

MikeYoung

General Information

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Graphics Department

Software Versions

It is generally acceptable to use earlier versions of the below software. If you have newer versions, please "save as" in a backward compatible format to the appropriate version listed below.

	Apple/Mac	PC/IBM
PageMaker	7	7
Quark	5	5
Photoshop	7	7
Illustrator	10	10
Freehand	8	8
InDesign	2	2
Acrobat	3	6

Other Software

NOTE: Use of some software packages may significantly increase your costs!

	Apple/Mac	PC/IBM
MS Word/Office	no	2000
MS Publisher	no	2000
Corel Draw	no	no
Print Master	no	no
Word Perfect	no	no
Other.....	ask	ask
Macromedia Suite for web graphics		5

Note: our standard specifications for generating film is: 150 lpi at 2540 dpi. Our imagesetter is programed to use these as defaults, regardless of your software specifications. Please let us know if you require different specs.

Generating Graphics

Use the following specs when generating images for hi-res/high quality printing. We will not be responsible for the results if you fail to use these minimum specs and you will be charged for all additional time, materials and reprints not included in your original estimate/quote.

	Minimum dpi	Acceptable File types
Full Color: <u>CMYK</u> only <u>do not use RGB</u>	300 - 600 Photos Line Art	eps tif
Multi-color: CMYK or Indexed color or spot/PMS color	300 - 1200 Photos Line Art	eps tif
Gray Scale	300 - 1200 Photos Line Art	eps tif
One Color Line/bit-map work	600-1200+	tif

Do NOT use gif, jpg, jpeg images. Do NOT use images copied off the web, as they are usually 72 dpi. They may look good on your screen, but will print poorly.

Do NOT convert a gif or 72 dpi image to 300 dpi or higher: you will not gain quality.

Digital Camera:

Use highest resolution - it is wise to take multiple shots.

Convert all jpg images to tif or eps and to CMYK or grayscale, as desired.

Scanners: you may have to scan in RGB mode, but images must be converted to CMYK, grayscale or bit map as required.

Again: original scans should NEVER be less than 300 dpi for color and gray scale and NEVER less than 600 dpi for bit map or line copy (**especially logos & line art**).

Acrobat/PDF: Use the above guide to create the images used in your document. Change all default settings to ensure you create PDF files that meet the above specifications. If you are creating a PDF that will be used to generate color printing/color separations; again, you may have to change the default software settings (in both your applications software and the PDF software) to ensure you get accurate and appropriate results: if in doubt read the manuals. The default settings used to create a PDF **do not** produce quality print results. Print separations to verify.

Signs/Large Format: Use Illustrator or Freehand or a similar program to create files used to generate large format output. Vector images/files (EPS) are required as raster images are usually too large to manage and print poorly when enlarged. Use minimum specs above on any scanned images.

Image and File Management

If you are using tif files, your originals/scans/images should be no less than the **actual size** they are being **cropped** and **printed**. When in doubt, choose to scan/create your images larger than you will use them. Then you can crop and re-size for **each** size your image is being printed.

It is not unusual to create and save several versions of the same image/art according to how it will be used. To help you control this and keep organized you may want to do the following:

If you are creating a logo, you could name the original image file: "logo master". Crop, edit, change as desired but save the original without flattening the file (so you can edit as desired later). You may want to give it a version number: Logo Master v1 or even include the date created in the name or make a separate working folder to hold each version.

If you create a 8" tif, but you need it for a business card, you might consider resizing to 1 or 2 inches. If 2" you might call it Logo 0200. If 1 inch: Logo 0100, if 2 and 1/2 inches: Logo 0250. If 2 and 3/4 inches: Logo 0275, etc.

When placing images in a document where there are many images or multiple pages it may help to do the following: create the image in the right size and format required and rename each version for the page it is being used in: For example: "Logo 0200 p17" or "Picture 5 p3".

Always supply a "hard copy" of your job, including a color separated version. If you can't get it to separate correctly, don't expect us to without additional charges. Even then, if you can't get your own files to print or separate correctly, we may not be able to either.

Always supply a complete dummy of any multiple page work and booklets, etc. If pages are not numbered, please bind your copy in correct page sequence, including covers. And hand number each page so the sequence is clear. If special bindery or folding is required, supply a sample.

Include with your original file all images and art work and photos as well as all fonts and custom tracking information. Create a folder named "Print Folder" and place only the file to be printed, images/art files and fonts in it. If you want to put all working files on the CD/media/etc, please put all of these in another folder and name it "working folder". You must clearly indicate the exact file name we are to print.

We will need to know the computer platform used and software used to create your job. Oh yes, quantity, due date, complete contact info, etc.!

Bleeds: You must create appropriate and accurate bleeds. Generally we need a minimum bleed of 1/16" to 1/8". It is not necessary to create a bleed that exceeds 1/4".

Trapping: Use the trapping features within your applications software and accept the defaults.

Quark Users. If you are using Quark 6, you must save your file as a Quark 5 document file, NOT a Quark 5 project, unless Quark updates their software.

We accept jobs as:

Camera Ready Copy and Computer/Electronic Media
CD • DVD • diskette • zip disk 100 • Email • FTP • some MO
we have a 10-in-1 card/compact flash/memory stick reader

If your files are created in a way that we can not open them with standard software or do not open accurately, there is an additional \$25 minimum charge per file.

If your file is not created appropriately for color separation there is a minimum charge of \$25 per file, as well as all time and materials required to get the file to separate accurately.

If you provide a file that has a virus there is a \$50 minimum charge, as well as all the costs associated with correcting and establishing our computers and network back to the state it was in before using your file.

If you fail to supply all the art work, image files and fonts required to image/print your job, you will charged a minimum of: \$15 per missing font, \$15 per missing art/image and \$25 for each file/document created inappropriately.

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This proofing checklist is for you to follow plus an explanation of our proofing procedures.

Please read it carefully. It will help to insure an error free job while keeping your costs at a minimum.

YOUR JOB CHECKLIST

Give us the cleanest, clearest and most detailed copy and originals you have. Poor originals require additional time and charges to touch-up.

If you have examples of other printed materials that are similar to the look you desire, provide us with a copy.

Give specific details such as type size, type style, line length, exact positioning of copy & layout.

Check your spelling, grammar, punctuation, figures, and wording. All material should be clean, typed and double or triple spaced. You will be charged for all time required to check your spelling and grammar.

Handwritten copy usually costs considerably more due to difficulty in interpreting what you want.

Make a copy of the material you give to us so that any problems might be resolved over the telephone. Provide the telephone number of the person to contact if there is a problem.

Check your instructions and copy carefully. Don't leave anything to chance or error. Don't assume that we know what you want.

If you need any assistance, we will be happy to help.

If specific guidelines as listed above are not provided, we use our discretion. If copy is unclear, we typeset according to our interpretation.

Before printing, we will provide you with a proof. Proofread this very carefully. Now is the time to catch errors and make changes, but be aware that you will be charged for changes that are not directly our fault. **You will not be charged** for errors on our part unless these errors are not brought to our attention on your returned proof. It is your responsibility to proofread carefully finding any errors or changes on your part and ours. **NOTE: The proof may be a photo copy, it may not show the final appearance of the printed piece, paper type, paper color, or ink colors.**

PROOFING PROCEDURES

- Proofread looking for spelling; grammar; punctuation; wording; checking math and figures; copy positioning in relation to crop marks; type style and size; line length; positioning of text/ pictures; clarity of copy/information; no copy or information is missing, added or covered-up; letter and word spacing; captions match-up to pictures, charts and graphs; etc.
- Mark all alterations in red ink only on the photo copy of your job - *do not mark on any original art work/material*. We are not responsible for errors, except those clearly marked on your returned proof.
- Return all originals, negatives, or other materials given to you at time of proofing.
- After changes and corrections are made proofread the entire copy again, even parts previously proofread and approved. The entire copy should be proofed to insure no copy was accidentally changed, covered up, omitted, in the wrong place, misspelled, etc.

NOTE: We cannot print until a copy of the proof with appropriate instructions for changes is returned with your approval. Any delay in returning the proof or additional proofs will change the date printing can be completed.

Your Complete Satisfaction is our goal.

Each alteration from original copy/instructions and each additional alteration in subsequent proofs will require additional charges for time and materials.

**Practice your proof reading skills-
We challenge you to find all of our errors in this pamphlet!**

It is your responsibility to make sure all the specifications and proof(s) are correct - we cannot and will not be responsible for undetected errors - yours or ours.

P r o o f

The enclosed/attached proof is sent for your approval. We can not and will not print until it is signed and returned. Neither paper nor the printing of proofs shows appearance of the work when finished.

Read carefully, especially for names, addresses, phone numbers, dates, times, fees/charges/prices, technical words, spelling, grammar, punctuation, accuracy of information and color breaks/quantity to print/print specifications, etc. Clearly mark all alterations in red ink in the margins or as appropriate.

We are not responsible for errors, except such as are marked on returned proof.

Changes that are made due to customer discretion or by customer choice, even if suggested by us, are billable and some changes may effect and change the prices as quoted and may increase the amount of time we need to produce the piece. Your prompt return of the proof will help ensure your delivery date requested is met as close as possible.

Mark "OK" or "OK with alterations", as the case may be, sign your name, so we may know proof has reached proper person.

RETURN ORIGINAL PROOF COPY WITH THIS PROOF SHEET SIGNED AND DATED. WE WILL NEED COPY TO GIVE YOUR JOB PROPER POSITION. Thank you for observing these proof requirements so that we can prevent errors.

Any alteration from original copy will require additional charges for time and materials.

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Proof OK By & Date _____

O.K. - Print As Is - No Alterations

O.K. to print with minor alterations

Quantity _____

Make alterations and submit another proof

Ink colors _____

Signature & Date _____

Paper _____

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Terms, Conditions and Business Practices

1. Quotation. A quotation **not** accepted within 30 days may be changed.

2. Orders. Acceptance of orders is subject to credit approval **and** contingencies such as fire, water, strikes, theft, vandalism, acts of God, and other causes beyond the provider's control. Canceled orders require compensation for incurred costs and related obligations.

3. Experimental Work.

Experimental or preliminary work performed at customer's request will be charged to the customer at the provider's current rates. This work cannot be used without the provider's written consent.

4. Creative Work. Sketches, copy, dummies and all other creative work developed or furnished by the provider are the provider's exclusive property. The provider must give written approval for all use of this work and for any derivation of ideas from it.

5. Accuracy of Specifications.

Quotations are based on the accuracy of the specifications provided. The provider can re-quote a job at time of submission if copy, film, tapes, disks, or other input materials don't conform to the information on which the original quotation was based.

6. Preparatory Materials. Art work, type, plates, negatives, positives, tapes, disks, and all other items supplied by the provider remain the provider's exclusive property.

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7. Electronic Manuscript or Image. It is the customer's responsibility to maintain a copy of the original file. The provider is not responsible for accidental damage to media supplied by the customer or for the accuracy of furnished input or final output. Until digital input can be evaluated by the provider, no claims or promises are made about the provider's ability to work with jobs submitted in digital format, and no liability is assumed for problems that may arise. Any additional translating, editing, or programming needed to utilize customer-supplied files will be charged at prevailing rates.

8. Alterations/Corrections. Customer alterations include all work performed in addition to the original specifications. All such work will be charged at the provider's current rates.

9. Prepress Proofs. The provider will submit prepress proofs, at customer expense, along with original copy for the customer's review and approval. Corrections will be returned to the provider on a "master set" marked "O.K.," "O.K. With Corrections," or "Revised Proof Required" and signed by the customer. Until the master set is received, no additional work will be performed. The provider will not be responsible for undetected production errors if:

- (a) proofs are not required by the customer;
- (b) the work is printed per the customer's O.K.;
- (c) requests for changes are communicated orally.

10. Press Proofs. Press proofs will not be furnished unless they have been required in writing in the provider's quotation. A press sheet can be submitted for the customer's approval as long as the customer is present at the press during make-ready. Any press time lost or alterations/corrections made because of the customer's delay or change of mind will be charged at the provider's current rates.

11. Color Proofing. Because of differences in equipment, paper, inks, and other conditions between color proofing and production pressroom operations, a reasonable variation in color between color proofs and the completed job is to be expected. When variation of this kind occurs, it will be considered acceptable performance.

12. Over-Runs or Under-Runs. Over-runs or under-runs will not exceed 10 percent of the quantity ordered. The provider will bill for actual quantity delivered within this tolerance. If the customer requires a guaranteed quantity, the percentage of tolerance must be stated at the time of quotation.

13. Customer's Property. The provider will only maintain fire and extended coverage on property belonging to the customer while the property is in the provider's possession. The provider's liability for this property will not exceed the amount recoverable from the insurance. Additional insurance coverage may be obtained if it is requested in writing, and if the premium is paid to the provider.

14. Delivery. Unless otherwise specified, the price quoted is for a single shipment, without storage, F.O.B. provider's platform. Proposals are based on continuous and uninterrupted delivery of the complete order. If the specifications state otherwise, the provider will charge accordingly at current rates. Charges for delivery of materials and supplies from the customer to the provider, or from the customer's supplier to the provider, are not included in quotations unless specified. Title for finished work passes to the customer upon delivery to the carrier at shipping point; or upon mailing of invoices for the finished work or its segments, whichever occurs first.

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15. Production Schedules. Production schedules will be established and followed by both the customer and the provider. In the event that production schedules are not adhered to by the customer, delivery dates will be subject to renegotiation. There will be no liability or penalty for delays due to state of war, riot, civil disorder, fire, strikes, accidents, action of government or civil authority, acts of God, equipment failure, and/or other causes beyond the control of the provider. In such cases, schedules will be extended by an amount of time equal to delay incurred.

16. Customer-Furnished Materials. Materials furnished by customers or their suppliers are verified by delivery tickets. The provider bears no responsibility for discrepancies between delivery tickets and actual counts. Customer-supplied paper must be delivered according to specifications furnished by the provider. These specifications will include correct weight, thickness, pick resistance, and other technical requirements. Artwork, film, color separations, special dies, tapes, disks, or other materials furnished by the customer must be usable by the provider without alteration or repair. Items not meeting this requirement will be repaired by the customer, or by the provider at the provider's current rates.

17. Outside Purchases. Unless otherwise agreed in writing, all outside purchases as requested or authorized by the customer, are chargeable.

18. Terms/Claims/Liens. Unless otherwise stated, standard payment is 50% on order and the balance on pick-up/delivery. No terms will extended beyond net cash 30 calendar days from date of invoice. Claims for defects, damages or shortages must be made by the customer in writing no later than 10 calendar days after delivery. If no such claim is made, the provider and the customer will understand that the job has been accepted.

By accepting the job, the customer acknowledges that the provider's performance has fully satisfied all terms, conditions, and specifications. The provider's liability will be limited to the quoted selling price of defective goods, without additional liability for special or consequential damages. As security for payment of any sum due under the terms of an agreement, the provider has the right to hold and place a lien on all customer property in the provider's *possession*. This right applies even if credit has been extended, notes have been accepted, trade acceptances have been made, or payment has been guaranteed. If payment is not made, the customer is liable for all collection costs incurred.

19. Liability. *1. Disclaimer of Express Warranties:* Provider warrants that the work is as described in the purchase order. The customer understands that all sketches, copy, dummies, and preparatory work shown to the customer are intended only to illustrate the general type and quality of the work. They are not intended to represent the actual work performed. *2. Disclaimer of Implied Warranties:* The provider warrants only that the work will conform to the description contained in the purchase order. The provider's maximum liability, whether by negligence, contract, or otherwise, will not exceed the return of the amount invoiced for the work in dispute. Under no circumstances will the provider be liable for specific, individual, or consequential damages.

20. Indemnification. The customer agrees to protect the provider from economic loss and any other harmful consequences that could arise in connection with the work. This means that the customer will hold the provider harmless and save, indemnify, and otherwise defend him/her against claims, demands, actions, and proceedings on any and all grounds. This will apply regardless of responsibility for negligence.

1. Copyrights. The customer also warrants that the subject matter to be printed is not copyrighted by a third party. The customer also recognizes that because subject matter does not have to bear a copyright notice in order to be protected by copyright law, absence of such notice does not necessarily assure a right to reproduce. The customer further warrants that no copyright notice has been removed from any material used in preparing the subject matter for reproduction. To support these warranties, the customer agrees to indemnify and hold the provider harmless for all liability, damages, and attorney fees that may be incurred in any legal action connected with copyright infringement involving the work produced or provided. *2. Personal or economic rights.* The customer also warrants that the work does not contain anything that is libelous or scandalous, or anything that threatens anyone's right to privacy or other personal or economic rights. The customer will, at the customer's sole expense, promptly and thoroughly defend the provider in all legal actions on these grounds as long as the provider:

- promptly notifies the customer of the legal action;
- gives the customer reasonable time to undertake and conduct a defense. The provider reserves the right to use his or her sole discretion in refusing to print anything he or she deems illegal, libelous, scandalous, improper or infringing upon copyright law.

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21. Storage. The provider will retain intermediate materials until the related end product has been accepted by the customer. If requested by the customer, intermediate materials will be stored for an additional period at additional charge. The provider is not liable for any loss or damage to stored material beyond what is recoverable by the provider's fire and extended insurance coverage.

22. Taxes. All amounts due for taxes and assessments will be added to the customer's invoice and are the responsibility of the customer. No tax exemption will be granted unless the customer's "Exemption Certificate" (or other official proof of exemption) accompanies the purchase order. If, after the customer has paid the invoice, it is determined that more tax is due, then the customer must promptly remit the required taxes to the taxing authority, or immediately reimburse the provider for any additional taxes paid.

23. Telecommunications. Unless otherwise agreed, the customer will pay for all transmission charges. The provider is not responsible for any errors, omissions, or extra costs resulting from faults in the transmission.

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