Printing Service Checklist

Following the steps below will help both you and your printing service get the results you want. This checklist assumes you've already read the Help topic "Decide which printing service options you will use" and know what kind of printing you need. To see that topic, in the Help Index, type **Printing services** and then click **options**.

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

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

For full-color printing, or medium-resolution printing (usually between 400 to 600 dpi, and occasionally even higher):

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

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.

Note: 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.

For all types of publications, discuss all of the following with your printing service:

Paper type

In addition to being an important part of the look of your finished publication, the type of paper you choose can affect 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 **does** have 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 on the computer at your printing service. 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 graphics and photographs

If your publication contains photographs or other scanned graphics, 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 graphics for you.

I will scan my own graphics, at this resolution:
I need   graphics 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.

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 Set Up Publication command lets you choose a generic PostScript printer driver that allows your publication to print on most printing devices. On the File menu, point to Prepare File For Printing Service, and then click Set Up Publication.

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 compatible with your version of Windows. For instructions on installing and selecting a .ppd file, type **Installing printer drivers** in Publisher's Help Index, and then click **from disks**.

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 a 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 matching: *Off*
Extra page sizes: *Use when appropriate (imagesetter only)*

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

If your publication requires folding, your printing service may provide this for many common publication types, such as brochures and newsletters.

    I will pay   for the following type of folding: .
    I don't need folding.

Trimming

If you have a folded, multiple-page publication such as a newsletter, you may want the edges of the pages trimmed after they're folded to make them even, since pages never align exactly when folded.

    I will pay   for page trimming.
    I don't need trimming.

Cutting

If your publication is smaller than a full sheet of paper, for example, business-card size, your printing service can cut it to size for you.

    I will pay   for cutting to the following size: .
    I don't need cutting.

Bleeds

Bleeds are objects that print all the way to the edge of the page, so that the ink "bleeds" off the paper. Most medium-resolution printers can't print all the way to the edge of a sheet of paper. If your publication contains any bleeds, discuss them with your printing service to be sure that your design can be printed on their equipment.

    My publication contains one or more bleeds.
    My publication doesn't contain any bleeds.

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

Getting your file to the printing service

Most floppy disks hold 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.

Three commonly used compression utilities are:

PKZIP. With this compression utility, you must use up to 8-character filenames. You can obtain PKZIP in North America by calling (414) 354-8699. Elsewhere, ask your printing service. More information is available on the World Wide Web at http://www.pkware.com/.

WinZip. This compression utility is widely used by Windows 95 and Windows NT users. You can obtain WinZip in North America by calling 1-800-242-4775. Elsewhere, ask your printing service. More information is available on the World Wide Web at http://www.winzip.com/ccard.htm.

Norton Utilities. You can obtain Norton Utilities in North America by calling 1-800-441-7234. Elsewhere, ask your printing service. More information is available on the World Wide Web at http://www.symantec.com/nu/index_product.html.

After obtaining the compression utility, follow the instructions provided with it to compress your publication file.