# Open Enrollment Plan Year 2022
# Toolkit Printing Guidance

**Helpful information to assist in printing materials provided by kynect and KHBE to support your Open Enrollment efforts.**

Many of the elements included in the Open Enrollment Plan Year 2022 Toolkit must be printed. After reviewing the Toolkit, the next step is deciding which items you plan on using and how many of each item you may need based on the number of events you schedule and the scope of those events.

There are Toolkit items that you can print using your work printer. However, there are times you will need to use a professional printer:

- *Large quantities* – Even if you select an item to print that is a size your work printer can handle, you may need a large quantity of those items.
- *Size constraints* – Professional printers can be helpful when printing materials that are too large for the printer at your office.
- *Complex printing* – Some items in the Toolkit have complexities (two-sided printing, folding, etc.) and will benefit greatly from being professionally printed.

| Toolkit Item: | Printing Instructions: |
|---|---|
| Brochure/Tri-Fold | Flat: 11" x 8-1/2", folded: 3-11/16" x 8-1/2"<br>• Prints 4 color 2 sides w/full bleeds. 80# Matte finish text<br>• Fold and shrink wrap in convenient amounts and bulk carton pack.<br>• With crops PDF is for professionally printing per instructions above<br>• Without crops PDF should be viewable for all computers and printable on a home/office printer |
| Large Posters | 18"w x24"h<br>• Prints 4 color 1 side on 100# Matte finish text<br>• Trim and wrap/carton pack in convenient amounts<br>• With crops PDF is for professionally printing per instructions above<br>• Without crops PDF should be viewable for all computers and printable on a home/office printer |
| Small Posters and Flyers | 8-1/2"w x11"h<br>• Prints 4 color 1 side on 100# Matte finish text<br>• Trim, shrink wrap in convenient amounts and bulk carton pack<br>• With crops PDF is for professionally printing per instructions above<br>• Without crops PDF should be viewable for all computers and printable on a home/office printer |

## How to Work with a Printing Company

For those kynectors who have not worked with an outside printer before, here is some guidance to help make that process work best:

- ☐ Select a printing company and contact them as soon as possible. Discuss turnaround times and deadlines to make sure they can get the materials you want printed in time for you to use at your planned events.
- ☐ Be prepared to address the specifics of the materials you are having printed; the printer will want to know the size, colors and if color runs past the edge (bleed), one-sided vs. two-sided, paper/stock preference, and quantity for each item. Let them know you will be providing them with a professionally designed PDF of all materials being printed.
- ☐ Also, discuss how you will get the materials once they are printed. Will the printer deliver to your event or work site, or would you prefer to pick them up? Delivery is sometimes built into the cost of a print job, but you need to make sure this is established before printing begins.
- ☐ The printer you select should <u>always</u> provide you with a proof of the print job for your approval prior to printing. Make sure this is the case, if not, it may be best to work with a different printer.
- ☐ For any printed materials you plan to display on a table or at a booth using an easel, be sure to either use a heavier paper stock or have the printer mount the poster/flyer on a rigid material, such as foam core. Discuss your options with the printer to determine what would work best for your situation.
- ☐ As always, neither you nor the printer should alter the provided Toolkit materials. It is important to maintain the brand standards outlined in the kynect Style Guide found at KHBE.ky.gov.