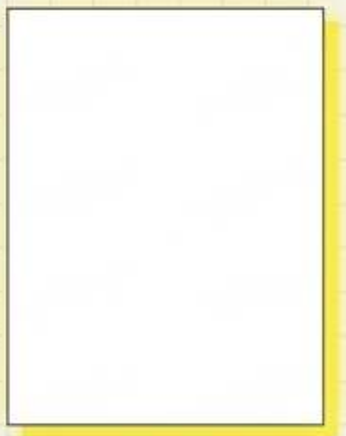
Custom Flyer Printing: A Buyer’s Pre-Flight Manual

Transforming campaign ideas into precise, quotable technical specifications for single-sheet promotional flyers

SKU Reference: ZPCCP0004

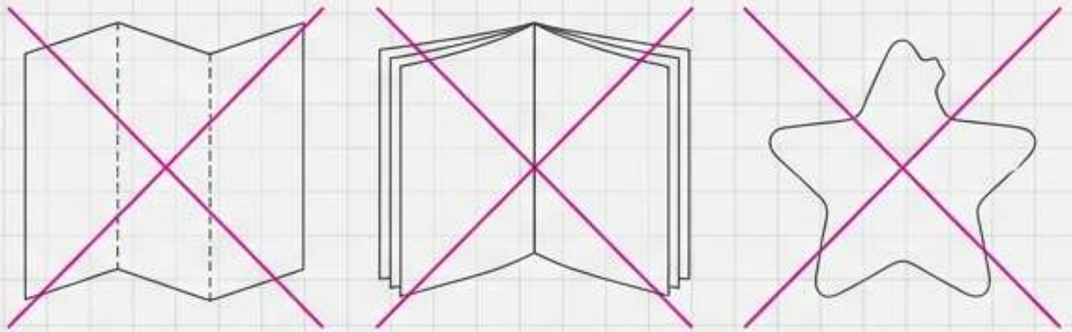
ZIGPAC

A single-sheet flyer carries a focused promotional message on an individual, unfolded plane.



Core Definition

A flat handout designed for immediate impact.
A reverse-side design can provide supporting information without changing this single-sheet identity.



Out of Scope

Folded layouts, die-cut shapes, and specialty substrates are separate requests, not assumed inclusions.

Print Buyer's Note

The product reference ZPCCP0004 is a provisional identifier. No product-specific factory measurements, certifications, MOQs, or production schedules are universally guaranteed. All specifications require project-specific quotation.

Build a technical brief by defining action, distribution, and handling.

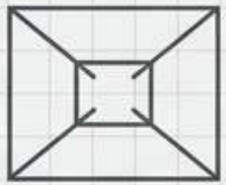
The Campaign Briefing Matrix



Action (What they do)

Visit a location, redeem an offer, register, or request info.

Diagnostic: Does the layout give this action the most space? If using a QR code, define exactly what the destination page must do (registration vs. general visit).



Setting (Where they get it)

Handed out, placed on a counter, inserted into a bag, or mailed.

Diagnostic: Identify the exact distribution deadline and destination, not just the printing completion date.

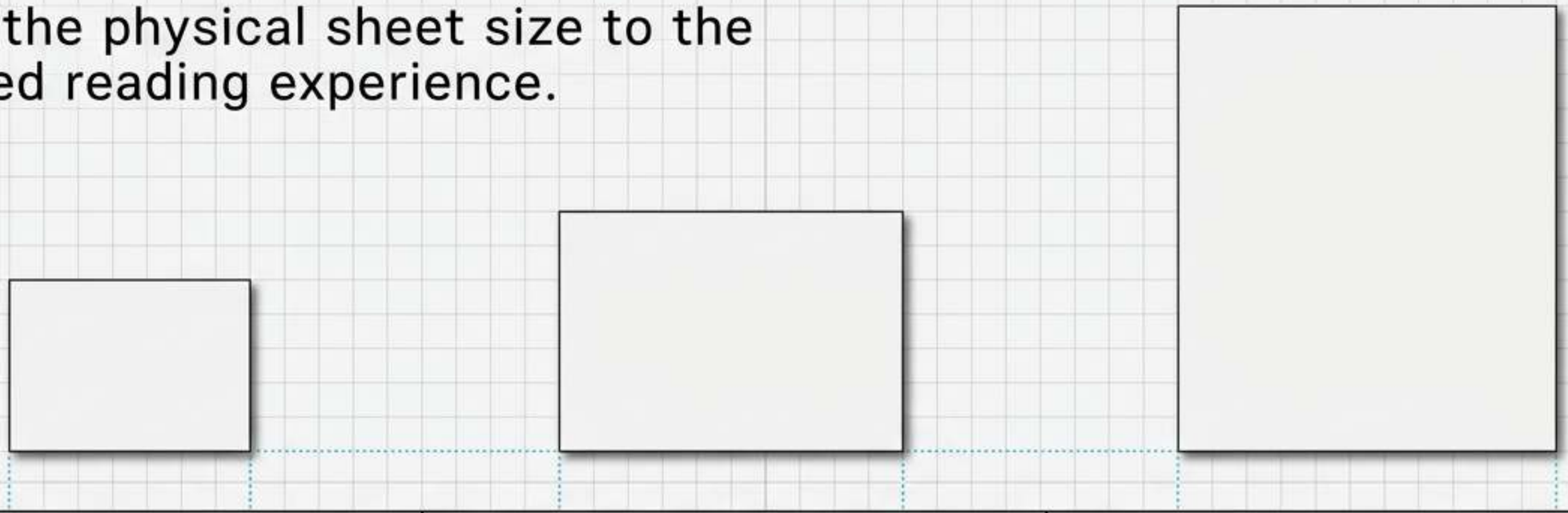


Handling (How they use it)

Written on, kept for reference, or exposed to moisture.

Diagnostic: Separate the print budget from artwork changes, samples, packaging, and freight.

Match the physical sheet size to the required reading experience.

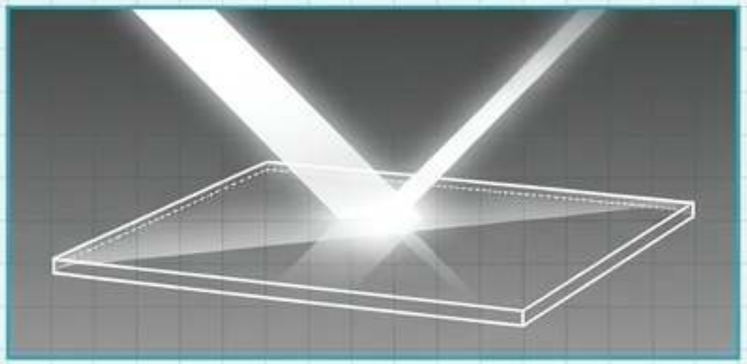


Compact (Reference: 4×6 in)	**Starting Point:** Short offer, event reminder, compact handout.	**Readability Check:** Keep message focused; do not squeeze detailed conditions into tiny type.
Mid-Size (Reference: 5.5×8.5 in)	**Starting Point:** Counter promotions needing supporting details.	**Readability Check:** Balance main image, offer, contact info, and instructions.
Large (Reference: 8.5×11 in)	**Starting Point:** Property information, schedules, detailed promotions.	**Readability Check:** Use space for hierarchy rather than unnecessary copy.

Specification Check

Review layouts at their intended physical size. A design that looks spacious on a monitor may feel crowded in the hand. Shrinking dimensions does not guarantee an equivalent percentage saving on the final order.

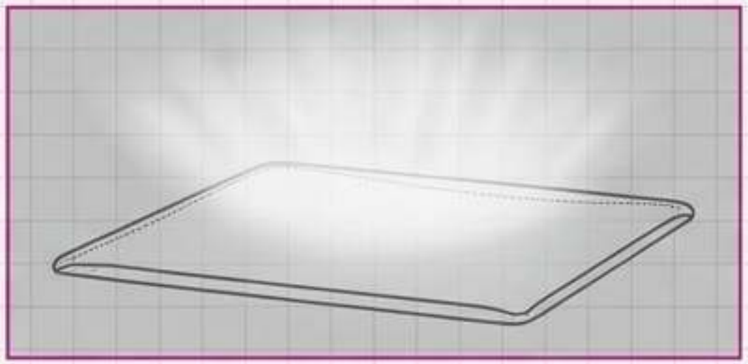
Specify the paper surface separately from the paper weight.



Gloss Surface

Objective: Emphasize photographs and image-led promotions.

Quotation Check: Inspect reflections under intended lighting and test any required writing.



Matte Surface

Objective: A less glossy presentation for mixed text and images.

Quotation Check: Check actual appearance; never assume every matte treatment is writable or fingerprint-proof.



Uncoated Surface

Objective: Provide a candidate for handwritten notes or coupon completion.

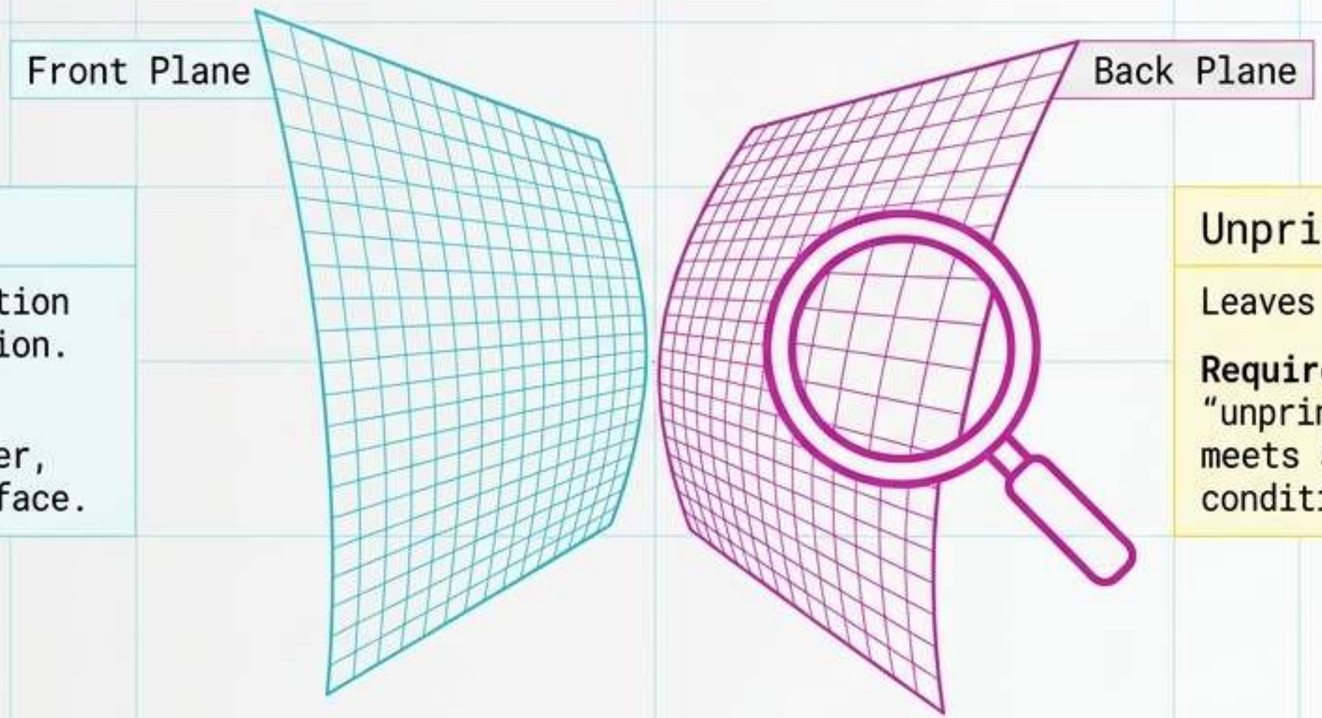
Quotation Check: Test the intended pen or stamp on the proposed physical sample.

Print Buyer's Note

Weight ≠ Surface. Gloss, matte, and uncoated are not descriptions of thickness. Keep full stock descriptions in quotes—do not compare 'lb' with 'pt' as if they measure the same property.

ZIGPAC

Treat the reverse side as an independent technical specification.



Printed Reverse

Separates the main promotion from supporting information.

Requirement: Confirm orientation, artwork order, and any coating on each face.

Unprinted Reverse

Leaves the back visually plain.

Requirement: Confirm that an “unprinted” specification still meets any necessary surface conditions (e.g., writability).

Specification Check

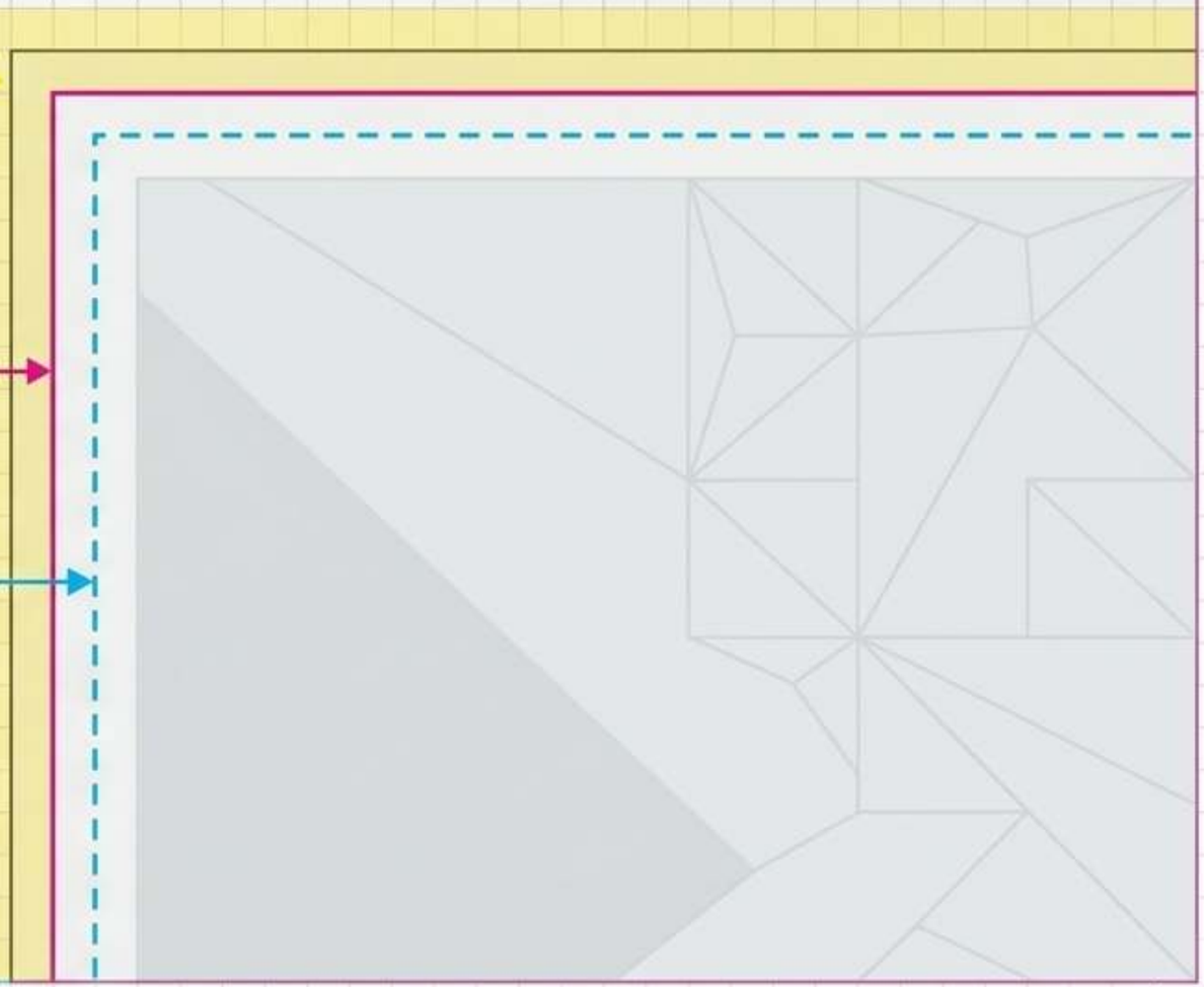
Back fasteners (pins, clips, magnets, adhesive) are not applicable to this single-sheet product. The relevant decisions are printing, surface treatment, and writable areas.

Protect critical information and edge-to-edge ink with proper margin zones.

`The Bleed (Reference 0.125 in)`
Extends background artwork beyond the intended cut line to prevent unprinted white edges.

`The Trim`
The final physical edge of the cut sheet.

`The Safety Margin`
Keeps essential content (text, logos) safely away from the mechanical cut.



Print Buyer's Note: These are reference starting points.
The selected printer's approved template always takes precedence.

A visually centered design is not necessarily a production-ready file.

PRE-FLIGHT INSPECTION & FILE READINESS CHECKLIST



Resolution & Scaling

A useful reference is 300 ppi for raster images at final print size. Review photographs after scaling them in the layout, not just their original file properties.



Color Preparation

Use the requested color profile and CMYK conversion approach. Screen appearance is not a physical color reference.



Export Settings

Confirm the specific PDF format, font handling, and transparency settings the production workflow accepts.



Content Independence

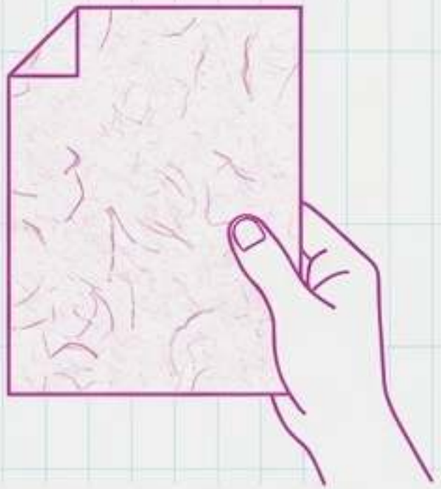
File preflight does not verify prices, addresses, or QR codes. Check telephone numbers and small offer conditions independently.

Align the proofing method with the exact property you need to evaluate.



Digital Proofs

Highly useful for checking layout, text content, and front-to-back orientation.



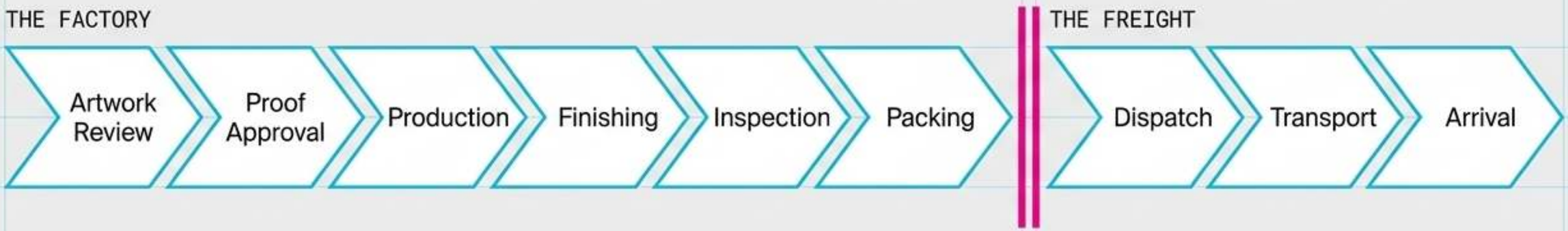
Physical Samples

Required when paper feel, finish, or physical color match is decisive. A generic stock sample and a proof of your actual artwork answer two different questions.

Specification Check

No numerical color tolerance or guaranteed screen-to-print match is established for this product. If a brand color is critical, agree on the proofing method and acceptance reference before production.

A fast print option does not automatically guarantee a fast arrival.



Approval Cutoffs	Transit Realities
For a fixed event, explicitly ask when production begins and how a revised file changes the schedule.	Shipping turnaround is separate from printing turnaround. Never transfer another supplier's rush schedule to this product. No same-day or guaranteed delivery service is pre-established.

Evaluate quotations based on the approved configuration and distribution need.

Short-Run Digital

Use when: Limited distribution or testing a campaign.

Confirm: Unit cost, proofing availability, and if later runs will match this process.

Larger-Run Commercial

Use when: Settled design with defined distribution.

Confirm: Total spend, setup economics, and the risk of unused dated stock.

Local Collection

Use when: Transport time is a major constraint.

Confirm: Actual collection availability, approved specs, and full final price.

Specialty Finishing

Use when: Specific visual/handling requirements exist.

Confirm: Feasibility review, physical samples, and revised scheduling.

Environmental requirements demand product-specific documentation.



Separating the Specs

Keep certified sourcing (e.g., FSC), recycled content, and recyclability as entirely separate requirements.

Avoiding Assumptions

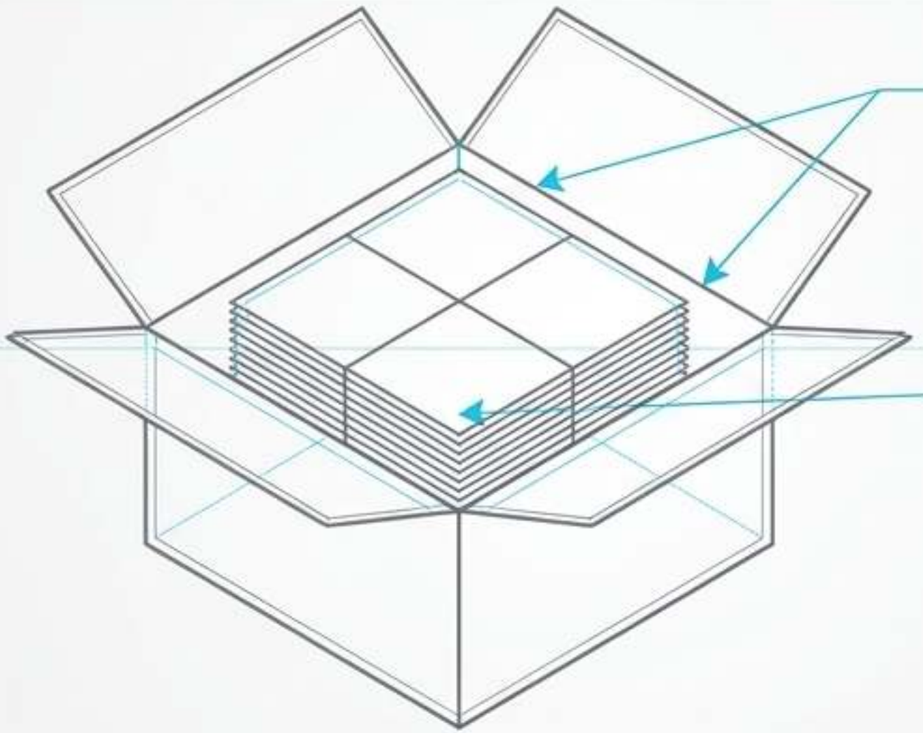
A competitor's certification does not establish certification for this product. No blanket environmental compliance claim is supplied.

Specification Check

If responsible sourcing is part of the brief, request documentation for the actual printed order. The finished construction and receiving recycling system must be considered before making disposal claims.

ZIGPAC

Packaging and transport protection deserve their own line in the brief.



Handling Protection

Ask how sheets will be bundled and protected against movement to reduce edge damage.

Moisture Exposure

A request for protective wrapping is not evidence of waterproof packaging. Coordinate receipt so cartons are not left exposed unnecessarily.

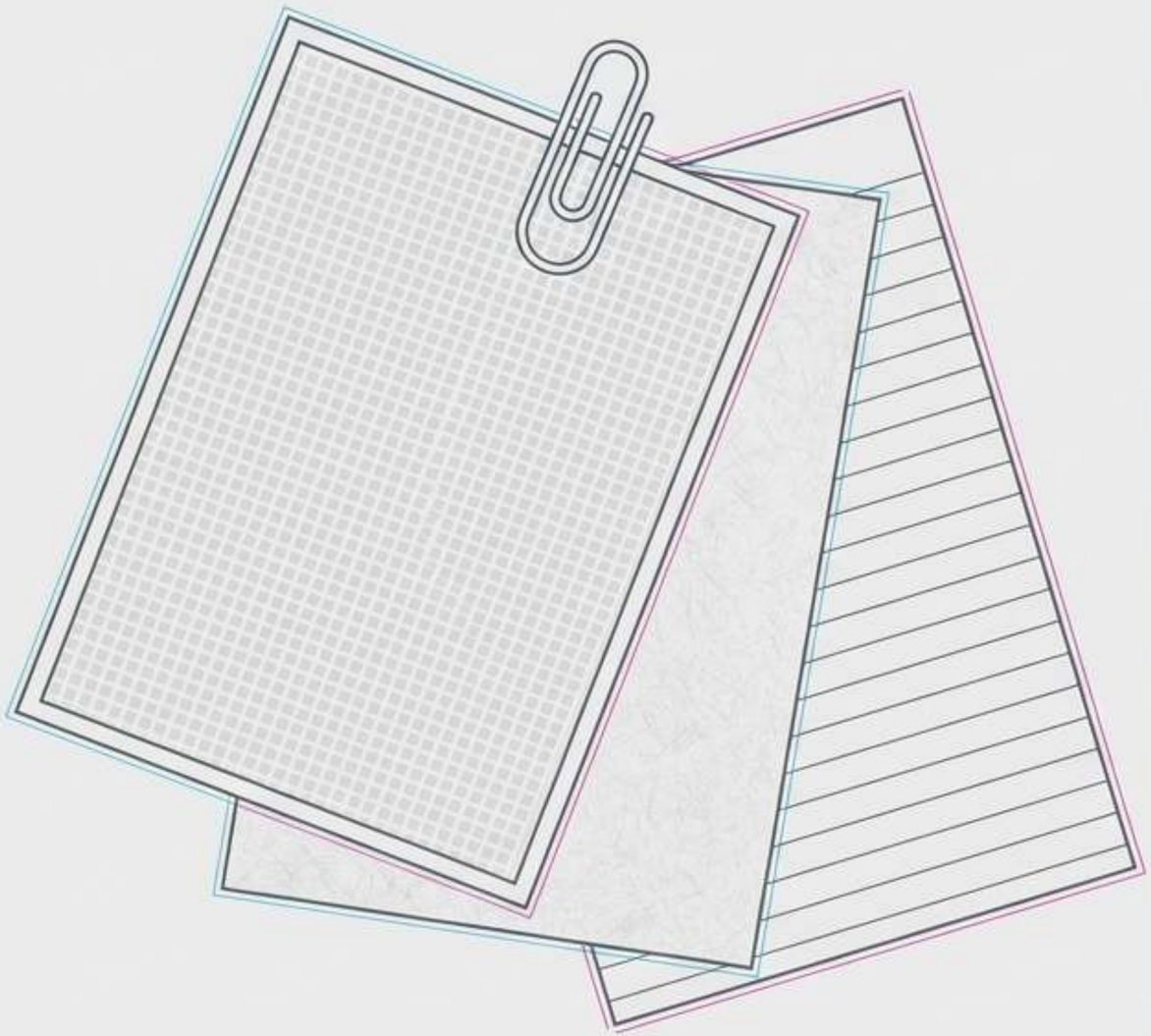
Print Buyer's Note

No carton capacity, bundle count, or shipping weight is pre-established. These depend entirely on actual sheet dimensions, packed configuration, and sample verification.

Measure the delivered box against the agreed acceptance criteria.

	Inspection Area	Practical Check	Reference to Retain
	Dimensions & Trim	**Action:** Measure finished sheets and inspect borders/alignment.	**Retain:** Approved dimensions and agreed cutting tolerance.
	Artwork & Color	**Action:** Compare image detail and critical colors.	**Retain:** Approved artwork and applicable physical proof.
	Paper & Finish	**Action:** Check stock description, surface appearance, and tactile feel.	**Retain:** Quoted stock and retained physical sample.
	Writing & QR Use	**Action:** Try the intended pen/stamp and scan the printed code.	**Retain:** Agreed use requirements and correct URL destination.
	Quantity & Condition	**Action:** Check bundles for creasing, scuffing, or wet edges.	**Retain:** Packing information and delivery photographs.

Secure the specification archive for identical repeat orders



The Reorder Rule

Reconfirm the specification instead of assuming that a familiar product name guarantees identical paper or processing on the next run.

Retain the Evidence

Keep the final approved artwork version, the exact stock description, the finish details, and a representative physical sample from the delivered box.

Pre-Flight the Next Run

Update any expiring offers and verify destination links (QR codes) before releasing another print run. Clear specifications make future purchasing easier.