

# PRINTMEDIA

## Checking proofs

### Helpful hints and tips

#### Grab a cup of tea and find somewhere quiet

You'll need a print-out or a PDF on screen of your final artwork for reference. It's easy to check what's on the proof, but all too often, people don't spot when an element has dropped off completely or a word has been spelled incorrectly. Make sure you double check names, telephone numbers etc.

#### Get a fresh pair of eyes

After looking at the same job time and again, it's good to get someone else to check, particularly when it comes to proofing text. When you know what's coming next, it's easy to skim over words or fill in the blanks if something's missing. Calling telephone numbers and typing lengthy URLs into your browser are simple ways of checking these details. It's far better to wait a while to check a proof properly than rush and find the money for a re-print.

## Proof checklist

Before you sign off your proof, make sure that you and your colleague have ticked all the relevant boxes below. Do not sign if you require any changes, only ever sign your final copy when approved.

- Spelling and grammar  
Watch out for words the spell check won't catch, such as it's/its, their/there, your/you're, were/where, then/than, and to/too.
- Consistent and correct spelling of specialised words  
Such as product or brand names, and terminology.
- Duplication  
Check for two identical words or numbers that are next to each other.
- Punctuation  
Is it correct and consistent throughout?
- Contact details  
Check that contact names, telephone, and fax numbers are correct. Also check email and web addresses.

## Amendments

It is your responsibility to check the artwork and ensure it meets your requirements. Please take the time to carefully check all the steps outlined above.

If you require a printed sample of your artwork through our digital printer, please call PrintMedia and have this arranged.

If your artwork requires changes, you are required to either email, fax or drop by our PrintMedia design department with the specified amendments outlined. Our qualified graphic designers will make those changes and resubmit the proof.

## Colour

### - offset

The printed proof for your offset job will not be printed on the same stock as your print job, due to setup cost prices. So therefore, please bear in mind that there are bound to be some differences between the proof and the completed job. If colour is critical, you should request a press check.

### - digital (see also our digital print requirements sheet for detailed information)

The colour in digital proofs is made up from the 4 process colours (CMYK), so if your job is spot colour (specified from a Pantone), you should use your Pantone swatch book as an indication of the final colour. If required we can provide a printed proof for you on the stock your job is set to be printed on (charges may apply).

## Images

When checking images on the PDF for approval it is important to be aware that they are not set up for print, they may appear at a lower resolution. This is to reduce the file size, ready to send through email.

- Logo  
Check it's the correct version, as well as consistency of size and positioning.
- General layout and colour/imagery  
If it's a product shot, make sure it's the correct model and most up-to-date shot.  
Check any final retouching meets with your approval.
- Product codes and reference numbers
- Overall consistency with other materials
- Pagination  
Is the document's size, page numbering and ordering correct?
- Small print  
Have you added this where relevant and checked the content to ensure legal compliance?
- Has someone else read the proof and completed the checklist?
- Have you and a colleague signed the proof?

## Approving your artwork

When satisfied that all details are correct, please either:

- email through an approval
- fax through a signed copy of artwork
- drop by PrintMedia with a signed copy of the artwork (we do not accept verbal approvals)

**Design department - [design@printmedia.com.au](mailto:design@printmedia.com.au)**  
**Prepress department - [prepress@printmedia.com.au](mailto:prepress@printmedia.com.au)**

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## Artwork Requirements

### Helpful hints and tips

This checklist is provided to ensure your job progresses through production without any delays or additional costs. By following the below recommendations you will minimise the risk of a print production error. If possible, supply laser printout of file along with the digital file.

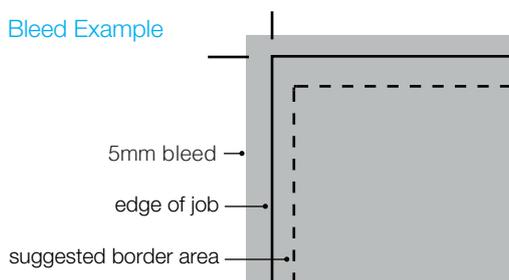
- **Acceptable formats** - We prefer press ready pdf's supplied. However we will accept packaged inDesign files, high quality Photoshop files, jpegs or tiffs. For best print results, artwork is best created in such programs as Illustrator, InDesign, or other vector-based design software. Otherwise Photoshop, Paintshop or other graphics programs can be used as long as they can create a high-quality 300 DPI or greater bitmap graphics output file. Other files can be used, please check with us first. Files in Microsoft Word, Publisher etc are not print ready. If these files are provided to us, they need to be converted to a PDF file, so this will incur extra charges. You are required to view a proof as elements on your artwork may have changed.
- **Images** - All images saved as 300dpi at 100% of the size. This resolution will ensure that your design will appear crisp and sharp instead of blurry.
- **Fonts** - Outlining or embedding the fonts that you use in your files means we can print them even if we don't have those particular fonts installed on our computers and they will look exactly the way you want them to.
- **Colours** - All colours and images to be in CMYK unless job is spot colour. DO NOT USE RGB, these will print discoloured and dull. If you provide it in other colour modes we can convert it for you, but you should carefully check any

colour shifts before approving for print. For a rich black please supply black as c40%, m40%, y40%, k100%. Delete all unused colours from your colour pallet.

- **Correct size** - Dimension of artwork should be correct, print and cut out the proof to ensure the right sizing. Supply single page files for each page or side (2 sides = 2 pdf files, 1 front 1 back).
- **Trim marks** - Please include trim marks on your final pdf. Look for crop marks or trim lines and make sure it is not cropping any important graphics or text off. If the artwork should bleed out, the graphic should continue beyond the trim. If the artwork has a white border, make sure to check the thickness of border is satisfactory.
- **Bleed** - Requirement is 5mm added to outside trim marks (see diagram). Cutting varies up to 1mm so bleed is important.
- **Safe area** - Make sure no graphics or text is less than 5mm away from the trim or fold, or it might be cut off since the trim line will slightly shift during actual production.
- **Working files** - If there is any likelihood of alteration, supply the working files. This includes all images and fonts.
- **Special effects** - Look for any drop shadow and transparency effects, make sure they show up correctly.

Remember, when you sign off on a proof, you indicate that everything on the proof is correct. If a problem is discovered afterwards it is likely that you will incur additional costs to fix it as you have approved it the artwork as correct.

Bleed Example



## How to create a PDF from Illustrator

In Adobe Illustrator, simply go File > Save As... and select Adobe PDF as the Format, choose where you want your PDF to be saved and hit Save. In the Save PDF dialog box that follows you can choose the Press Ready Preset. The tabs on the left side will be largely left to the default setting of the preset. But you need to add crops and bleed as discussed above. Then hit Save PDF.

## How to create a PDF from InDesign

In Adobe InDesign, simply go File > Adobe PDF Presets... and select Press Quality. Choose where you want your PDF to be saved and hit Save. In the Save PDF dialog box that follows you can add bleed and crop marks from the tabs along the left side. Then hit Export PDF.

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## Digital Printing

Digital printing is an economical option for small print runs. The time it takes to set up a job is minimal and the turnaround for jobs is quick.

The following outlines what to be aware of when choosing to proceed with digital printing.

- **Supplying Artwork for Digital Printing**

When supplying artwork please ensure that all colours and images are CMYK. Make sure all fonts are embedded and/or outlined so the font does not change when printing out. Make sure all images are 300dpi. Please include trim marks and at least 3mm bleed on your document and 5mm bleed for books.

- **Solids and Gradients**

Transparencies, large solid blocks of colour, gradients, and halftones, especially shades of grey, may not print smoothly. This is called banding and this usually occurs more frequently on coated stocks.

- **Pantone Colours**

Pantone colours will change when printed on the digital printer as this only prints on CMYK. We can match the Pantone colour as best as we can. To do this we will have to edit the colour in the file and this will incur extra charges, so best to ensure no spot colours are used. Also, please be aware that fluro and metallic colours cannot be reproduced.

- **Colours and Paper Stocks**

Colours will vary on different paper stocks and weights. If you would like to see a proof on different stocks and weights we can organise that for you. This may incur extra charges.

- **Colour Consistency**

Colour consistency is an issue with digital printing. Colours change from day to day and we have limited control over this. However we do our best to match previous samples that we have printed and that have been printed elsewhere. If colour consistency is important we will spend the time to match the colours as best as we can. If you are concerned about the colour you can check a printed proof.

- **Fonts**

Thin typefaces in a light colour on a darker background will appear thinner than they actually are as the darker colour will bleed into the lighter colour. This runs the risk of illegibility. A slight stroke may be needed to prevent this from happening.

- **Stroke Weights**

Like thin typefaces, thin stroke weights can appear thinner than expected even on a white background. Keep lines more than 0.5 in stroke weight to minimise the risk of the lines dropping out.

- **Borders**

Do not design digital jobs to have any borders or elements that require registration. There is some movement between prints in digital printing.

- **Folding**

Digital printing uses toners rather than inks so is more prone to cracking when folded.

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## Group Run Special Specs

### Business Card

Finished size - 90x54 mm  
Bleed size - 94x56 mm  
Safe area - 84x48 mm

### Double Card Landscape

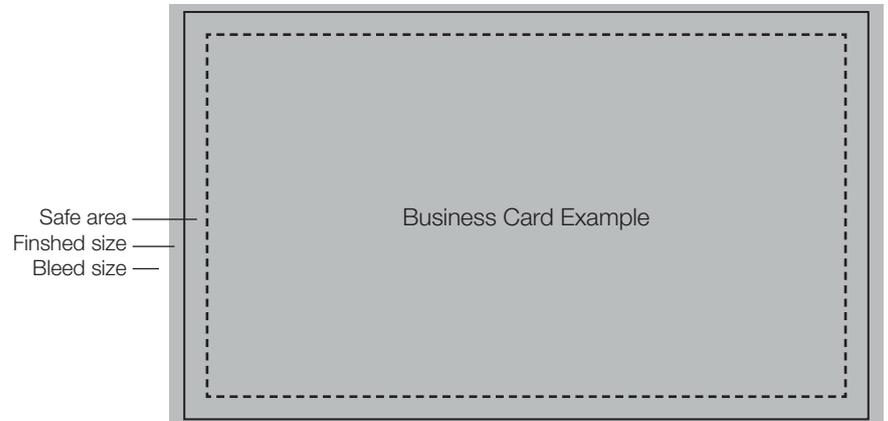
Finished size - 184x54 mm  
Bleed size - 188x58 mm  
Safe area - 178x48 mm

### Double Card Portrait

Finished size - 100x90 mm  
Bleed size - 112x94 mm  
Safe area - 104x84 mm

### Custom Size Card

Bleed size - add 2mm on each side  
Safe area - 3mm inside finished size



## Artwork Requirements

When supplying artwork for Group Run Specials please ensure that the following requirements are met. Any artwork that is supplied incorrectly may produce delays in production.

- **Size** - Make sure that the finished size and bleed matches the sizes as seen above. Please do not include trim marks.
- **Colours** - Please convert all colours to CMYK. Make sure your file has no RGB or Pantone colours. If you provide it in these colour modes we can convert it for you, but you should carefully check any colour shifts before approving for print.
- **Fonts** - Fonts must be embedded or outlined so that the fonts do not change.

- **Images** - All images must be 300dpi or higher and saved as CMYK. Low resolution images will not print sharp and crisp and may turn out blurry or pixelated.
- **Effects** - All transparency effects must be flattened.
- **Saving PDF** - PDF files must be saved as version 1.5 (Acrobat 6) or less. If your card is double sided please supply the front and back as separate PDFs.
- **Safe area** - make sure all graphics or text is inside of the safe area, as there is variations of up to 1mm when trimming.