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A leaflet can be very instrumental to the business or any organization wishing to boost its presence in the marketplace. However, an impactful leaflet must be well designed to be effective to its intended purpose; otherwise, it can backfire with bad repercussions.

Badly printing leaflets would create a bad image of the company or organization with poor quality paper, grammatical errors in its contents and layout. This tends to happen with cheap printing preferences where the budget is of high importance but the outcome is not desirable in the short or long run.

## Affordable

Leaflet printing can be affordable even if it may not be cheap. Cheapness is relative to the consumers; the cost is cheap if the printed leaflets are effective in bringing on more than the desired effects. If the sales double or triple with the leaflet distribution on the company's products, the leaflet printing cost is considered cheap.

If no positive impact is received with the printed leaflets, then the company would have wasted that portion of money on printed leaflets which did not secure the desired outcome. Hence, the printing of leaflets is deemed expensive as no substantial revenue was reaped to cover the printing expense.

## Options

Cheap leaflet printing can be enjoyed through several ways; bulk printing is always the most effective to bring down the printing costs. The more the number of pieces to be printed, the lower the cost as the mold would be available to print limitless copies.

Simple designs and usage of black and white colors would offer lower printing costs for cheap leaflets. Simple designs would incur a cheaper mold and black and white colors are usually cheaper options.

If there are no pictures or diagrams, leaflets can be much cheaper with words only as its contents. Sourcing for different printers and getting different quotes for the desired leaflet printing job would be the smart consumers' first step of action to secure the best and possibly identify the cheapest printing quote. Strong competition amongst the printers, especially the smaller ones, can bring the printing cost down for printing leaflets. However, one must be careful about unscrupulous printers who are not professional with their printing services.

Rushed jobs on printing are dangerous although they may be cheap as many errors tend to occur on the leaflet due to carelessness and pressure in finishing the job quickly. Unscrupulous printers would only be concerned about finishing the job and getting their check.

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