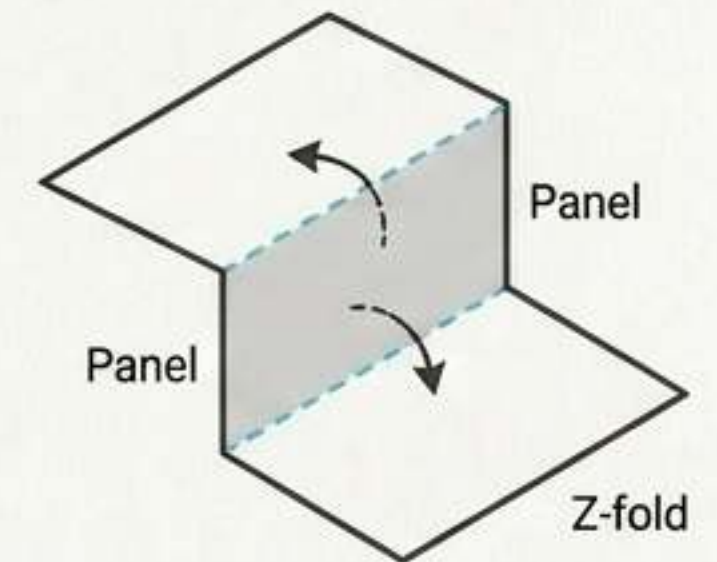
3. Print Sides

Indicate single-sided (4/0) versus double-sided (4/4) artwork requirements.

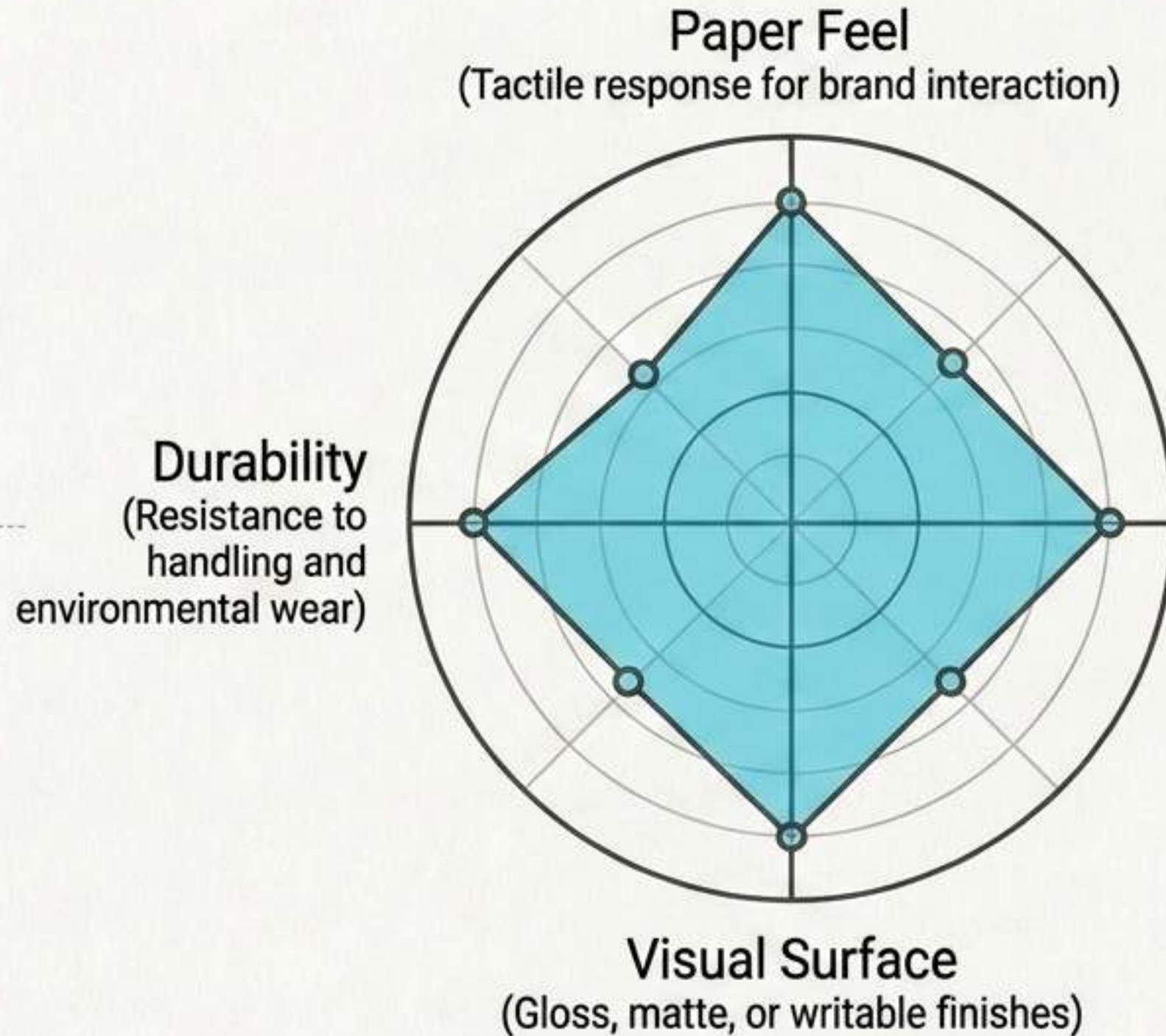


4. Fold Configuration

Define exact fold mechanics (e.g., half-fold, roll-fold, Z-fold) rather than relying on generic naming conventions.



Evaluating Materiality and Performance



THE TESTING RULE

Critical surface, material, performance, or compliance requirements demand mandatory physical sample testing and review prior to production approval.

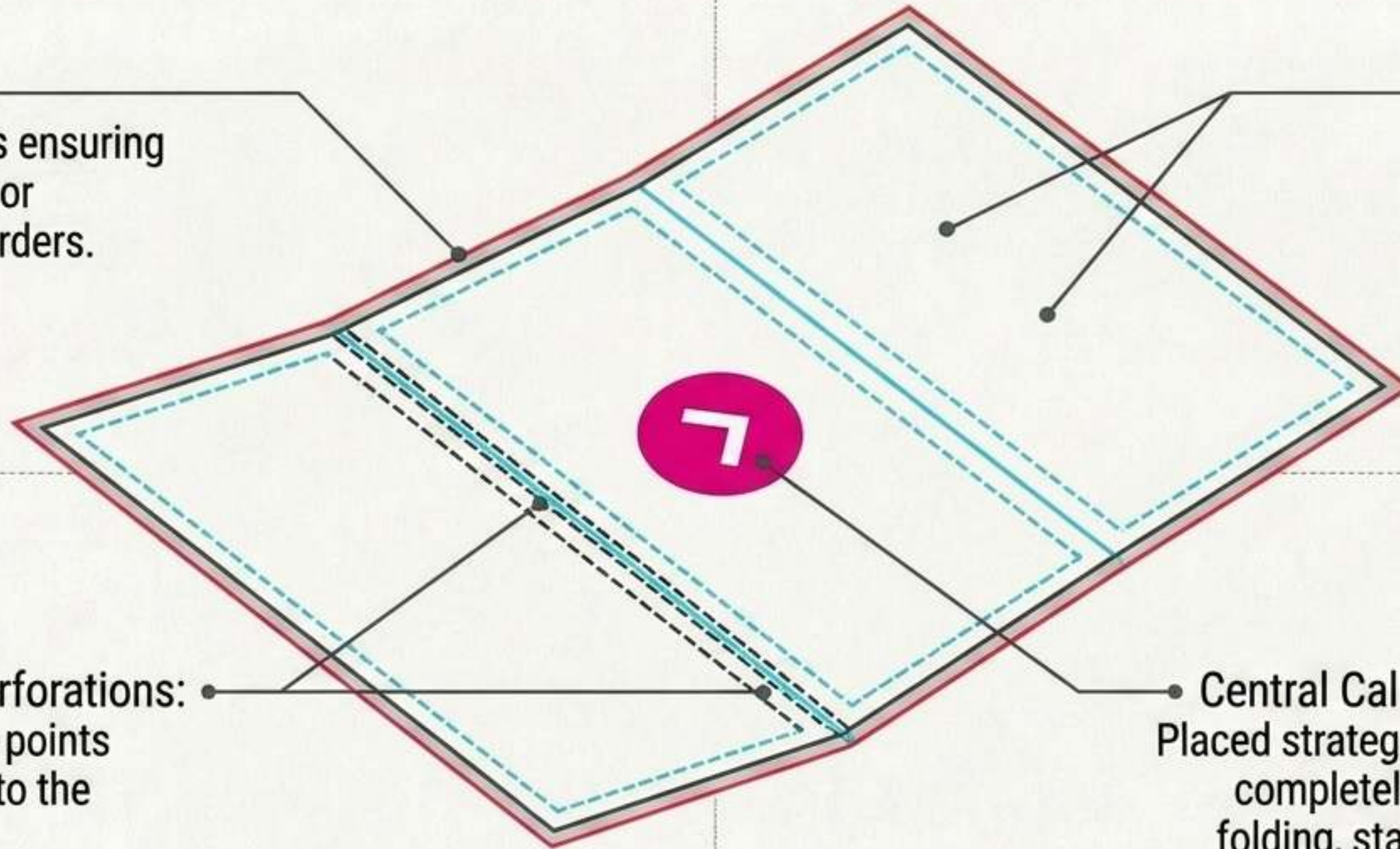
The Architecture of a Print-Ready File

Bleed & Trim:
Outer boundaries ensuring
edge-to-edge color
without white borders.

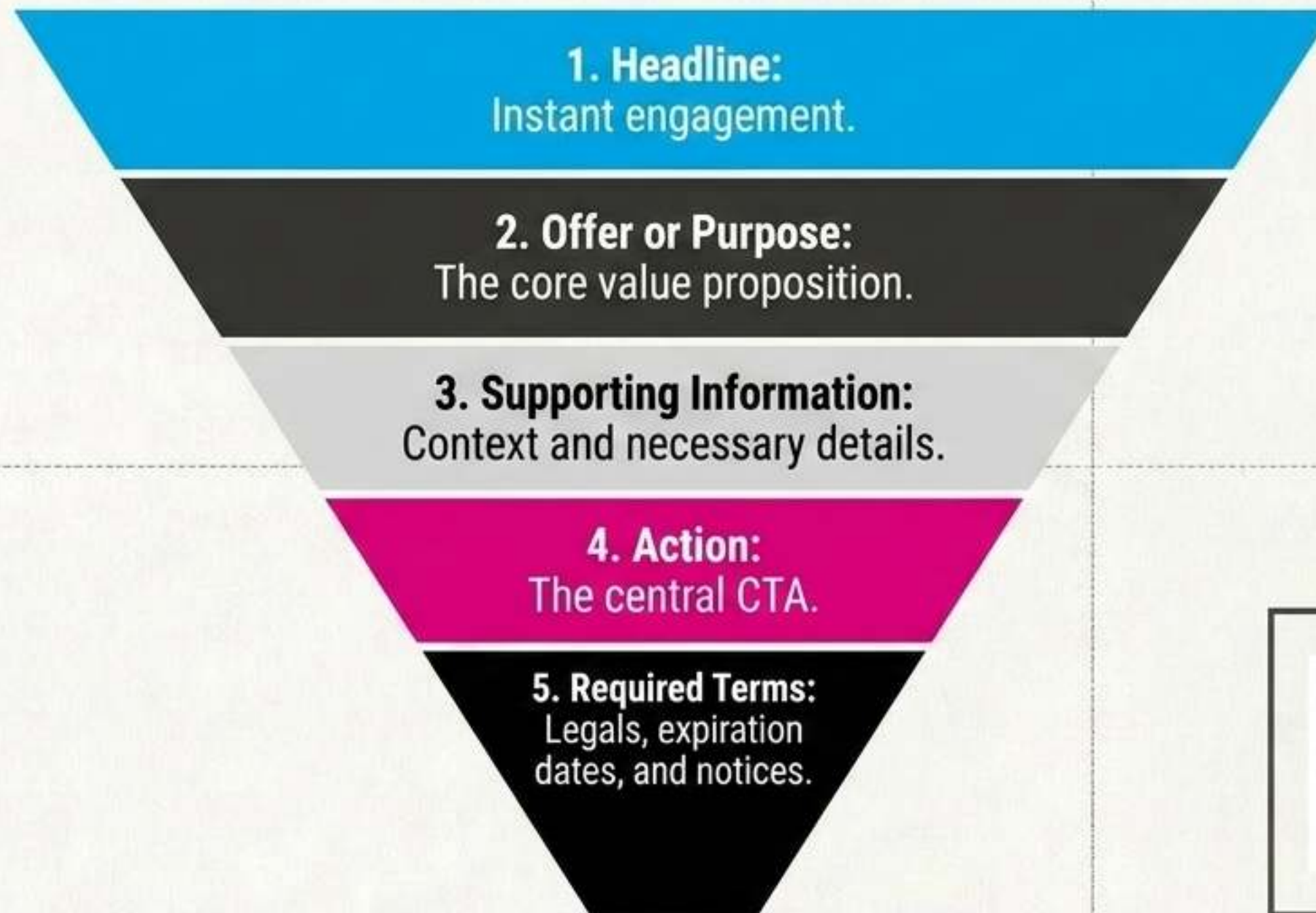
**Safe Areas &
No-Print Zones:**
Protected internal
boundaries.

Fold Lines & Perforations:
Structural stress points
mapped exactly to the
design.

Central Call To Action (CTA):
Placed strategically so it remains
completely visible even after
folding, stacking, or insertion.



Engineering the Reading Order Hierarchy



TECHNICAL CALLOUT: QR codes, barcodes, phone numbers, URLs, coupons, and prices must be tested to guarantee absolute legibility at the intended finished size.

Managing Versioning and Localization

Location	Language	Artwork File	Exact Quantity
Chicago	EN	file_A_final.pdf	2,500
Berlin	DE	file_B_v3.pdf	1,800
Tokyo	JP	file_C_print.pdf	3,200

The File-and-Quantity Matrix

Essential for campaigns with multiple regional or linguistic versions.

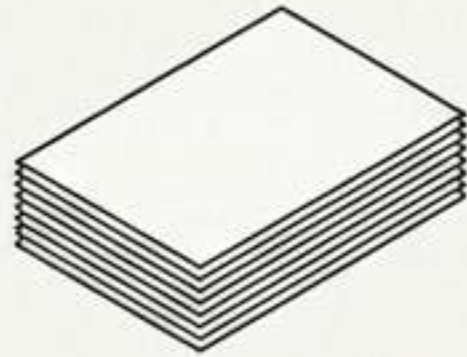
Precision Allocation

State the exact quantity per design, language, size, and fold configuration.

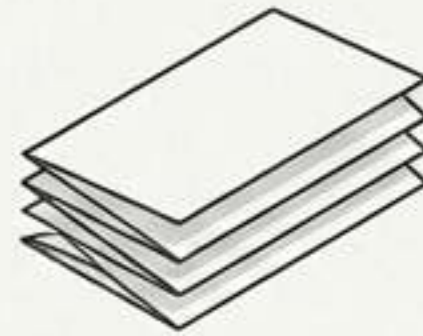
The Trap

Never combine different artwork quantities into a single lump sum without providing a strict version breakdown. Verify every variant before production review.

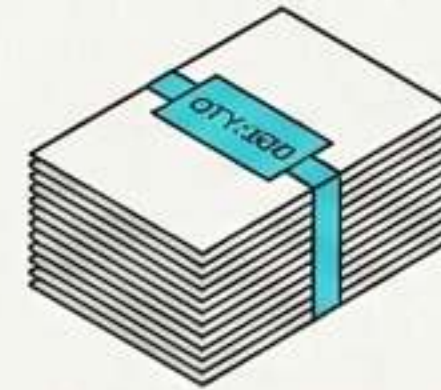
Specifying Logistics and Final Delivery State



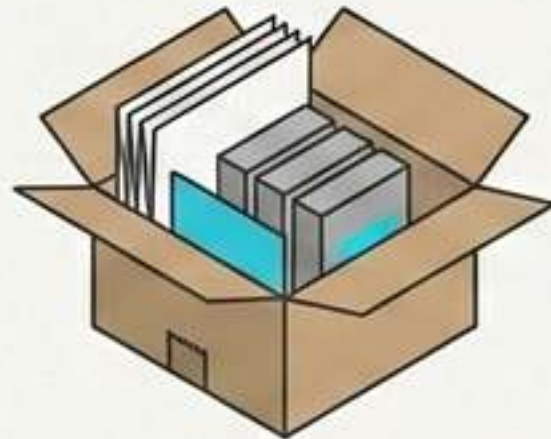
Delivered Flat



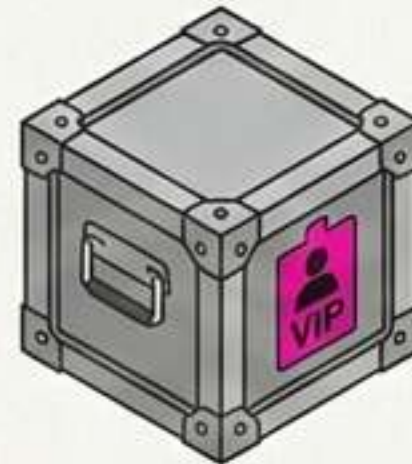
Delivered Folded



Counted into Bundles



Collated with Inserts



Event Team Handling



Distinguish Versions via Labels

The 8-Point RFQ Master Checklist

☐	State campaign purpose, audience, and desired recipient action.
☐	Define finished size, orientation, sides, and fold format.
☐	Explain distribution: handout, insert, display, mailing, or event use.
☐	Provide artwork, final copy, and a version/quantity matrix.
☐	Identify paper appearance, writing needs, and finish preferences.
☐	Flag QR, barcode, coupon, legal, postal, or regulated-content requirements.
☐	State packing, bundling, collation, labels, and delivery destination.
☐	Request proof, sample, or testing review for critical appearance or use needs.



Technical Commitments and Guardrails

Final technical and commercial commitments require quotation, artwork, and material review before production approval.