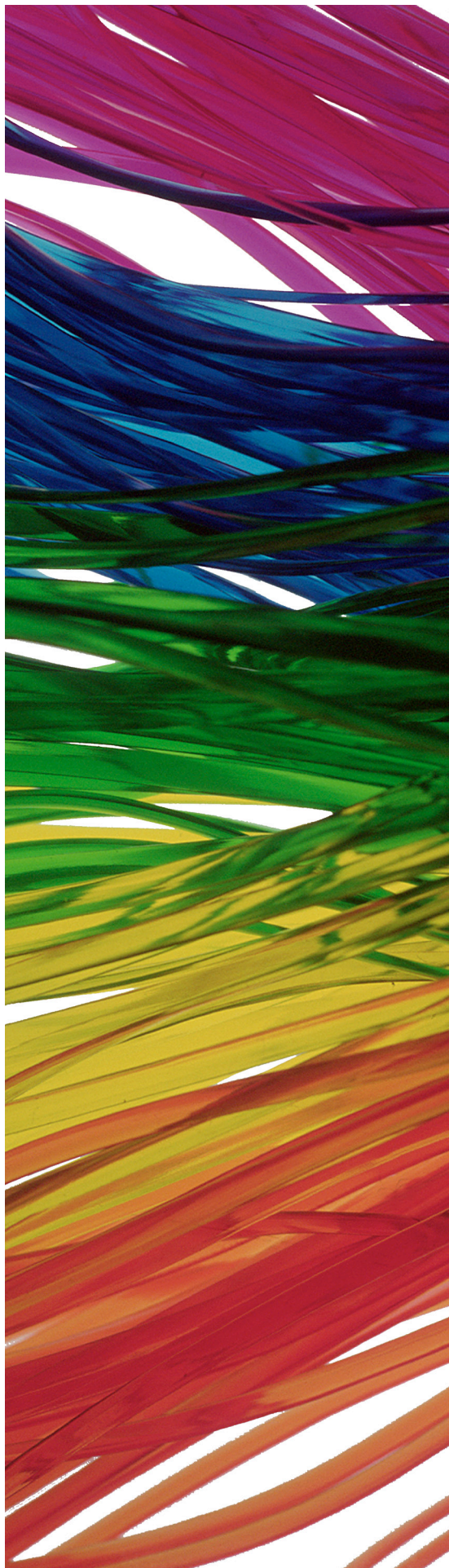Attendance Cards
Art & Literary Magazines
Awards & Commencement Programs
Badges
Binding
Brochures
Bus Reports
Bus Passes
Calendars
Carbonless Forms
Certificates
Commencement Programs
Course Selection Forms
Detention Notices
Discipline Referrals
Drop/Add Forms
Emergency Health Forms
Employment Applications
Enrollment Cards
Envelopes
File Conversion
Folders
Hall Passes
Handbooks
Health Folders
Health Office Cards
Health Records
Interim Progress Reports
Laminating
Layout & Design
Leave Requests
Letterhead
Literary Magazines
Maps
Memo Pads
Menus
Newsletters
Notepads
Numbering
Perforating
Planners
Post Cards
Punching
Purchase Orders
Reduced Lunch Applications
Registration Cards
Report Cards
Report Card Envelopes
Requisition Forms
Student Records
Student Referrals
Student Request Forms
Tickets
Typesetting

The Print Shop
Shared Printing Services
DutchessBOCES

CONTENTS ➤

The Shared Printing Service at Dutchess BOCES is a division of Communications and Grants Research, Anna Marie Paolercio, *Director.*

ABOUT US ➤

The Dutchess BOCES Shared Printing Service (Co-Ser 536) is a cooperative service between Dutchess BOCES and participating component school districts. The Print Shop is a working shop (non-instructional) that serves thirteen districts in Dutchess County as well as cross-contracts with school districts outside this region. The labor portion of jobs printed by Dutchess BOCES qualifies for state aid. Stock papers used are purchased through cooperative paper bids, lowering costs to component school districts.

Established in 1988, the professional quality, prompt service and cost-effectiveness of the Dutchess BOCES Print Shop is our hallmark. We offer a full range of printing services. We are dedicated to meeting the needs of our component districts and can assist you through all phases of your printing needs from design to finished product.

Projects designed and produced by the Print Shop have been recognized by the National School Public Relations Association (NSPRA).

The Dutchess BOCES Print Shop is located at: 900 Dutchess Turnpike, Poughkeepsie, N.Y., 12603. 845.486.4840 | M–F 8:00 - 4:00.
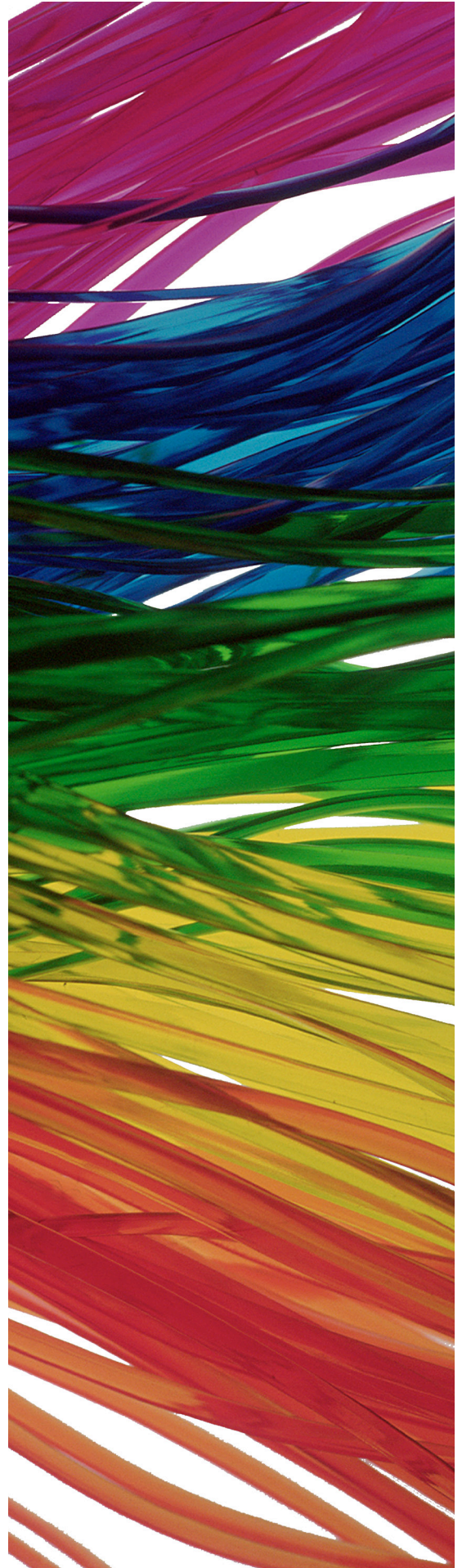
PRINT SHOP STAFF ➤

Genevieve Kellam, *Reproduction Coordinator* x3006

Kathleen Gibson-Ferris, *Graphic Aide* x3008

Todd Leland, *Photocopier Operator*
Peter Perricci, *Press Operator*
Robert Patterson, *Press Operator*

JOB SUBMISSION ➤

All requests for Print Shop printing are submitted using a Job Order Form (see sample on page 5) which is available at each school or administrative office. Should you need forms, please contact the Print Shop and they will be provided. The Job Order Form has all the information required for the production of the job and must be approved by the appropriate personnel in your district. Work cannot begin on a job without official authorization from your district. Please use a separate Job Order Form for each printing request.

An authorized Job Order Form must be filled out and sent to the Print Shop to process all orders.

If you are a Dutchess BOCES division, the appropriate budget code must also be included on the Job Order Form before work can begin. Completed Job Order Forms are sent to the Print Shop via BOCES courier, district courier or U.S. mail. Typical turnaround time is 10 working days or less, depending on the project and the number of requests in the shop. Rush jobs may easily be accommodated.

QUOTES ➤

An estimate is based on the following: How much time will it take to produce the job, cost of the materials used and the quantity desired. *(The cost of the materials includes the quality of the paper, plates, negatives or special binding.)*

Some questions to ask yourself: Will there be typesetting, graphic design and/or pre-press required, or is it a camera-ready job? Will you need us to scan originals, color/image correct? Will we need to set up your job so that it is compatible and economical to our presses?

Is there more than one pass through our presses? If so, each pass will add to the time needed to produce your job. Multiple colors may require multiple passes.

BILLING ➤

Jobs are calculated at the Print Shop once completed. The white copy of the Job Order Form along with anything that was sent initially with the printing request is returned to the originator. All billing is handled through Dutchess BOCES business office.

DELIVERY ➤

Delivery of printed items is usually picked up by school district couriers. Special requests, such as UPS, are available.

Special requirements, such as maximum number of pieces per box, special packaging, mail sorting or bundling, or maximum box weight must be specified.

Print Shop Use Only

JOB ORDER

O/W	
Negs	
Plates	

PAPER SIZE
8.5x11" 8.5x14" 11x17"

Binding Materials	
Chipboard/Misc.	

MATERIALS TOTAL

Art/Layout	
Setup/Scans	

COPIER IMPRESSIONS
8.5x11" 8.5x14" 11x17"

B&W	
Color	
Binding	
Finishing	

PRESS IMPRESSIONS

Pre-Press C/S	
B&W	
Color	

LABOR TOTAL

TOTAL

Dutchess BOCES Print Shop • 900 Dutchess Turnpike • Poughkeepsie, NY 12603 • tel. 845.486.4840 x 3008 • fx. 845.486.4795
Please complete form thoroughly. See back of gold copy for detailed instructions. Retain gold copy for your records.

Date of Request _____ Date Due (10 business day min.) _____

District/Organization _____ Budget Code (BOCES Only) _____

Building _____ Tel. _____

Fax _____

Email address (for proofing) _____

Ordered by _____ Authorized Signature _____

ITEM

NEW ITEM
- ☐ Originals Attached - shoot sample
- ☐ Typeset entire document ☐ Digital Files: ☐ Disk attached ☐ Emailed
- File type: _____ (ex: PDF, Word Document, etc.)

REPEAT ITEM
- ☐ REPEAT - sample attached
- ☐ REPEAT WITH CHANGES Sample with changes marked in red attached

QUANTITY

Quantity _____ How many pages? _____

# of Lots _____ Including covers? ☐ Yes ☐ No

CARBONLESS

☐ 1 PT ☐ 2 PT ☐ 3 PT ☐ 4 PT ☐ 5 PT

☐ 6 PT ☐ w/Tag ☐ White ☐ Manila

☐ Other Specify: _____

SIZE

Flat _____ Size before folding or finishing

Finished _____ Final size of finished item

ENVELOPES

☐ #10 ☐ #10 Win ☐ Other

Size of envelope _____

PAPER | INK

☐ TEXT PAPER
WHITE UNLESS SPECIFIED
- ☐ White ☐ Color
- _____
- _____

☐ TEXT INK
BLACK UNLESS SPECIFIED
- ☐ Black ☐ Color
- ☐ 1-sided ☐ 2-sided
- _____
- _____

☐ COVER PAPER
WHITE UNLESS SPECIFIED
- ☐ White ☐ Color
- _____
- _____

☐ COVER INK
BLACK UNLESS SPECIFIED
- ☐ Black ☐ Color
- ☐ 1-sided ☐ 2-sided
- _____
- _____

BINDING

☐ **Staple** ☐ Upper Left Corner
  ☐ 2 Side Staples
  ☐ Saddle Stitch (2 in fold)

☐ **Tape** Color _____ Black, White

☐ **Comb** Color _____ Black, White

☐ **Coil** Color _____ Black, White, Clear, Red, Blue

☐ **Tabs** Color _____
  # of Bank _____

☐ **Unbound w/slipsheets** ☐ Collated/sets in 1,2,3 order
  ☐ Uncollated/stacks 1,1,1 order

SPECIAL PACKAGING / ADD'L INSTRUCTIONS

FINISHING / SPECIALTY ITEMS

☐ **Hole Punch** Show placement on sample
  ☐ 1 Hole ☐ 2 Holes ☐ 3 Holes

☐ **Numbering** Show placement on sample
  ☐ Black Ink ☐ Red Ink
  Start # _____ End # _____

☐ **Fold** Show type and placement of fold on the sample

☐ **Posters** Size _____ Call for Details

☐ **Banners** Size _____ Call for Details

☐ **Laminate** Size _____ Call for Details

☐ **Pads** How many sheets per pad? _____

☐ **Perforate/Score** Show placement on sample

Date Completed	Date Contacted	Contact Person	Picked Up By	Date	# of Boxes

1/10

5

INSTRUCTIONS FOR COMPLETING PRINT SHOP JOB ORDER FORM

- USE ONE JOB ORDER FORM PER PRINT JOB
- ALWAYS SEND A SAMPLE OF THE JOB (no staples) WITH THE JOB ORDER FORM
- FILL OUT AS MUCH INFORMATION AS POSSIBLE, OR CALL US FOR ASSISTANCE

ITEM Give the job you send a name so it can be referred to with clarity by you and the Print Shop.

New Item* Is it something we've never done before? If so, under "New Item" check the appropriate boxes.
If you are providing digital files, tell us what type of files they are and how we are going to receive those files.

Any job that has to be typeset or changed will be proofed and must be approved by you before it is printed. You will receive by fax, email or courier a copy of the proof and a Fax Proof Sheet that MUST BE SIGNED BEFORE WE PROCEED WITH THE JOB. YOU WILL NOT RECEIVE A PROOF unless it is a job we have typeset, has changes, or a proof is requested by you under the "Special Instructions" box.

Repeat Item "Repeat - sample attached" means no changes. You will not get a proof; the job goes directly into production.
Have we printed it before but you want something changed? Then please check "Repeat with Changes" and show the changes on the sample in red ink. You will receive a proof, so please indicate your email address.

Quantity What is the total quantity of pieces you want? **Ex: "1 box" is not a quantity.**
How many pages? In order for us to estimate the production time of your job, count each page (sides not sheets). Do you want it printed 1-sided, 2-sided or a combination of both? Also count pages designated to be blank. Does your count include inside and outside covers?

Size Please give us both flat and finished measurements in inches. Ex: you have a saddle-stitched booklet that measures 8 1/2" x 11" finished. This makes your flat size 11" x 17" because when your booklet is opened flat that's the size of the sheet of paper.

Paper Inside Pages of a booklet are generally (but not necessarily) a lighter text weight paper and Cover Pages are generally heavier stock. Text Stock is generally thought of as copier paper. Cover Stock would be like the thickness of an index card or business card. **Specify a color for the paper(s) or it will be printed on white paper.**

Ink Specify the color of ink you want printed if it's a single color, or check color copy if it's full color, and if you want it printed on 1 or 2 sides of the item. **You must specify the ink color or it will be printed with black ink.**

Carbonless This is multipart NCR paper that we stock pre-collated as follows:

2 Part:	White, Canary	**5 Part:**	White, Green, Canary, Pink, Goldenrod
3 Part:	White, Canary, Pink	**6 Part:**	White, Blue, Green, Canary, Pink, Goldenrod
4 Part:	White, Canary, Pink, Goldenrod	**Other:**	Call for custom combinations
Tag:	If the last copy is index weight available in white or manilla		

Envelopes Business envelopes are #10 regular or #10 window style and usually printed on 24# white wove paper.
Anything else requires you to check "other" and give the envelope size on the designated line.

Binding **Please choose a type of bind or your job will come to you unbound.**
ULC & 2 Side Staples We can staple up to **100 sheets maximum including covers.**
Saddle Stitch 2 Staples in fold of booklet. **16 (flat) sheet maximum including covers.**
Tape Bind 2 Side Staples plus a cosmetic tape that covers the staples. **100 sheet maximum including covers.**
Comb Plastic comb which is used to bind books that are too large for tape or stapled binds.
Coil Plastic continuous coils that allow the book to lay flat and fold back on itself.
Unbound If your job is unbound, check if you want the sets collated or uncollated.

Finishing & Specialty If you would like pads, indicate the number of sheets per pad you want. (50 is customary)
Hole Punch/Numbering/ These are specific to certain specialty jobs. Indicate the details on the Job Order Form.
/Fold/Posters/Banners/ If there is something you need, whether it's a laminated badge, full color poster, or materials for a meeting,
Laminate/Pads/Perf/Score the Dutchess BOCES Print Shop is ready to help you get what you need!

Special Packaging /Addt'l Instructions If you have a district-wide job that needs to be sent to each school building, state in this box which building gets what quantity and we'll package and label accordingly. If you need anything not given as a choice on the form, put those details here.

QUESTIONS? WE CAN HELP! 845.486.4840 x3008 Mon - Fri, 8:00 A.M. to 4:00 P.M.

BUILDING YOUR PRINT JOB ➤

The Print Shop provides services for planning, typesetting, and layout and design of your publications. We are here to do whatever is necessary to complete your job for the next phase of the printing process.

Selecting Quantities

For jobs used in large quantities that typically don't get revised very often, it is more cost effective to order a larger quantity. The cost per copy can be substantially less in large quantity order than for smaller orders.
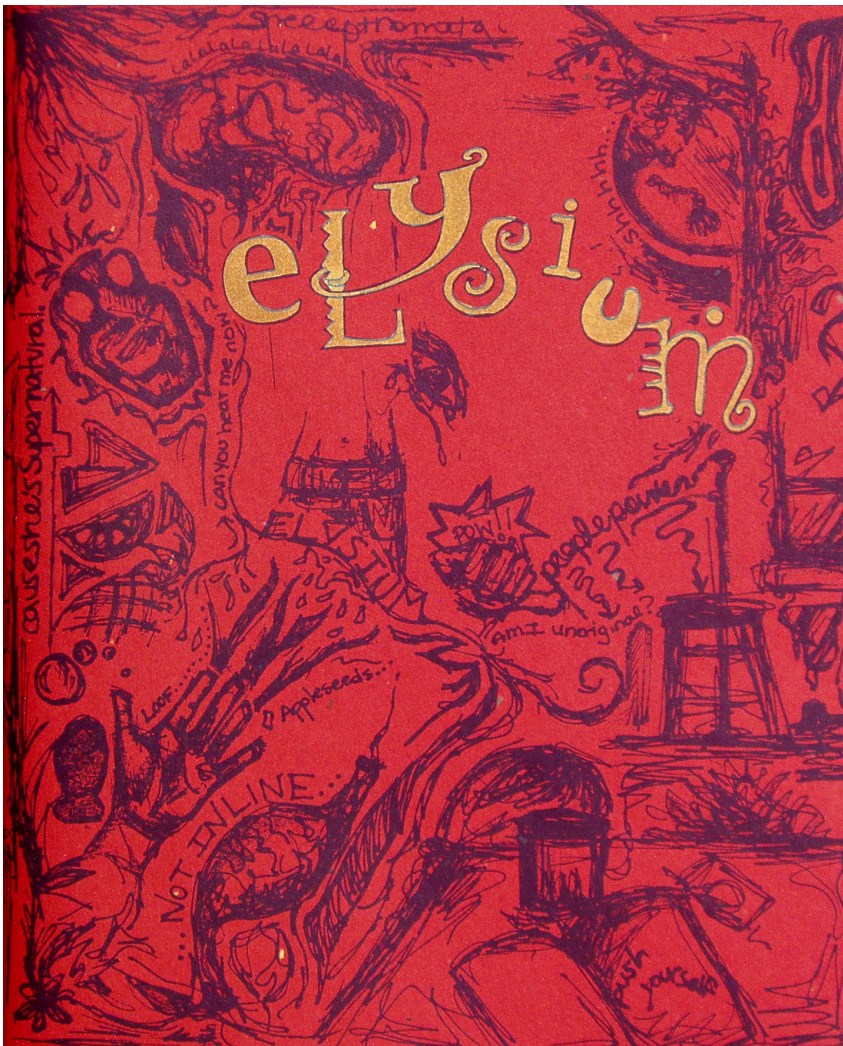
COPYRIGHT ➤

It is the responsibility of the customer to obtain written permission from the copyright holder before we can print copyrighted material.

The person who submitted the printing request and Dutchess BOCES could be liable for damages if copyrighted materials are reproduced in violation of copyright law. We will delay reproduction of copyrighted work until proper authorization is submitted to us in writing.

SCHEDULING ➤

Standard lead-time for the BOCES Print Shop is ten working days from final proof approval. We can meet your needs if a job is required sooner. Please inform us if your print job is time-sensitive so appropriate production time is scheduled to accommodate your special event.

Many jobs require considerable time to produce if the job requires pre-press or post-production operations or if significant quantities are ordered. These circumstances should be taken into account when scheduling your due date. Rush jobs may be accommodated by communicating with Print Shop staff.

INKS ➤

We carry a variety of inks, including soy-based inks that are easier on the environment. We stock a large number of Pantone® ink colors, and can match inks to your specifications, or special order the ink you desire.

PAPER ➤

The Print Shop does not accept supplied stock or materials (envelopes, paper, etc.) from districts.

Below are some of the types of papers stocked in the Print Shop purchased by cooperative bids that may help you select the right paper for your printed piece economically. Non-stock papers are available as special orders as required.

Text
20#, 50# papers available in white and assorted colors. Heavier text weights such as 70# and 80# are available via special order.

Cover
60#, 65#, 80# heavy stock that is used for book covers, cards, etc. We carry a wide variety of colors from white opaque to bright hues.

Opaque
Paper that is difficult to see type and images through, useful for better quality booklets. We carry 70# white text.

Index
Is used wherever a stiff, inexpensive paper is required and must accept writing inks easily. Index is in stock on 90#, 110# 140# in white. Some heavier weights are stocked only in white. Please call for details.

Envelopes

We carry a large supply of envelopes in most sizes to suit your needs.

Regular and Window Envelopes in standard and off-standard sizes
Security Envelopes
Catalog Envelopes

Carbonless

Used for business forms that require multiple copies of one form. Pre-collated sets have standard color sequences from 2 part to 6 part. We can do custom collation, if desired, i.e., a multiple part form all in one color.

Standard Colors for stock carbonless forms:

2 part - white, canary
3 part - white, canary, pink
4 part - white, canary, pink, goldenrod
5 part - white, green, canary, pink, goldenrod
6 part - white, blue, green, canary, pink, goldenrod

COPY SUBMISSION GUIDELINES ➤

For best results, follow the steps below for preparing desktop publishing files for submission to the Print Shop:

1. A complete digital copy of the desktop publishing source file.

2. A copy of the fonts used in the job.

3. Include all linked graphic or photo files used in the job.

4. Scan at the proper resolution for printing: 300 dpi.

5. Include a hard copy of your job with the order.

We Accept...

Adobe InDesign®, Illustrator®, PhotoShop®, Windows® PC or Macintosh® format, PDF's, Microsoft Word®, PageMaker® 6.5 on 3.5 disks, CD ROMs, or camera-ready copy. You may send us your files on your jump drive, but we are not responsible for the potential loss of property.

We also accept Microsoft Publisher® files with reservations. It is important to note that Microsoft Publisher® is a word processing program that allows you to build simple publications to print on your laser printer. Because it does not have the scope of printing industry standard programs such as Adobe InDesign® or QuarkXPress®, using it can cost you more in pre-press if your file is prepared improperly. In most cases it is best to convert your Publisher file to PDF and submit as print-ready or contact us with any questions.

File Preparation

All elements used in the creation of a document (artwork, scans, fonts and images) should be grouped with that document in a folder and saved onto a disk for submission.

Camera-Ready Copy

The term "camera-ready" means that the mechanical or original you supply us is complete, with all elements in position and ready as is to be converted into negatives for the presses or scanned into the production copiers.

When submitting camera-ready copy for reproduction, please send clean originals. Do not send in copy on colored paper. A minimum of 3/8" margin is required on all sides. Typewritten originals should be clean and black (not blue) ink for superior reproduction.

Preparing Artwork

Graphics (line drawings) should be drawn in black ink (not pencil). When more than one color is to be used in printing, the artwork must be separated or broken down into color components. Do not use tape on original drawings.

Photographs

Original photographs must be submitted properly labeled for identification, and attached to a separate sheet so that we can crop or scale to correct proportion. Do not place tape on the image side of photographs, graphics, or text.

Proofs

Any changes to a previous run or new items that the Print Shop designs will automatically generate a proof for your review in order to correct mistakes in format and typographical errors. Proofs may either be offered via fax or an emailed

WEBUTUCK CENTRAL SCHOOL DISTRICT
2006 ~ 2007 CALENDAR

Monica Ramos
Grade 11

PDF. Both are accompanied by a Proof Sheet that directs Print Shop staff to make corrections and submit a new proof or a signature indicating your approval. By signing the Proof Sheet, the customer takes full responsibility for the content of the printed piece. Remember, these additional proofs may add cost and time delay to the finished piece.

The job enters production only upon receipt of the signed proof.

Although the Print Shop staff will check for errors and omissions, the final responsibility for proofreading rests with the client.

Fonts

All fonts must be included on your disk, including fonts used in any graphic files. Postscript fonts generally output better than TrueType fonts. Open Type fonts function in either Windows® or Macintosh® operating systems.

Color

If you are submitting a job that has two colors, make sure they are spot colors and not process colors. Contact us if you are not sure how the color in your document will print. Our presses are capable of printing one and two-color. Full color is printed on our production copier and in most cases more costly than single color. Often, files are submitted with the wrong type of color settings which costs time and money to correct.

Please send color separations of each page for 2-color jobs as well as a color composite with spot colors specified on the Job Order Form and the sample. This gives us something for comparison and supplies us with a visual reference.

Digital Photos

Scan your images or photos at 300 dpi. Scan them at the size you'll use in your job so you'll import them into your job at 100%. For black and white line art scan a minimum of 600 dpi. Save your images in a CMYK mode for color (not RGB), gray-scale mode for grayscale and bitmap mode for line art. Save the images in TIFF or EPS format. JPEGS must be converted.

Images to be printed need to be provided at a minimum of 300 dpi in order to achieve quality output.

Print Area

The print area, the space which the printer can apply ink or toner, is usually smaller that the actual size of the paper to allow for the margins.

Your page layout should always have (top, bottom, right, left) margins with a minimum of 3/8" to allow for gripper / imaging requirements.

PRE-PRODUCTION SERVICES ➤

Typesetting / Layout / Design

The Print Shop offers a full range of design services that include everything from a single project to a full campaign. Copy for typesetting should be submitted when possible digitally in a word processing program such as MicroSoft Word® along with a hard copy of the file. A duplicate set of all copy should be kept for reference. Please contact us with any questions you may have. If you have changes to a printed piece we have previously typeset, please indicate those changes in red on your sample and submit with the Job Order Form.

FILE CONVERSION ➤

We can convert your file to a digital format or create interactive forms to post on your website. Please contact the Shop for more information.

PRODUCTION SERVICES ➤

Copying – Black and White

The Print Shop has two 110 ppm black and white production copiers with multiple in-line post-production features at competitive prices. The redundancy of having two identical machines allows for faster turnaround and less down-time during equipment servicing. This is especially critical during peak production times.

Copying – Full Color

The Print Shop at Dutchess BOCES is proud to announce that we have recently acquired a full color production copier that prints 90 ppm. This color solution provides a wide variety of choices in media weights and sizes, finishing capabilities and Pantone® color matching at a price that is unbeatable. Please call for a quote.

Wide-Format Printing

We can create oversized prints up to 24" wide x 100" long or smaller in full color or black and white. We design, print and laminate posters to meet your district needs. We can also take your high resolution PDF file and scale to your desired size. Because of the print quality of wide-format printing, output speed varies depending on the saturation of color within the piece. Please allow extra lead-time for large quantities and if you want the prints laminated.

Offset Press

Our offset press is available for the purpose of printing large quantity runs, carbonless forms, permanent records in 1 and 2 color at inexpensive prices. In general, the greater the quantity, the lower the per piece cost. Low quantities in color may be more cost-effective when run on our full color production copier. Please ask us for more information.

Envelopes

The Print Shop has a press exclusively for printing envelopes in 1 or 2-color in a large variety of sizes that are available in stock for fast turnaround.

FINISHING SERVICES ➤

Jobs that have multiple sheets of paper need instruction for binding unless you need your job unbound (collated or uncollated).

Listed below are descriptions of the types of binding typically used by our print shop.

Coil Binding

Is a plastic spiral that coils through many small holes on the side of the paper. The book will easily open back on itself, but is difficult to add pages afterward.

Saddle-Stitch Binding

Uses two staples inserted in the fold of the paper. Saddle-stitch bound booklets require a page count in multiples of four as each sheet of paper makes four pages in the booklet. If this is not provided, you may have undesired blank pages in your book.

Side-Staple Binding

Combines all the text pages and covers and stitches them together with staples on the left side of the book cover.

Folding

Our high-speed production folder can fold your job in many different ways. We fold at a maximum speed of 13,000/hr. for fast turnaround. If you are submitting files, please contact us at the Shop so we can you assist in preparing your files correctly for the best result possible.

Perforating/Numbering

We can perforate your printed piece so you may use it alone or for tear-out forms included within a booklet. We can crash number your item in red or black ink. File preparation for jobs such as this can be tricky depending on the size of the item. Please call us for assistance if you are preparing the file yourself.

Laminating

Laminating is a service the Print Shop offers to the schools to protect and preserve educational materials that are to be retained permanently in the district.

We can laminate 24" wide up to 100' long, but the length depends on a few factors that we can review with you as needed. Items printed on thin or tissue paper, or output on a wax-ink printer can't be laminated. More time to produce a laminated job may be required.

The Print Shop is not responsible for original items damaged in the laminating process. All original materials are laminated at the risk of the owner.
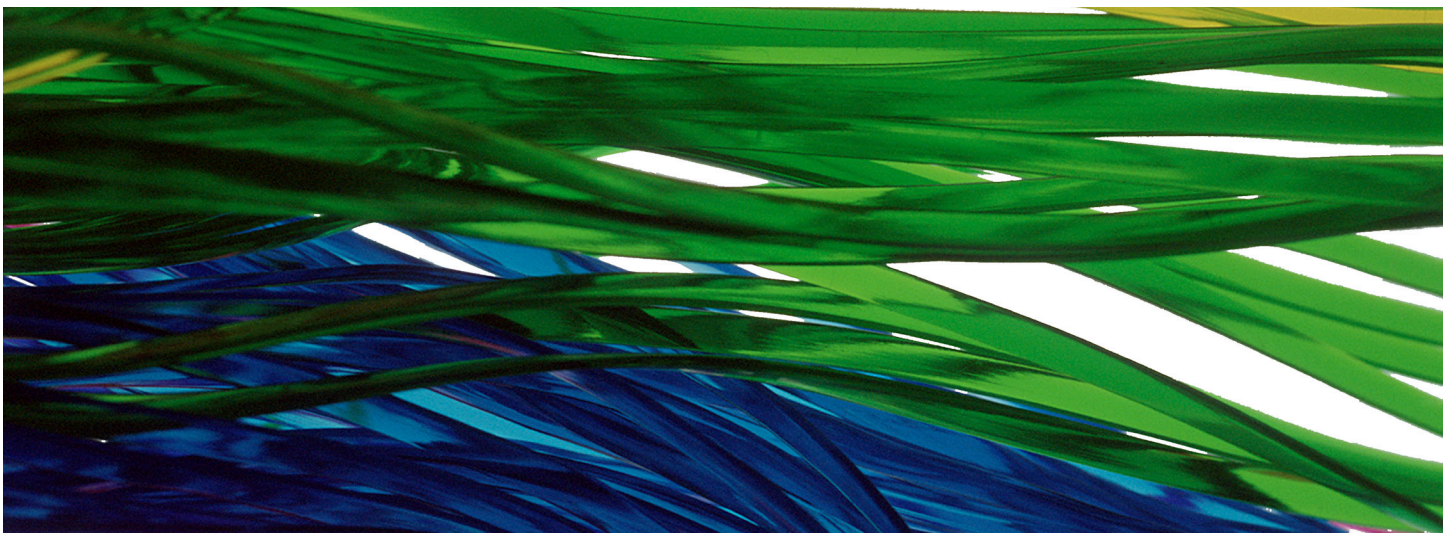
WHAT'S THE PRINTER SAYING? ➤

Printers use terminology that can be confusing, so this guide may help you understand what on earth we're talking about...

AGAINST the GRAIN - Folding or feeding paper at right angles to the grain direction of the paper.

ART - All illustration copy used in preparing a job for printing.

BACK AND WHITE - Originals or reproductions in single color, as distinguished from multi-color.

BLEED - A bleed occurs when your design requires the ink to print to the very edge of the paper.

CAMERA READY - This is art on board or paper output that can be photographed. If there is more than one color, they should be separated to different boards or sheets. A composite of your separations should also be included as a guide for stripping of the film for press. Photographs should not be included within the camera-ready art, but photographed as "half tones" in a separate process.

CAPS AND SMALL CAPS - Two sizes of capital letters made in one size of type, commonly used in most roman type faces.

COLLATE - In binding, the gathering of sheets or signatures.

COLOR SEPARATION - In photography, the process of separating color originals into the primary printing color components in negative or positive form.

COPY - A furnished material (typewritten manuscript, pictures, artwork, etc) to be used in the production of printing.

COVERAGE % - The amount of ink on the page. Always let us know if there are large solid areas of 100% ink on a job and the overall ink coverage. It better allows us to place your job on the appropriate equipment and in some cases adjust the cost of the job.

COVER INK - The cover portion, if different from the text.

COVER STOCK - This is the paper you require for the outside 4 pages of your periodical, providing that it is different from the text.

CROP - To eliminate portions of the copy, usually on a photograph or plate, indicated on the original by "crop marks."

DUMMY / MOCK UP - A preliminary layout depicting the position of illustrations and text as they are to appear in the final reproduction. A set of blank pages made up in advance to show the size, shape, form and general style of a piece of printing.

FLUSH LEFT (OR RIGHT) - In composition, type set to line up at the left (or right).

FOLD TYPE - The type of fold you require in order to finish your piece. A letter fold is a paper folded in thirds with each end folding towards the center. A "Z" fold differs in that one third of the sheet folds to the front and the other to the rear and so on.

FONT - In composition, a complete assortment of letters, numbers, punctuation marks, etc. of a given size and design.

FORMAT - The size, style, type page, margins, printing requirements, etc., of a printed piece.

GENERATION - Each succeeding stage in reproduction from the original copy.

GRIPPER EDGE - The leading edge of paper as it passes through a printing press.

GUTTER - The blank space or inner margin, from printing area to binding.

HALFTONE - The reproduction of continuous-tone artwork, such as a photograph, that recreates your image as a series of dots required in printing.

HARD COPY - The permanent visual record of the output of a computer or printer. Also, the material sent to a typesetter in typed form, for conversion into typeset material.

HOLE PUNCH - Punching or die scoring holes in the piece to allow for binder or other use.

INSERT - A printed piece prepared for insertion into a publication or another printed piece.

LAYOUT - The drawing or sketch of a proposed printed piece.

MECHANICAL - A term for a camera-ready paste up of artwork. It includes type, photos, line art, etc., all on one piece of art board.

NEGATIVE - In photography, film containing an image in which the values of the original are reversed so that the dark areas appear light and vice versa.

NUMBER OF PAGES - How many pages does your book printing or brochure printing have? This is different from how many sheets of paper. For an "apples to apples" and easy to quote them it is best to always deal in page count and not sheet count for a given item.

OPACITY - That property of paper which minimizes the "show through" of printing from the back side or the next sheet.

OUTPUT FILM - To rip your digital files or art as final film.

OUTPUT READY DISK - A disk that is complete and does not require any further production other then to "rip" (the conversion from digital to analog) to film. This disk should also contain a folder for all of your images and another for your fonts used.

PRINT QUALITY - In paper, the properties of the paper that affect its appearance and the quality of reproduction.

REAM - Five hundred sheets of paper.

PERFORATE / SCORE - To perforate or die score in holes that allow one to cleanly remove a coupon or page from the piece with ease and not destroy the piece. If the perforation goes from top to bottom, that is a vertical perforation. If from side to side, it is a horizontal perforation.

SADDLE STITCH - Two staples added to the center of the piece on the fold line, with the head of the staple on the outside of the folded piece.

SET TYPE - To chose the appropriate font (typeface) and type your copy and laying it out on the page.

SPREAD / FLAT SIZE - This is the flat and trimmed size of your printed piece before folding. (Example - an 8 1/2 x 11" 4 page brochure spread out as a 2 page "spread" would be 17 x 11 ") *NOTE - in printing the width is always the first dimension given.*

STRIPPING - The positioning of negatives on a flat prior to platemaking.

TEXT INK - The ink you require for the inside of your piece. This is described by the number of inks you require and the two numbers used are separated by a slash sign /. If the front of your piece has 2 colors and the back has 1, then your piece would be described as 2/1 or "two over one". There are 2 main kinds of inks, CMYK (cyan, magenta, yellow and black) for process printing, and Pantone® inks also known as spot color. PMS stands for Pantone Matching System®. This a universal system used in the printing industry to pick the same color every time. *NOTE - always count on a slight variation of color from paper to paper, press to press and run to run.*

TEXT STOCK - The paper you require for the inside of your periodical. If there were not a separate cover, then would be the stock for the entire piece (i.e. A "self cover")

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