Questions for new Print Schools

1.       Current print directory

a.       How many pages is it?

b.      How many copies did you print?

c.       What size (8.5x11, 5.5x8.5, other?)

d.      What format (coil bound or stapled?)

e.      How much did you pay to get it printed?

f. Do you have any color printing in the directory?

g. Do you have email addresses in your directory

2.       Current advertising for directory

a.       Did you sell ads?

b.      How many and for what price?

c.       What were your total ad sales?