

PRINTER'S GUIDE

Need assistance from a professional printer to make several copies? This guide is a tool to help you, as a client, through the printing process. The chart to the right displays the steps to ensuring your prints turn out just the way you want them.

Specifications for the printer:

- **Project PDF**
 - Is the PDF high resolution, with all images clear and in focus? Or does it look pixelated?
- **Quantity**
 - How many are you ordering in total?
- **Color specifications**
 - The printer will need to know if you are expecting a full-color print or if one color is needed. If there is a specific color to match, supply the printer with the pantone number.
- **Paper type**
 - How sturdy do you want your paper? The printer will be looking for a weight (pound) and a finish (gloss or matte).
- **Flat size**
 - The size of the printed paper before any folds have been made. Think of a magazine opened at the centerfold.
- **Final size**
 - This is the size of the document in its published form. Final size indicates the dimensions after all folds have been made. Think of a magazine folded and stocked on a shelf.
- **Finishing**
 - Do you need your print trimmed a specific way, folded, bound, or laminated?
- **Delivery date**
 - What date do you need the prints in hand?

Client Contact:

As a client, your first step is to contact a printer with the description of your print project, which should include specific dimensions and color specifications.

Printer Quote/Estimate:

The printer will take the project specifics and provide an quote for how much the project will cost.

Client Refine/Approve:

You as the customer will then accept the quote or modify the order to fit your budget and needs.

Printer Proof:

Once a quote/estimate has been agreed upon, the printer will construct a sample of the print piece.

Client Review:

The sample will be provided to the you, the client, to review and adjust accordingly. This is the last phase to make any adjustments before the project is finalized and sent to production.

Printer Production:

After the sample is approved the entire project will be printed.

Printer Delivery:

The final step is the delivery/pickup. The printer will deliver the final project to your office or you will be notified to pick up the project from the printer, whichever method was agreed upon at the start.

