

Following the steps below will help both you and your printing service get the results you want. This checklist assumes you've already read "Printing" in your *Publisher Companion*, and you know what kind of printing you need.

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## Part A — Call several printing services to find one that meets your needs

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If you need high-resolution printing (1200 dpi or higher), or spot color printing:

**For medium-resolution printing (300-600 dpi), or full-color printing:**



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## Part B — Before you create the final version of your publication, visit the printing service you've chosen, and discuss the following things

**For high-resolution or spot color printing**, you'll need film created by an imagesetter, that will then be printed on a printing press. If you choose a printing service that does both imagesetting and printing, you can get all your questions answered in one visit. If you're working with separate imagesetting and printing services, you may need to talk to both.

### **Paper type**

In addition to being an important part of the look of your finished publication, the type of paper you choose can impact how colors, photographs, and other elements appear when printed. Your printing service can show you examples of different papers stocks and recommend one that fits your needs.

Paper type  
Cost per sheet

### **Fonts**

If your printing service has Publisher, and asks you to bring in your finished publication as a Publisher file, you will need to be sure they have all the fonts you use in your publication. Fonts 'live' on a specific printing device or computer. Fonts in your publication may be on your computer, but not your printing service's. Check to be sure that your service has each font your publication will use. If they don't, ask how they plan to get a copy of the ones they need.

My publication contains the following fonts:

If your printing service does not have Publisher, you'll be bringing in your finished publication as a PostScript file, so you won't have to worry about fonts. All the fonts in your publication are included in the PostScript file.

### **Scanned images and photographs**

If your publication contains photographs or other scanned images, ask your printing service at what resolution the photographs should be scanned. If you don't have the proper scanning equipment, most printing services will be able to scan images for you.

I will scan my own images, at this resolution:  
I need images scanned, for a fee of per scan.

### **Note to the printing service:**

By default, Publisher does not include any halftone screen information in the PostScript files it creates. This allows you to set the screen frequencies at your printing device, or simply use the device defaults. For a list of defaults for Publisher's generic PostScript driver, see the Note on the next page.

## Questions for your printing service — continued

### **Ink color for spot color(s)**

If your publication uses spot color, bring in a sample of something that's the color you want. Even though you see color in your publication on screen, you have to tell your printing service exactly what color ink to use. If you bring in a sample, they'll be able to identify the color more easily.

Spot color 1 ink

Spot color 2 ink

Cost per color

Ask your printing service about color pricing. Many services buy certain colors of ink in quantity. If you're not attached to an exact shade of red, for example, their 'house red' may be less expensive than other shades.

### **Choosing a printing device**

The Outside Print Setup command on Publisher's File menu lets you choose a generic PostScript printer driver that allows your publication to print on most printing devices.

If your printing service requires you to set up your publication for their specific printing device, they may need to give you a disk containing software for that printing device, and you will need to install it in Windows.

\_\_\_\_\_ I will use Publisher's PostScript printer driver.

\_\_\_\_\_ I will use a specific printer driver file for the \_\_\_\_\_ printing device.

If your printing service supplies you with printer software, be sure they give you a *.ppd file*, and that it's a Windows 95 version. For instructions on installing and selecting a *.ppd file*, type "Installing outside printer drivers" in Publisher's online Help.

**It's important to decide which printing device you'll use, and set up for it, before you create the final version of your publication. Each time you set up for a new printing device, your publication layout changes slightly. You then need to check your layout carefully and correct any unwanted changes.**

### Note to the printing service:

Publisher provides and installs two generic printer drivers, one optimized for imagesetters, and one for medium-resolution, continuous-tone color printers. When the user sets up a publication for an outside printing service, the appropriate generic driver is chosen automatically, unless the user specifies otherwise.

The default settings for Publisher's generic printer drivers are:

Paper source:      AutoSelect Tray

Copies: 1

Resolution:      Use printing device settings

Screen angles:    Use printing device settings

Screen frequencies:    Use printing device settings

Negative/Positive:    Positive

Emulsion:      Up

Scaling: 100%

Layout: 1 up

Color calibration: Off

## Additional services—things you may or may not need

### **Having your printing service print a proof**

A proof is a sample copy that your printing service makes before they run the final job. It enables you to check for errors and verify colors.

I will pay \_\_\_\_\_ for a proof copy before the final printing.

I don't need a proof copy.

### **Trapping (spot color publications only)**

The margin of error in printing presses can cause tiny white gaps to appear between colors when spot color is printed. Printing services can use trapping software to correct this. Ask your printing service to show you examples of trapped and untrapped color, so you can decide if you need trapping.

I will pay an additional fee of \_\_\_\_\_ for trapping.

I don't need trapping.

### **Additional printer marks**

By default, Publisher adds the following printer marks to your publication:

Crop marks, registration marks (spot color publications only), date and time, page range, and publication name.

For a few publication types, your printing service may need to add additional information, such as fold marks.

I will pay \_\_\_\_\_ for the following printer marks: .

I don't need additional printer marks.

**Folding** Following the steps below will help both you and your printing service get the results you want. This checklist assumes you've already read "Printing" in your Publisher Companion, and you know what kind of printing you need. Tell them what kind of publication you're creating, how many pages it will have, and how many copies you'll need (for example, "I need 500 copies of a 2-page brochure"). Then ask the following questions: Can they create output with resolutions greater than 1200 dpi? Required Do they do imagesetting, printing, or both?

(Imagesetting creates a film version of a publication, which is then printed by a printing device.) Service bureau Printer Both (If your publication uses spot color) Can they print spot color? Required (If your publication uses two spot colors) Can they print two spot colors, or just one? Required Are they familiar with printing from Microsoft Windows?

(Recommended.) Y N Do they have Publisher 97?

(Recommended.) Y N Roughly how much will it cost to print your publication?

They won't be able to give you an exact figure until you've thoroughly discussed the details of your printing job, but they should be able to ask a few questions and give you a general idea. Estimate

Tell them what kind of publication you're creating, how many pages it will have, and how many copies you'll need (for example, "I need 40 copies of a 2-page brochure"). (If your publication is full color) Do they have a medium-resolution color printer (300 to 600 dpi)? Required Are they familiar with printing from Microsoft Windows?

(Recommended.) Y N Do they have Publisher 97?

(Recommended.) Y N Roughly how much will it cost to print your publication?

They won't be able to give you an exact figure until you've thoroughly discussed the details of your printing job, but they should be able to ask a few questions and give you a general idea.

**Estimate** For medium-resolution printing (300-600 dpi), or full-color printing: When you visit your printing service, bring a document that's similar to the one you'll be printing. It will give them an idea of the general result you're aiming for, and may help them make recommendations about paper type, printing resolution, and other things. For high-resolution or spot color printing, you'll need film created by an imagesetter, that will then be printed on a printing press. If you choose a printing service that does both imagesetting and printing, you can get all your questions answered in one visit. If you're working with separate imagesetting and printing services, you may need to talk to both. Paper type In addition to being an important part of the look of your finished publication, the type of paper you choose can impact how colors, photographs, and other elements appear when printed. Your printing service can show you examples of different papers stocks and recommend one that fits your

Be sure you have everything you need when you hand off your finished publication

Getting your file to the printing service

A floppy disk holds 1.44 megabytes of information. If your publication is smaller than this, you can just copy it onto a floppy disk and bring it in. If your publication is bigger, you will either have to compress it to fit it on a disk, or send it by modem, if you have one.

If you already have a compression program, make sure your printing service has the same program; otherwise, they won't be able to uncompress it. The most commonly used program is PKZIP. If you don't have PKZIP, you can obtain it in North America by calling (414) 354-8699 and talking to a sales representative. Outside North America, consult your printing service.