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.

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 or an ISO proof (charges apply).
- 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 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.

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.

☐ 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?

Amendments
It is your responsibilty 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 (extra cost may occur).
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.

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
Prepress despartment - prepress@printmedia.com.au