

# The **ENTREPRENEUR'S** Guidebook Series™

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# PERSONAL PLANNING

## Guidebook #26:

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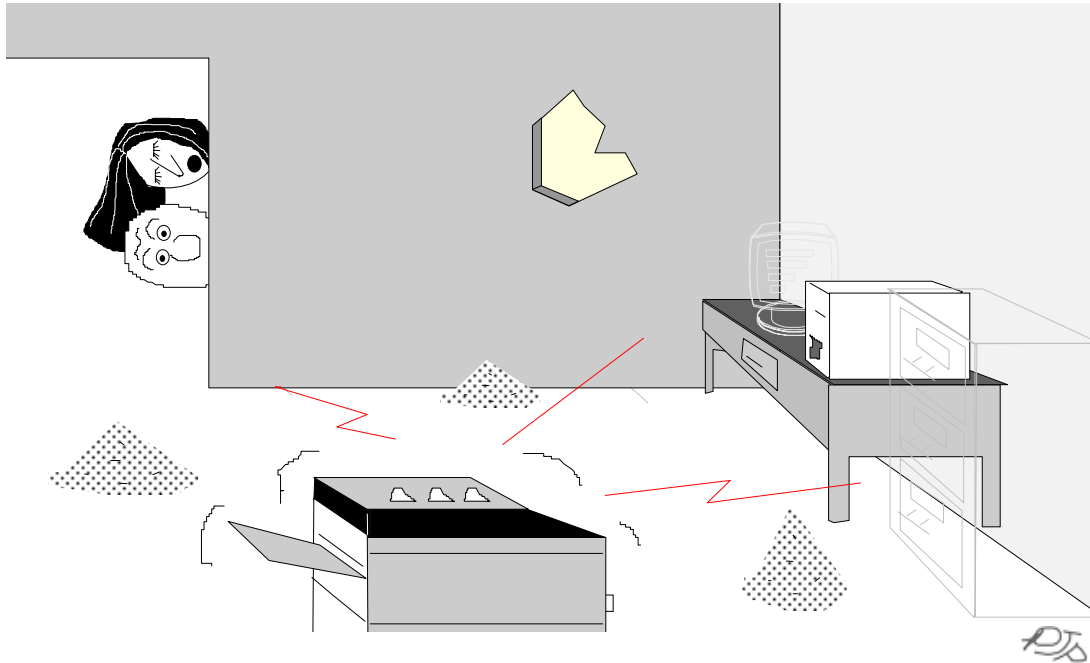


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*“Oh by the way Harry . . . our laser printer has been acting kind of funny lately.”*

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## ***GETTING IT PRINTED***

**MOST businesses would not be able to function properly, without access to a printer or printing service. As a small business operator, you will often require letterhead, brochures, catalogs, and other paper products in small or large quantities. These costs will make up a notable portion of your operating budget.**

**The following guidebook is devoted to helping you research which type of printer or printing service best meets your printing needs and budget. As well, it will provide useful tips regarding the best way to work with printers and define common printing terminology.**

## BUYING A PRINTER

THERE ARE four basic types of printers available to the entrepreneur for purchase:

Dot Matrix Printers, Inkjet Printers, Laser Printers and Photocopy Machines, all of which come in B&W and color versions.

Of special interest to entrepreneurs wishing to save space and money are the new breed of multi-

functional peripherals which may be able to meet both your printing, faxing and photocopying needs in one machine.

*According to an On-line Survey poll conducted by Computer Shopper, which quizzed readers about which printers they use, 43.2% still use dot matrix printers for some tasks; 22.7% use monochrome inkjets; 33.8% use color inkjets; 56.9% use monochrome laser printers; 3.1% use color laser/thermal wax/ or dye sublimation, 3.5% use portable printers; and 4.2% use others.*

### **FUNFACT**

### Dot Matrix Printers

A dot matrix printer uses 9 pins, 18 pins, or 24 pins to print characters as a series of dots. The higher the number of pins, the

sharper the image. However, although they are cheap to purchase, run and maintain, and unbeatable as work horses for multi-part forms used for invoices and the like, don't even think of using a 9-pin printer for your letterhead for normal business correspondence – the damage to your image is not worth the dollars saved. You might how-

ever, be able to get away with a good 24-pin printer.

**FACTS** A 24-pin printer offers a resolution of about 180 by 360 DPI. Dot matrix printers cost from \$200 to \$300 and have an ink ribbon cost of about 1 to 2 cents per page.

## Ink-jet Printers

An ink-jet printer shoots a tiny stream of heated ink to create an image or printout. This type of printer offers higher resolutions than dot-matrix printers as well as faster printing times. However, test printouts for water resistance. The ink in some ink-jet printers cartridges, especially older models, will smear when moisture is applied.

**FACTS** Not that long ago, most ink-jet printers offered a standard resolution of 360 x 360 DPI. However, this standard has

*If your only contact with the outside world is via paper, you need a 600 x 600 DPI laser printer. It will do wonders for your image.*

### **SUPERTIP**

changed upwards to 1200 DPI. Ink-jet printers cost from \$200 to \$500 and have an ink cartridge cost of about 6 to 8 cents per page. Most ink-jet printers will also print in color. However, special (expensive) paper is needed for best results.

## Laser Printers

A Laser printer uses light to print text and images onto paper. It is the same technology as used in photocopying machines. If you want the printed material leaving your office – from mailing labels to proposals for million-dollar deals – to be of the highest caliber, a laser printer is the only way to go. However, don't waste your money on a 300 DPI Laser printer (unless you get one for about \$150). 600 by 600



DPI printers, offering quadruple the resolution, have become very affordable (under \$400). They produce excellent results for the buck, and can often be used as professional output to newspapers. Individual corporate users and small businesses should check out the sub \$600 personal laser printers that print six pages per minute at 600 DPI resolution. Workgroups require a faster laser printer 12 ppm or so with a large paper capacity of 500 sheets and up. These printers are more expensive, but affordable if shared with other users on a LAN.

*Laser printers start at \$400 to \$600 for a 4 ppm 600 DPI model and have a toner cost of about 3 to 5 cents per page.*

**FACTS** Laser printers start at \$400 to \$600 for a 4 ppm 600 DPI model and have a toner cost of about 3 to 5 cents per page. Try and choose a laser printer with a very flat paper path. A flat paper path means

paper does not jam as easily, thicker papers are more easily used, and sticky labels do not peel off inside.

## Photocopy Machines

At one time, the business world laughed at the photocopy machine and said it would never last. Now, it seems no business can function without one.

**FACTS** Photocopy machines start at \$500 to \$800 for a 10 ppm model and have a toner cost of about 2 to 3 cents per page.

## Color Printers

At one time, color was only for the rich with money to burn. However, newer model color inkjet printers, from Canon, Hewlett Packard, Epson and IBM have paved the

way for affordable color. Although, they can't quite do color photographs justice (unless you use expensive specially coated paper), they can print excellent spot color. Color printers come in dot matrix, inkjet, laser printer and special thermal wax versions.

**NOTE** Inkjets are presently about 10 times more popular than other color printing solutions. There are perfect companions for a home PC used by the entire family. However, keep in mind that individual replacement ink cartridges can be expensive (\$20 to \$40). Color has its price.

*Color has its price.*

## Multifunctional Peripherals

If you're short on floor space and need a printer, copier, plain paper fax machine and a scanner, then you're a likely candi-

date for the Swiss Army knife of office machines: an MFP (multifunctional peripheral).

Often called hydras, these multiheaded printers are growing in demand in the SOHO (small office/home office) markets. They represent an inevitable evolution in the SOHO printer market, because scanners, copiers, printers and fax machines all use similar paper-marking engines.

HP, Brother, Xerox, Canon and Lexmark have each introduced their own models of these all-in-one machines. Hewlett-Packard's top-selling OfficeJet retails for about \$400 US. Other top of the line models, which feature color or laser printing, top out at about \$1,000.

Most machines offer similar features. However, some excel at particular tasks better than others. For example, HP models generally have the best printing while Xerox has the best scanning (OCR: optical character recognition) software.

It should also be noted that most of these devices also have a computer fax built in. This allows you to fax a document you've created on your computer directly to a fax machine somewhere else on the planet. All you need is the right software. You can also receive faxes on your computer, then print them out on your printer if you need a hard copy. This can help reduce your paper costs.

**NOTE** Newer top end models, like Brother's MFC-4500 5-in-1 now support true 600 by 600 DPI laser printing at 6 pages per minute, for stunning reproductions.

*Multi-function peripherals typically combine the features of an ink-jet printer, scanner, copier and fax machine all into one.*



## GETTING IT PRINTED

ALTHOUGH HAVING your own personal printer is very convenient, if you haven't allowed for one in your budget, you will need to use the services of a photocopy house, service bureau or commercial printer.

Likewise, if you need higher quality printing services or if you need to print thousands of copies of a flyer, color brochure, multi-page catalog or even a product manual, your best bet is to let the professionals handle it. They can do it cheaper and faster.

To get the most out of a printing company's services, learn how to:

- choose paper
- choose a binding

*A photocopier is a machine, which can reproduce human error flawlessly.*  
**ANON**

- get a printing quotation

### Choosing Paper

The variety and quality of paper products that exist in the printing industry is mind-boggling. To help you make the right decision about the kind of paper you need to print the kind of publication you want, consider the following 11 basic factors:

1. **Acid Content** – If you want your publication to last longer than, say 35 years, without its pages changing color, becoming brittle, and disintegrating, you must use an acid-free paper. Paper stock containing a small amount of acid is quite common. This is due to the fact that one of the most popular paper production methods, uses a compound which

contains an acid. Over time this acid eats into the fibers, causing the paper to disintegrate. In fact, not that long ago, new acid-free papers were expensive, and the majority of publishers refused to use them. However today, long-life acid-free papers are now available at little or no extra cost.

**NOTE** Pages from Gutenberg's Bible (using acid-free paper) are almost as pristine today as when they came off his press in the year 1456. However, pages of books printed during the past hundred years (using paper with acid content) are crumbling on their shelves. This is happening to more than one-third of all the books in the Library of Congress.

*Pages from Gutenberg's Bible (using acid-free paper) are almost as pristine today as when they came off his press in the year 1456.*

- 2. Bulk** – Paper bulk refers to the thickness of the paper and is usually rated in PPI (pages per inch). Generally, you can assume that the heavier papers are bulkier than lighter ones. But you should also take into account a paper's surface. A rough-surface paper will have greater bulk than a smooth-surface paper. Likewise, so will a heavy enamel coated paper.

All of this comes into play when you need to determine the thickness of a publication. If your publication consists of many pages like a bible or dictionary, you may decide to use paper with a low PPI to make the book easier to handle. You could also run into problems at the binders if your book is too

thick. Most perfect binding machines are limited to books up to 1<sup>3</sup>/<sub>4</sub> inches thick, and case binding machines to 2<sup>1</sup>/<sub>2</sub>. On the other hand, if your publication is short and requires, for example only 128 pages, you can make it seem bigger using a thicker paper.

3. **Color** – “White” paper comes in a variety of shades. Creams, buffs, India tints etc. Colored paper costs more than white except in the case of such unbleached papers such as the as the so-called “manilas.” Paper should always be chosen in light colors, since it is easier to print with dark ink on a light surface than the other way around.

*Paper should always be chosen in light colors, since it is easier to print with dark ink on a light surface than the other way around.*

4. **Composition** – Paper can be composed of a variety of fibers. Groundwood paper offers economy, opacity and printability. Rag, jute, hemp, or kraft content contributes to bursting strength and folding endurance. Kraft paper excels in folding endurance. Rag paper is traditionally thought to have the greatest permanence.
5. **Finish** – Paper can be ordered with a wove, laid, pebbled, or watermarked finish etc. However, unless you are ordering letterhead, this is generally not an important printing concern.
6. **Grain** – Most paper is made from wood, the fibers of which run in a direction determined by the flow of the pa-

per-making machine. This direction is referred to as the paper's grain. In some paper the grain runs along the length of the sheet (grain long) while in others it runs across the wide (grain short), which makes tearing and folding in one direction easier than in the other. Paper can usually be ordered with the grain in either direction.

The point to remember is that paper will fold more easily and lie flatter when folded WITH THE GRAIN than when folded AGAINST THE GRAIN. Thus, a book should be bound so that its spine aligns with the grain. Otherwise the pages will not lie flat but will curl inward from top to bottom. Generally, this is an area you need not be con-

*Libraries prefer books that are printed on acid-free paper.*  
**SUPERTIP**

cerned with because your printer will know exactly what is required.

7. **Opacity** – You should avoid allowing the print on one side of a page to show through to the other side, particularly if you have line drawing or halftones in the book. Generally, you will find that light-weight uncoated stocks (50 to 55 lb.) will be less opaque than heavy coated ones (65 -lb., 70-lb.).
8. **Size** – Paper can be purchased from stock in a variety of sizes, and it can be made to order in any size if the quantity required is large enough (at least 5,000 to 10,000 lb.). However, for small jobs and for rush jobs, standard sizes and weights should be used (it pays to design a piece of printing so

that it can be cut economically out of a stock size).

Standard paper sizes are what they are because standard-sized printing jobs can be cut or folded out of them without waste. Most of the major printers who work with small publishers consider the following dimensions as standard:

**5½ x 8½**

**6 x 9**

**7 x 10**

**8½ x 11**

6 x 9 inches is generally the most popular format for books as it will fit on most bookshelves without difficulty, and it is also an easy format to hold and read. This folds economi-

cally from the standard book-paper size, 25 x 38 inches. The sheet is folded to a 6¼ x 9½. When the edges are trimmed to even them and to open the folds, the result is a 32-page pamphlet in size 6⅛ x 9¼ inches or 6 x 9 inches. The next most common book or pamphlet size is 5½ x 8½ inches which is half the standard letterhead size.

**NOTE** The measurements above refer to the *trim size* – the size of a page after it

Use	Size	Cuts out of
<b>Business Letterhead</b>	8½ x 11	17 x 22
<b>Books &amp; Pamphlets</b>	8½ x 11	35 x 45
<b>Books &amp; Pamphlets</b>	5½ x 8½	35 x 45
<b>Books &amp; Pamphlets</b>	6 x 9	25 x 38
<b>Postcards</b>	3½ x 5½	22½ x 28½



has been printed and trimmed. The first figure applies to the width, the second figure applies to the height. Remember this when sending out your request for a printing quotation because if you reverse them the printer may base the estimate on the horizontal shape, and the quote will be useless.

- 9. Surface** – The surface of a paper will affect how the type appears on the page. Although paper can be ordered with antique, eggshell, coated-on-one side, and a variety of other surfaces, the three basic surface types uncoated, coated matte, and enamel coated (glossy).

*Uncoated Stock* – On uncoated stock the ink will sink into the fibers, and depending

*Enamel coated stock has a high gloss and a hard, smooth surface.*

on the coarseness of the surface, may give jagged edges to individual letters (except in extreme cases, this is acceptable for many categories of publications).

*Coated Matte Stock* – On coated matte stock the paper feels smooth when you run your fingers across it. Type looks cleaner because it's not absorbed as much by the paper and instead sits more on top of the surface. This paper is more expensive than uncoated paper but has the added advantage of being suitable for halftones.

*Enamel Coated (Glossy) Stock* – Enamel coated stock has a high gloss and a hard, smooth surface. It will give a much better rendering of halftones and is essential when reproducing color photographs.

However, because glue won't adhere to the coating, this type of paper stock cannot be used in a perfect bound book.

**10. Use** – To get the best performance out of your paper, inform your paper supplier if the paper is to be used with adhesives; must be of a quality to accept writing in, erasures, carbonizing, lacquer or varnish, lamination or precision register printing; or must be weather-resistant, water-repellent, colorfast, etc.

**11. Weight** – Paper is weighed according to the weight in pounds of a ream (500 sheets) of a particular type of paper cut to a given size. However, to gain a firm understanding of paper weights, you must first under-

*Paper is weighed according to the weight in pounds of a ream (500 sheets) of a particular type of paper cut to a given size.*

stand that there are four basic types of papers: bond paper, book stock, cover stock and newsprint.

- bond & ledger paper
- 17 x 22
- book & text paper
- 25 x 38 or 23 x 39
- cover stock
- 20 x 26
- newsprint
- 24 x 36

**Bond Paper** – Bond paper, also called “ledger paper” is a grade of writing or printing paper that was originally designed for government bonds and legal documents for strength, durability and permanence. Over time, its use has extended into other fields, such as business letterheads and forms where strength and permanence, though

not essential are nevertheless important properties. A ream (500 sheets) of ordinary bond paper measures 17 x 22 inches and weighs 20 lb. It is ordered as “20-lb. bond. A lighter paper would be termed a 16-lb. paper. A heavier quality of bond would be termed 24-lb. Bond paper usually comes in 13 to 24 lb. weights. Most businesses use 20 to 24-lb. bond.

*Book Paper* – Book paper weights are always based on sheets 25 x 38 inches. It comes in weights ranging from 30 to 120 lbs. Most books are printed on either 50-lb., 55-lb. or 60-lb. book stock.

*Cover Stock* – Cover stock comes in 20 x 26 inches sheets. Cover stock is a little bigger than book paper, since the covers on some pamphlets overhang the text a lit-

*Most books are printed on either 50-lb., 55-lb. or 60-lb. book stock.*

tle. Thus, the basic size on which cover paper weights are figured is 20 x 26 inches. Cover paper comes in weights ranging from 25 to 130 lbs. Most covers are printed on either 50-lb., 65-lb. or 80-lb. cover stock.

*Newsprint* – Newsprint comes in 24 x 36 inch rolls and in 32 or 35 lb. weights.

**TIP** Paper weights can be confusing, if you start comparing cover stock to book stock, or bond to newsprint. For example, if you hold in one hand a sheet of 60-lb. book stock and in another hand a sheet of 60-lb. cover stock, you can feel the first is much lighter than the second. How can this be? The point to remember however is that sheets in one ream of book stock measure 25 x 38

inches, while sheets in one ream of cover stock measure 20 x 26 inches.

## Choosing Binding

When printing a multi-page document, catalog, pamphlet or book, you have a number of choices as to how you wish it to be bound (see figure on **page 20**). It can be:

- perfect bound (glued)
- Smyth sewn (stitched with cotton)
- saddle stitched (with wire staples)
- notch bound (notched, then glued)
- side stitched (stapled along the side)

*If you intend to publish a book of photographs on enamel coated paper, stay away from using the Perfect binding method. The glue will not adhere to the coating, and thus there will always be the chance that those pages will fall out if the book is folded back at the spine.*

### **SUPERTIP**

- comb bound (with a plastic spine and prongs)
- spiral bound (like a school notebook)

**Perfect Bound** – Today most books are perfect bound, meaning that the cover is glued at the spine after all four edges of the pages have been trimmed. Not too long ago, when this method was still in its infancy, pages kept falling out. However, with vastly improved glues and techniques, today this is rarely a problem.

**Smyth Sewn** – In Smyth sewn books (“Smyth” rhymes with “ice”), the pages are sewn together with thread and then glued to the cover. This is the traditional binding method, and is used for most

hardcover books. On average, it costs \$1 more per book than the perfect binding method.

**NOTE** Paperback books are rarely Smyth sewn (unless you have numerous color photographs). However, if you want to add a touch of elegance to your publication and greatly enhances its durability, you may want to consider it as an option, particularly if your publication is one of lasting value.

**Saddle Stitched** – In saddle stitched publications, pages are stapled in the middle. This method should be used if your publication has 64 or fewer pages, e.g., pamphlets, reports and catalogs, as it is difficult to glue the pages together of smaller publications. Because the cover is usually attached to the pages dur-

*In saddle stitched publications, pages are stapled in the middle.*

ing this process, this binding method is much less expensive than other methods.

**Notch Bound** – A good compromise between perfect binding and Smyth sewing is Notch binding. Using the notch binding method, only three sides are trimmed. The fourth is cut diagonally with several notches. Glue is then inserted into the notches, to gain a firmer grip on the pages. The cost is less than for Smyth sewing, but more than for perfect binding. Since the pages are not trimmed at the spine you end up with a wider margin.

**Side stitched** – In side-stitched publications, the pages are trimmed on all four sides and held together with either strong twine (side sewn) or metal staples (side stitched). This method prevents the book

from opening flat and also requires a very wide inside margin. It is not appropriate for publications thicker than half an inch.

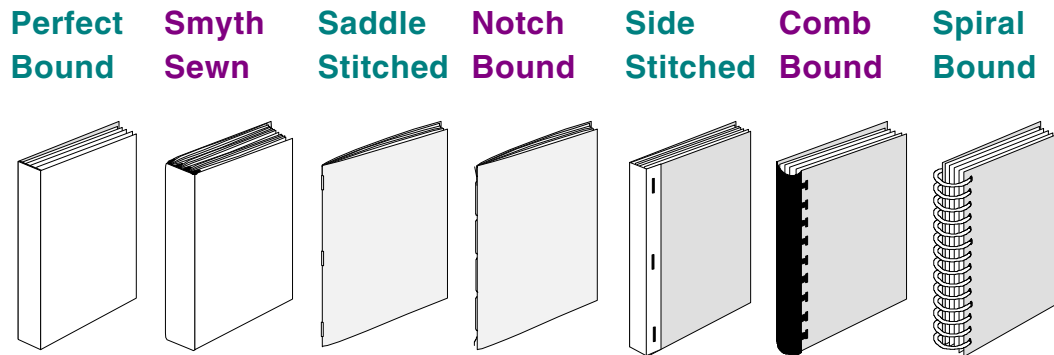
**Comb Bound** – In comb bound publications, the pages are trimmed on all four sides and punched with holes. The comb, which has a solid spine, prevents the pages being folded back to back

**Spiral Bound** – In spiral bound publications, the pages are trimmed on all four sides and punched with holes. The great advantage of spiral binding is that it enables the book to lie flat, and to be folded

back to back – both advantageous for cookbooks and manuals. This process is approximately 30 to 70 cents more expensive than perfect binding.

## Getting a Printing Quotation

The printing industry is fiercely competitive. Depending on the experience and equipment a printer has, as well as the type of printing market it is targeting, their pricing



for different kinds of printing jobs can vary greatly from their competition. Thus, getting printing quotations from a number of sources is a **MUST**.

Submitting your request can be made simpler and yield you better information in which to compare your results, if you develop a special printing quotation form like the two shown at the back of this guidebook (to learn more about the terms used on these forms consult the terminology section also at the end of this guidebook).

Other important factors you should be aware of when submitting a request for a printing quotation are explained below:

*Before you select a printer whose operations are computerized, get a list of its software & hardware standards. Then confine yourself to the firms that support what you have.*

### **SUPERTIP**

**Number of Pages** – The pages of a manual, pamphlet or booklet are often printed on large sheets of paper, with either 8 or 16 pages appearing on each side of the sheet. When these sheets are folded then become known as signatures, with either 16 or 32 pages now in correct numerical order. If the printer you are seeking a quotation from uses such a printing method (most do), the price they will quote you will depend on the number of signatures you need (not the number of pages).

Although, you can have any number of pages you want, ideally the final number of pages in your publication, should be divisible by 16 or by 32. You will pay extra if you go outside these boundaries.

**Quantity Asked For** – Most short-run printers can print any quantity of an item from 100 to 10,000. However, for books and manuals most small publishers like to think in terms of 1,000 to 2,000 copies. To help you decide how many copies to order, and to find out how much each copy will cost, as for a quote on several different quantities, such as 1,000, 1,500 and 2,000 copies, and then ask how much each additional 100 will cost.

### **Time Limit of Price Quotations**

– Keep in mind that the quotes printers submit are usually given under the stipulation that the figures are applicable for a limited period, usually 30 or 60 days. This is due to the fluctuating prices of paper and labor.

*The quotes printers submit are usually given under the stipulation that the figures are applicable for a limited period, usually 30 or 60 days.*

**Using a Request for Printing Quotation Form** – Both forms in the back of this guidebook can be used to shop the competition and obtain competitive price quotes from different companies.

However, due to the fact that the second form is highly detailed, it is also useful to read through it to help familiarize yourself with the kinds of information a printing company needs, as well as the language it uses to describe various printing tasks (see filled-in example on **page 44**). Understanding the terms and requirements on this form will enable you to better communicate with

printers.

### **Using a Photocopy House**

If you need to run off a thousand copies of



a B&W brochure or flyer, a photocopy house is your best. Typically, they charge 2 to 3 cents (and even less) per copy for large jobs and 5 cents per copy for smaller jobs.

### Using a Service Bureau

A *Service Bureau* is a name loosely given to a type of printing company that provides modest copying, printing, layout and binding services to businesses as well as other computer related services such as laser printing, faxing and scanning. Service Bureaus target small and specialized printing jobs. However, the extent, variety, quality and cost of their services and the types of printing jobs they can undertake,

*A Service Bureau is a name loosely given to a type of printing company that provides modest copying, printing, layout and binding services to businesses as well as other computer related services such as laser printing, faxing and scanning.*

vary greatly from one firm to the next. It pays to shop around. For example getting a 600 by 600 DPI printout of your newsletter may cost \$10/page at one shop and \$1/page at another.

**Color Printing** – Service bureaus usually offer digital image printing services on very real looking dye sublimation prints for about \$15 per 8x10.

**Image Setters** – Some service bureaus will have a powerful computer printer called an Image Setter, such as the Linotronic 300. These printers print out high resolution layouts onto paper exactly as you have designed them (using postscript code). You can ask for camera ready printouts ready to be shot into

printer's negatives for mass production or you can go directly to negative film saving the cost of shooting negatives from a positive mechanical.

**FACTS** Image Setters are very expensive, costing \$30,000 and up. However, they can output 2400 by 2400 DPI images that can compete with the highest quality typesetters. This quality comes at a price, typically \$15/page.

**Office Superstores** – Huge office chain stores like *Office Depot* and *Staples* provide numerous professional services to businesses including photocopying, color copying, fax sending and receiving, professional binding & laminating, and even discount long distant services. They also will customize stamps, la-

*Office chain stores like Office Depot and Staples provide numerous professional services to businesses.*

bels, signs & banners, forms & checks and name badges, as well as help you design and custom print business cards, letterhead, envelopes, newsletters, carbonless forms and even brochures. To make these organizations even more appealing to the small business owner, their service charges are very competitive. Worth looking into.

### Using a Commercial Printer

Commercial printers, specializing in pamphlets, catalogs, color brochures, manuals and books, offer extremely competitive prices per copy for printing anything in large quantities, though small jobs tend to be grossly overpriced.

However, to get the most out of their services, considering the size and expense

of the jobs they undertake, significantly more preparation is required on your part.

Before the presses roll, your work must be proofread, typeset and laid out. If your work needs to be bound, you will then have to send it off to a bindery.

**NOTE** Some printing companies, depending on their equipment, can do certain kinds of binding on site.

### Finding an Editor –

Before you send anything to a commercial printer, you need another person to read through what you have prepared and offer

*It should be noted that many commercial printers have been reluctant to computerize their entire printing operations due to the expense of the equipment, the expense of retraining and purchasing new equipment, as well as the problems associated with breaking in new technology. However, this is changing. Some commercial printers work entirely with digital media All graphics and text are digitized.*

### **POWERPOINT**

editorial suggestions, preferably a professional. Professional editors can be found in your telephone directory or in printing guides such as the “Literary Market Place.” Editors come in two varieties: copy editors and development editors. Copy editors go through the manuscript with an eye on such basics as spelling, punctuation, and grammar. Development editors can help with the deeper aspects of a manuscript, such as clarity and cohesiveness.

**NOTE** Remember, if there is nobody between you and the typesetter or printer to spot inconsistencies of style, or to point out that what is written is not what you had in mind,

you could be in for an expensive reprint if a serious error is found. Most printers will NOT proofread your work. It's not their job. They print whether it's wrong or right.

### **Finding a Typesetter or Layout Artist**

Everything that is printed must be properly set up before the printer starts the presses rolling. Depending on how your publication is to be printed, you may need the services of a typesetter or DTP before you submit your work to be printed by a commercial printer. Typesetters and layout artists can help you select the right typeface and page or ad layout. Typesetting and layout should be prepared before selecting a printer.

*"Office Depot" and "Staples" offer economical printing services for small businesses ranging from photocopying, coil binding, faxing, and printing address labels, business cards and letter head.*

### **FUNFACT**

**NOTE** The word processing and page layout programs used by computerized typesetters are constantly being upgraded.

However, some of the small shops cannot afford to keep up with the latest technology. If using digital media, make sure you find out what kinds of software and compatibility options they support.

### **Finding a Printing Company**

Numerous local commercial printing companies can be found in your city's yellow pages and contacted for quotes on various printing jobs you might have in mind. However, sometimes their prices may not be competitive as some of the larger commercial printing houses listed below.

**American Webform**

Noble Street Extention

Kutztown PA 19530

215-683-8848; 800-621-2121

*printing of envelopes, padded forms, etc.*

**Amos Press / Direct Marketing**

911 Vandemark Road, P O Box 150

Sidney OH 45367

513-498-2111; 800-848-4406

*printing of direct mail packages*

**Catalog King**

1 Entin Road

Cliffton NJ 07014

212-695-0711; 800-223-5751

*color printing of catalog sheets, brochures*

**Robert James Company**

3600 7th Court S, P O Box 2726

Birmingham AL 35202

800-633-8296

*printing of envelopes and letterhead*

**Sun Graphics**

1818 Broadway

Parsons KS 67357

316-421-6200; 800-835-0588

*color printing; color separations*

**The Jemar Company**

205 E Ann Street, P O Box 460

Valdosta GA 31603

912-244-1568; 800-841-4444

*printing of pads, brochures, and forms*

**Getting it Bound** – If you are printing a large manual or book, after the printing company has done its job, you will likely have to ship everything off to a bindery. Most printing companies typically don't have the necessary equipment and exper-

tise to perform traditional Smythe binding or perfect binding.

### Using the “LMP” – The *Literary Market*

*Place* (LMP) is an invaluable resource guide for anyone wishing to print or self-publish a manual or book. It contains all the resources you will need including:

- typists who can prepare your manuscript
- editors who can proofread your manuscripts
- typesetters who can layout your manuscript
- printers who can print your manuscript,
- binders who can bind your manuscript

*More and more publishers are printing straight to disk. Pasted up boards are photographed and “stripped” into a “flat”. They call this “stripped flats.”*  
**POWERPOINT**

- people who can review your published book
- salespeople who can distribute it

Look for a copy of the LMP in your public library.



## DESIGN & LAYOUT TERMINOLOGY DEFINED

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A GOOD LAYOUT person is half technician and half artist. He or she can be insightful and innovative and come up with new creative ways to grab attention, make ads pleasing to the eye, and make an ad literally jump out at you, but also understand design terminology and function (i.e., can make it printable at your local computer or printing shop).

Therefore, before you design and layout your ad, and send it off to the printers, it is a good idea to familiarize yourself with the following printing, design and layout terminology (most of the terms used on the

*A good layout person is half technician and half artist.*

“Request for Printing Quotation” form on **page 44** are explained below):

**Alignment** – Describes whether the copy reads flush-right, flush-left, centered or is justified.

**Alley** – Defines the space between columns on a page.

**Art Provided** – Printing companies often process art, photos and pictures differently than they do regular text.

**Binder Bindings** – Describes how a book, pamphlet or brochure should be bound.

**Binder Operations** – Describes how you wish paper within a book or brochure to be prepared.

**Bleeds** – When a photo, drawing, word or

tint runs off the edge of a page it is called a bleed. A bleed can run off one edge, two, three, or all four. When it bleeds off all four edges, it is called a full bleed. Bleeds are created by printing pages larger than the final trim size and then cutting away the excess.

**NOTE** If what you want to print is smaller than a standard paper size (e.g., 5" x 8" or 8" x 10"), then creating a bleed is no problem, since the pages will not occupy the entire sheet anyway. However, you will run into difficulties if you want to print on a standard size piece of paper.

**Blueline Proofs** – Printers prepare their own set of high quality proofs before doing a printing job so they can make sure that everything is as it should be. Because

*Gutenberg made everybody a reader. Xerox makes everybody a publisher.*  
**H. MARSHALL MCLUHAN**

these proofs are usually printed with a blue ink, they are referred to as blues, or bluelines.

**Body Text** – The main text, also called running text or advertising copy.

**Borders** – Used to frame pages and create page to page consistency. Also used along with shadowing, to isolate sections from the main document and create sidebars.

**Bottom Margin** – The space between the bottom trim of the page and the baseline of the last line of text.

**Boxes or Sidebars** – Separate parts or sections of copy within an ad or editorial.

**Breakout** – A sentence or passage excerpted from the body copy and set in



large type. Also called a pull quote, blurb, or callout.

**Bullets** – Symbolic devices used to separate items on the page or denote items in a list.

**Byline** – The author's name, which may appear after the headline or at the end of an article.

**Callout** – A label that identifies part of an illustration.

**Camera-ready** – High quality printout that is ready to be photographed and turned into a photo negative.

**Caption** – The text describing a photograph or illustration.

**Color Separations** – *Processed color* is created using yellow, red (magenta)

blue(cyan). Four-color plates are shot through a screen to reduce solid areas to printable, graduated dot patterns. Color is then shot through a slightly different angle screen, the screened halftone of each blends through the overlaid dot patterns.

During printing, each color is applied separately, one plate at a time and one color atop the others. The quality of this four-color overprinting method largely depends upon the quality of the original work, the quality of the cameras, plates and printing press used.

**Column Width** – The width of one column of type set copy.

**Composite Color Proofs** – Three color examples of your ad.

**Continued Line** – A line of text indicating

*Camera-ready  
– High quality  
printout that is  
ready to be pho-  
tographed and  
turned into a  
photo negative.*

the page on which an article continues. Its counterpart on the continuation page is a carryover line identifying the story that is being continued. Also called a jumpline.

**Copy Depth** – Refers to: (lines of type) x (point size + leading)/12 = (copy depth in picas). Used to determine how much space you actually have for an ad.

**Copyfitting** – The method by which those who are responsible for the final production of a print ad, to fit headlines, visuals and copy into a pre-set space.

**Cover Ink** – The type of ink used on a cover sheet for a pamphlet, brochure or catalog.

**Cover Stock** – The type of paper used for

the cover of a pamphlet, brochure or catalog.

**CPI** – Stands for characters per inch.

**CPL** – Stands for characters per line.

**CPP** – Stands for characters per pica.

**Cropping** – The process by which you eliminate unimportant details in graphics or photos.

**Deck** – A line that gives more information about the story. Also called a tagline.

**Dingbat** – A decorative or symbolic device used to separate items on the page or denote items in a list.

**Distortion** – The process by which you stretch or compress words for special ef-

*Dingbat – A decorative or symbolic device used to separate items on the page or denote items in a list.*

fects.

**Dithering** – The process of controlling fluctuating printing.

**Dots Per Inch (DPI)** – A unit of measurement to describe the resolution of printers and scanners. A 300 or 600 DPI laser printer prints 90,000 or 360,000 dots per square inch respectively.

**Downloadable Fonts** – Typefaces stored on disk that must be copied into the printer's memory before you can use a particular font.

**Drop Caps** – An enlarged initial letter that is capitalized and dropped below the first line of body text. It is important as reader cues. Made popular in the Gregorian Chant century where they were used to bring attention to the beginnings of chap-

ters, paragraphs, and major articles etc.

**Drop Shadows** – Shadows inside drop caps used to draw even more attention than drop caps.

**Duotones** – A duotone is an enlarged photographic negative (a halftone) printed in two colors, usually black and brown, black and gray, or black and blue. The process can be expensive since it requires more plates, more negatives, and extra press work.

**Folio** – The page number.

**Galley Proofs** – Rough copies of your ad sent to the printing shop.

**Graphic Accents** – Graphic accents are to used to point out key ideas in your ad, and draw attention to them. Graphic accents include arrows, underlining, bold

*Galley Proofs  
– Rough copies  
of your ad sent  
to the printing  
shop.*

type, bursts and circles.

**Grids** – Indicates how many columns per page in your ad.

**Gutter** – The space between two facing pages.

**Halftones** – Before a black and white photograph can be printed in a book, its subtle grays and black (called continuous tone) have to be converted to a mass of different-sized black dots (called halftone). In more simpler terms, a halftone is an enlarged photographic nega-

*There is a new technology in the printing industry called **Direct-to-Plate**. This technology allows publishers to skip a step in the publishing process, send their files directly to a printer by modem, and then have these files turned directly into plates. Using this technology, the printing plant doesn't have to create film to burn these printing plates, currently a necessary step in most printing processes. In Canada, the Burnaby, B.C.-based **Creo Products (604-451-2700)** is one of the leaders in this area of new technology.*

**FUNFACT**

tive of a B & W picture. Photo sized halftones are generally \$8 to \$10 each.

**NOTE** Once a photograph has been screened and printed in a book, magazine, or newspaper it should no longer be called a photograph. It is a halftone.

**Headline** – The title of an article.

**Hyphens** – Used to split up words so right margins aren't as jagged.

**Initial Caps** – INITIAL caps describe a process whereby all the letters of the first word in a paragraph are capitalized (like in this definition). They can

be used to provide welcome visual breaks in long articles.

**Inside Margin** – The space between the binding edge of the page and the text.

**Justification** – A type of alignment that makes the right and left margins of a column perfectly straight.

**Kerning or Character Spacing** – Kerning refers to the space between characters, which can be expanded or contracted. Kerning changes the spacing between selected characters by the same amount for all characters.

**Leader** – A rule that moves the eye from a callout to the part of the illustration it describes.

**Leading or Vertical Spacing** – Leading

refers to the amount of space between the lines of type, or rather the total height of a line, from the top of the tallest characters in the line to the top of the tallest characters in the line below. Point size (character size) and leading are usually written together e.g., 12/14. Leading improves readability. In general, for body copy, leading is two points greater than type size.

*Sometimes type is set solid – without leading for visual impact and to conserve space.*

**DESIGN TIP**

**Outside Margin** – The space between the outside trim and the text.

**Overline** – A brief tag over the headline that categorizes the story.

Also called a kicker or eyebrow.

**Page Trim** – In commercial printing, page trim is referred to as the edge of the page, or the size of the page after it is cut during the binding process.

**Paragraph Spacing** – Refers to the space between paragraphs. Extra space between paragraphs enhances readability.

**Picas & Points** – Type is measured in picas and points. The pica is used for horizontal measurement of type. One point is 0.0138 inch or approximately 1/72 of an inch. One pica equals 12 points horizontally or vertically. Six picas equal one inch. 72 points equal one inch.

**Picture Windows** – A rectangle or space that indicates the position and size of art to be stripped into the page.

**PMTs and Veloxes** – Instead of making a halftone, another way to reproduce a B&W photograph is to use an inexpensive screened print on photographic

paper. One such print is called a *PMT* (Photomechanical Transfer) and another is called a *Velox*. The PMT is slightly cheaper than the Velox, and both are considerably cheaper than using the halftone negative method. However, neither the PMT nor the Velox can produce the fine quality that is attainable with a halftone negative. PMTs and Veloxes can usually be made at a photocopy shop.

**Post Script Files** – *A special printing language that allows files to be printed on any kind of printer. Used mainly for high-resolution printers.*

**Post Script Files** – A special printing language that allows files to be printed on any kind of printer. Used mainly for high-resolution printers.

**Printing Negatives** – Photo negatives of ad or page used for mass printing.

**Printing Rule** – A rule that traps a screen or surrounds a text block or a piece of art.

**Quantity of Type** – Measures the total amount of characters in the original copy.

**Recto** – Right-hand page.

**Reverse Screens** – Creates emphasis by placing lighter copy against a darker background.

**Rules** – Line used to separate one part of a publication from another.

**Running Foot** – A line across the bottom of the page that helps orient the reader within a document. Usually contains the folio and date.

**Running Head** – A line of text across the top of the page that helps orient the reader within a document. It might include the document's title, author, chapter, subject of current page, or page number.

***Sidebar** – A smaller story inside a larger one, boxed with its own headline to set it apart from the main text. Sidebars can be positioned anywhere on the page.*

**Screen** – Also called a tone or tint, a screen is a percentage of black or a second color used behind text or art.

**Serif & Sans Serif** – Serifs are small strokes, cross line, or horizontal lines at the ends of characters (the main stroke of the letter) that help readers make letter-to letter transitions. Serifs greatly improve readability. San serif type does not have these small strokes. Serif type is more conventional and used mainly for text while sans-serif type is more contemporary and almost exclusively used for headlines.

**Sidebar** – A smaller story inside a larger one, boxed with its own headline to set it apart from the main text. Sidebars can be positioned anywhere on a page.

**Sinks** – Extra white space at the top of each page to emphasize body copy.

**Skid Pack** – Copies of catalogs or brochures wrapped and bundled in a container that can be lifted with a forklift.

**Spot Color** – Spot color is the placement of a second color (black is the other color). Applying the second color usually means an additional press run. This translates to more handling and press time, hence higher cost.

**Stick-up Caps** – An enlarged initial letters extending above the body text.

**Subhead** – A phrase that identifies a subtopic.

**Tabs and Indents** – Space in front of the first line of a paragraph, used to aid read-

ing and draw attention to the beginning of the paragraph.

**NOTE** Avoid exaggerated tabs and indents. Nothing looks more contrived. One popular method of indenting is to not indent after the headline and then indent five or so spaces each successive paragraph.

*Subhead – A phrase that identifies a subtopic.*

**Text Ink** – Ink used for the regular pages.

**Text Stock** – Type of paper used for a regular printed page.

**Top Margin** – The distance from the top trim to the top of the text area. Running heads, feet and folios are often positioned in the top or bottom margin.

**Tracking** – The vertical distance or spacing between lines measured in points.

**TrueType Fonts** – TrueType fonts are



scaleable fonts that can be printed on any printer that can print graphics. They assure that what you see on your computer screen is what you will get on your printed page.

**Typefaces** – A typeface, also called a font, is an assortment of type in one size of upper case and lower case letter. There are about 6000 typefaces available to the ad designer, enough to meet virtually any typesetting need.

**NOTE** In lowercase letter, the upper stroke is called an ascender (d) and the downward stroke is called a descender (p).

**Typesetting** – Originally typesetting involved setting metal printing blocks on typesetting machines. Nowadays, typeset-

**Typesize** – *Typesizes are measured in points usually ranging from 6 to 72 points (however, additional larger and smaller sizes are common).*

ting techniques, composition, and make-up have been revolutionized. Several computer-based typesetting systems are available, including the *Videocomp*, *Harris*, *Mergenthaler*, and *Linotronic* series.

**Typesize** – Typesizes are measured in points usually ranging from 6 to 72 points (however, additional larger and smaller sizes are common).

**Typestyles** – Refers to variations of a font, which may be available in light, bold, extra bold, expanded, shadowed, outlined, or condensed.

Fonts also come in small caps styles, which are smaller letters in the shape of capitals.

**Type Weight** – Refers to how thick the

actual lines that make up the type are (bold, extra-bold).

**Typography** – Typography is the style, arrangement or appearance of typeset matters. It determines legibility and the ease with which readers recognize letters and numbers. For the designer, typography involves the selection of typefaces for specific purposes, usually with a specific aesthetic goal. It entails, for example, using correct, pleasing type to create logos for corporate identities, using easy-to-read type for body copy, choosing strong type for headlines and product names, and creating new typefaces for specific purposes.

**Verso** – Left-hand page. Literally, the re-

verse, with the right-hand page considered the front.

**White Space** – Refers to space occupied by neither text or graphics and allows work to breathe.

**Wrap Around Text** – Text that wraps around a graphic, frame or artwork.

*Getting it Printed by Mark Beach (1993) is a highly readable useful resource guide for anyone who needs to work extensively with a printer.*  
**SUPERTIP**



Deck  
(tagline)

Overline  
(kicker or eyebrow)

Headline

Byline  
(author's name)

THE COMPANY BULLETIN

Brief tag that categorizes story

# The Headline Goes Here

*Optional secondary lines follow the headline to guide the reader into the story.*

by John Hamilton

Stick-up cap

Bleed art

Picture window

Caption

Body text

Folio  
(page #)

Running Foot

*The caption helps entice the reader into the text of your story and also provides information about the art and photography*

8 January 1995

Verso  
(left-hand page)

Alley  
(space between columns)

Wraparound text

Inside margin

Subhead

Once there was a boy named Jack who had a cow. On the way to sell the cow at the market, he met a man who wanted to sell him some magic beans instead.

Jack was overjoyed and bought the magic beans. Once there was a boy named Jack who had a cow. On the way to sell the cow at the market, he met a man who wanted to sell him some magic beans instead. Once there was a boy named Jack who had a cow. On the way to sell the cow at the market, he met a man who wanted to sell him some magic beans instead. Once there was a boy named Jack who had a cow. On the way to sell the cow at the market, he met a man who wanted to sell him some magic beans instead.

Once there was a boy named Jack who had a cow. On the way to sell the cow at the market, he met a man who wanted to sell him some magic beans instead. Once there was a boy named Jack who had a cow. On the way to sell the cow at the market, he met a man who wanted to sell him

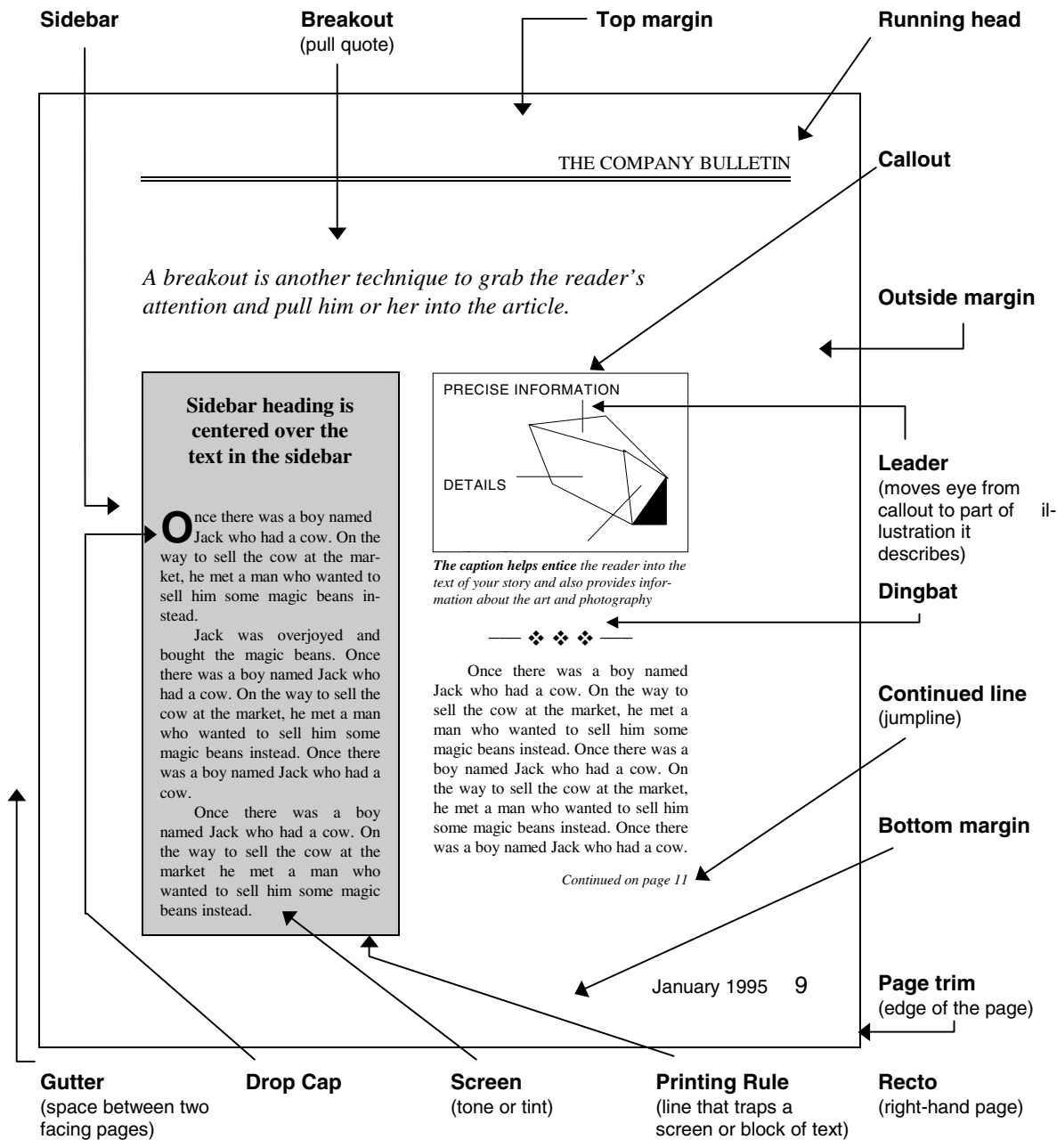
Once there was a boy jack who had a cow. On the way to sell the cow at the market, he met a man who wanted to sell him some beans.

Once there was a boy named Jack who had a cow. On the way to sell the cow at the market, he met a man who wanted to sell him some magic beans instead. Once there was a boy named Jack who had a cow. On the way to sell the cow at the market, he met a man who wanted to sell him some magic beans instead.

## Jack and The Beanstalk

Once there was a boy named Jack who had a cow. On the way to sell the cow at the market, he met a man who wanted to sell him some magic beans instead. Once there was a boy named Jack who had a cow. On the way to sell the cow at the market, he met a man who wanted to sell him some magic beans instead. Once there was a boy named Jack who had a cow.

On the way to sell the cow at the market he met a man who wanted to sell



# Request for Printing Quotation

Your Company  
Logo Here

PRINTING  
QUOTATION  
FOR

Company Name

Address

Phone/Fax

Attention


**Please quote your best price for the following printing job:**

QUANTITY	PRICE
DESCRIPTION OF JOB	TERMS
STOCK	
PREPARATION	DELIVERY

**Thank you for your quote. We look forward to working with you.**

## REQUEST FOR PRINTING QUOTATION

FROM		TO
<i>Jack's Jewelry House</i>	<b>Company Contact Address Phone/Fax</b>	<i>MultiPrint Company</i>
<i>2530 S Dearborn Street</i>		<i>153 W Ohio Street</i>
<i>Chicago IL 60616</i>		<i>Chicago IL 60610</i>
<i>312-567-7500; 800-621-1532</i>		<i>312-644-7910; 800-858-9999</i>

### JOB SPECIFICATIONS

Date Request Made	Quote Needed By	Title of Job	Requested Start Date	Requested End Date
<i>10/16/95</i>	<i>10/20/95</i>	<i>J.J.'s House Catalog</i>	<i>11/6/95</i>	<i>11/24/95</i>
<b>1 This Job is a:</b> (new job, exact reprint, reprint with changes)			<i>New Job</i>	
<b>2 Quality desired:</b> (describe print quality, resolution – basic, good, premium)			<i>Premium Print Quality</i>	
<b>3 Quantity:</b>		<b>A) <i>5,000 catalogs</i></b>		
		<b>B) <i>10,000 catalogs</i></b>		

### FORMAT

<b>4 Description:</b>	<i>Premium quality catalog to showcase stock. Targeted towards mail order markets</i>			
<b>5 Page Size:</b>	<b>Flat</b>	<i>12 x 9</i>	<b>Bound or folded</b>	<i>6 x 9</i>
<b>6 # of Pages</b>	<i>24</i>	<b>Specifics:</b> <i>Cover page showcases African collection; back cover page has mail order form</i>		

### COPY

<b>7 Design Features Required:</b>	bleeds	<input checked="" type="checkbox"/>	screen tints #		reverses #	
<b>8 Art &amp; Copy Provided:</b>	camera-ready	<input checked="" type="checkbox"/>	photo negatives		printer to typeset and paste up	
<b>9 Extras Provided:</b>	halftones #		duotones #		color separations #	<i>35</i>
<b>10 Proofs Requested:</b>	galley		blueline		composite color	<input checked="" type="checkbox"/>

### PAPER

	weight	name	color	finish	grade
<b>11 Text Paper:</b>	<i>50 lb.</i>	<i>Recommend</i>	<i>Off White</i>	<i>Coated</i>	<i>High</i>
<b>12 Cover Stock</b>	<i>60 lb.</i>	<i>Recommend</i>	<i>Off White</i>	<i>Coated</i>	<i>High</i>

### PRINTING

<b>13 Text Ink</b>	<i>Black</i>	<b>Specifics:</b> <i>Recommended brand</i>
<b>14 Cover Ink</b>	<i>Black</i>	<b>Specifics:</b> <i>Recommended brand (may decide to go for two colors – red &amp; black)</i>

### BINDER

<b>15 Operations:</b> (deliver flat, trim, round corner, punch, collate & gather, drill, fold, score/perforate)	<i>trim</i>					
<b>16 Bindings:</b> (saddle stitch, spiral bind, side stitch, plastic comb, perfect bind, Wire-O, case bind)	<i>staple in middle</i>					
<b>17 Packing Inst.</b>	Band in #	Wrap in #	Bulk in Cartons	<input checked="" type="checkbox"/>	Skid Pack	<input type="checkbox"/>
<b>18 Shipping Inst.</b>	Will Pick up	Send UPS	Ship via Truck	<input checked="" type="checkbox"/>	<b>Deliver to:</b> <i>Address above</i>	
<b>19 Material Available:</b>	<i>Camera-ready copy, 35 color separations, computer files (Pagemaker 5.0)</i>					
<b>20 Special Instructions:</b>	<i>Catalogs needed on requested end date. Do not quote if unable to meet deadline</i>					

### QUOTE

Please quote your best price and delivery on the above job:								
<b>21</b>	as firm price	<input type="checkbox"/>	as rough estimate	<input checked="" type="checkbox"/>	in writing	<input type="checkbox"/>	Other:	<input type="checkbox"/>
<b>22 Price:</b>	\$	<b>Estimated Delivery</b> (working days from receipt of camera-ready copy)						
<b>23 Terms:</b>								
<b>24 Remarks:</b>								
<b>25 SIGNED:</b>								

Thank you for your quote. We look forward to working with you.

Request for Printing quotation			Form 26
FROM		TO	
	Company		
	Contact		
	Address		
	Phone/Fax		

JOB SPECIFICATIONS				
Date Request Made	Quote Needed By	Title of Job	Requested Start Date	Requested End Date
1	This Job is a: (new job, exact reprint, reprint with changes)			
2	Quality desired: (describe print quality, resolution – basic, good, premium)			
3	Quantity: A)		B)	

FORMAT				
4	Description:			
5	Page Size:	Flat	x	Bound or folded
6	# of Pages			Specifics:

COPY				
7	Design Features Required:	bleeds	screen tints #	reverses #
8	Art & Copy Provided:	camera-ready	photo negatives	printer to typeset and paste up
9	Extras Provided:	halftones #	duotones #	color separations #
10	Proofs Requested:	galley	blueline	composite color

PAPER					
	weight	name	color	finish	grade
11	Text Paper:				
12	Cover Stock				

PRINTING	
13	Text Ink
14	Cover Ink

BINDER					
15	Operations: (deliver flat, trim, round corner, punch, collate & gather, drill, fold, score/perforate)				
16	Bindings: (saddle stitch, spiral bind, side stitch, plastic comb, perfect bind, Wire-O, case bind)				
17	Packing Inst.	Band in #	Wrap in #	Bulk in Car-tons	Skid Pack
18	Shipping Inst.	Will Pick up	Send UPS	Ship via Truck	Deliver to:
19	Material Available:				
20	Special Instructions:				

QUOTE			
Please quote your best price and delivery on the above job:			
21		as firm price <input type="checkbox"/> as rough estimate <input type="checkbox"/> in writing <input type="checkbox"/> Other: <input type="checkbox"/>	
22	Price: \$	Estimated Delivery (working days from receipt of camera-ready copy)	
23	Terms:		
24	Remarks:		
25	SIGNED:		
<b>Thank you for your quote. We look forward to working with you.</b>			