

# Digital Printing Is Cheaper Than Offset, Right? Guess Again.



It's something we hear all the time: Digital printing is cheaper than offset. And while that may be true for very short print runs, things have changed.

Offset printing has always been the choice for high quality imagery, and for printing on a broader range of papers and other materials. Offset printing also makes it possible to apply special

treatments—like coatings and varnishes that make your print materials stand out.

Digital has advantages if the print run or the turnaround time is very short, like a 10,000-piece run or turnarounds of less than a week. But beyond that, offset printing really shines. Here's a matrix for comparison:

ADVANTAGE	DIGITAL PRINTING	OFFSET PRINTING
Short Run (10,000 or less) Cost	✓	
Longer Run Cost		✓
Print Quality		✓
Turnaround Time (if under a week)	✓	
Turnaround Time (large print runs)		✓
Specialty treatments (coatings, foils)		✓
Frequent Customization	✓	
Higher Quality Papers*		✓
Specialty Papers		✓



For nearly 50 years, King Printing Solutions has provided companies with exceptional quality printed materials.

Some of the advantages that digital printing had when first introduced, like faster setup, have diminished as pre-press procedures have become computerized for all types of printing. So if you thought you couldn't afford the additional quality and versatility of offset printing, take another look.

**See How Affordable  
Offset Printing Can Be.  
Get A Quote From Us.**

For nearly 50 years, King Printing Solutions has been making quality printing affordable for companies large and small. Ask us for a quote on your project at [KingPrintingSolutions.com](http://KingPrintingSolutions.com) or by calling **800-251-9236**.



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