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Avoid High Typesetting Costs And Mistakes

By MalaMaal.com

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Getting your price lists, brochures, catalogs or newsletters typeset does not necessarily have to be a costly procedure. Keep in mind that the main cost in typesetting is the time involved in setting type. By minimizing the time needed to create a typeset piece you can effectively keep your cost down. The following suggestions can help reduce your typesetting expense.

Know what you want the FIRST time around. Have a picture in your mind. Trial and error can be costly. Don't have a typesetter set it one way, then decide a different format would look better.

Reduce and eliminate author's corrections by thorough proofing and re-proofing.

Avoid minimum charges by combining small jobs and having them set at the same time.

Try to use one family of type to save time and money by avoiding font changes. The consistent look is better.

Give explicit instructions on marking up copy: type styles, column widths/margins.

With a large job, such as a brochure or annual report, request a style setting proof sheet to get approvals before the entire job is done.

Avoid super rush jobs, especially if you don't really need them.

Avoid lengthy corrections on the phone. You might end up paying for corrections later that could have been avoided if you had done your editing on proof sheets.

Get the layout finished and approved before having type set... the same goes for copy, of course.

Avoid the use of "run-arounds" (reducing the width of the copy to make room for a photo in the column, for example). If you do use them, use simple shapes, boxes, squares.

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Avoid the use of curved or angular type. Type reading left to right on a page (for example, this report) is faster and less expensive to set than copy that is set in a curve or running sideways on the page.

The use of unjustified text and captions is less expensive than justified because it sets quicker, costing less time.

Don't depend on the typesetter to read your mind. Be specific.

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3 Mistakes to Avoid While Choosing a Web Host

By Candice Pardue

3 Mistakes to Avoid While Choosing a Web Host by Candice Pardue

Choosing a web host is the first vital step you'll take toward having your own website. Your web host

will provide space on the Internet for your site so that the whole world can view it. But, choosing a web host is not as easy as it may seem.

There are a few mistakes to avoid while choosing your host. I'd like to share these with you below, and explain why it's important to avoid these mistakes at all costs – especially if you wish to start an online business.

3 Mistakes to Avoid

1. Free Web Space – Remember seeing all those ads that mention "free web space"? Please avoid participating in these services. In most cases, the reason it's free is because the company will place advertisements for other websites all over your web page. This defeats the entire purpose of having "your own" web business.

Why should you have to give your potential customers away? Shouldn't you be able to keep the visitors that you have paid to receive through your own ad campaigns?

With "free web space" sites, you'll give away more business than it would cost you to get your own domain and hosting service. It's not worth it.

2. Limited hosting – Avoid hosting packages that will not allow you to add order forms, statistics, or multiple email accounts to your website. These are necessary tools for any webmaster who desires to open an online business.

It's best to choose a hosting service that offers many options such as:

--- Multiple POP Email Accounts

--- Dedicated Hosting

--- Secure Servers

--- Web Usage Statistics

--- Web Space Allocation (you can get how much web space you'll need)

- URL Redirection
- Autoresponders

These are just a few "necessary" services to look for when choosing a web host for your new website.

3. Low Cost Hosting – Watch out for very low cost hosting packages (i.e. \$2.50 per month). They usually require something in return, which can take away profits from your online business.

I must admit that it does sound appealing to sign up for free or very low cost hosting, but count the costs before signing up...

– Each time an advertisement banner is placed on your website, it's designed to get your visitor to click out of your website and go some place else. Most free or low cost web hosting services place these banners at the very top of your web page – giving the visitor an opportunity to click out of your site before getting to the first words of your presentation.

– One complaint that comes to mind about a free hosting service was that the company's server became overcrowded and the customer could not get their website to come up 50% of the time. When this happens, your business is closed – and you have no control over this situation.

One final point about hosting before closing. If you get your own domain name, and your own hosting, your visitors will have more confidence in your site, and will be more willing to buy your products or services.

Search for a web host that offers fabulous service, affordable rates, and everything you'll need for your online business. You'll be glad you did!

Candice Pardue, editor of Web Design Weekly. Still searching for a webhost that meets the requirements above? Look no further. Go here for a special hosting starter package offer...<http://www.webmastercourse.com/web-hosting/>



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