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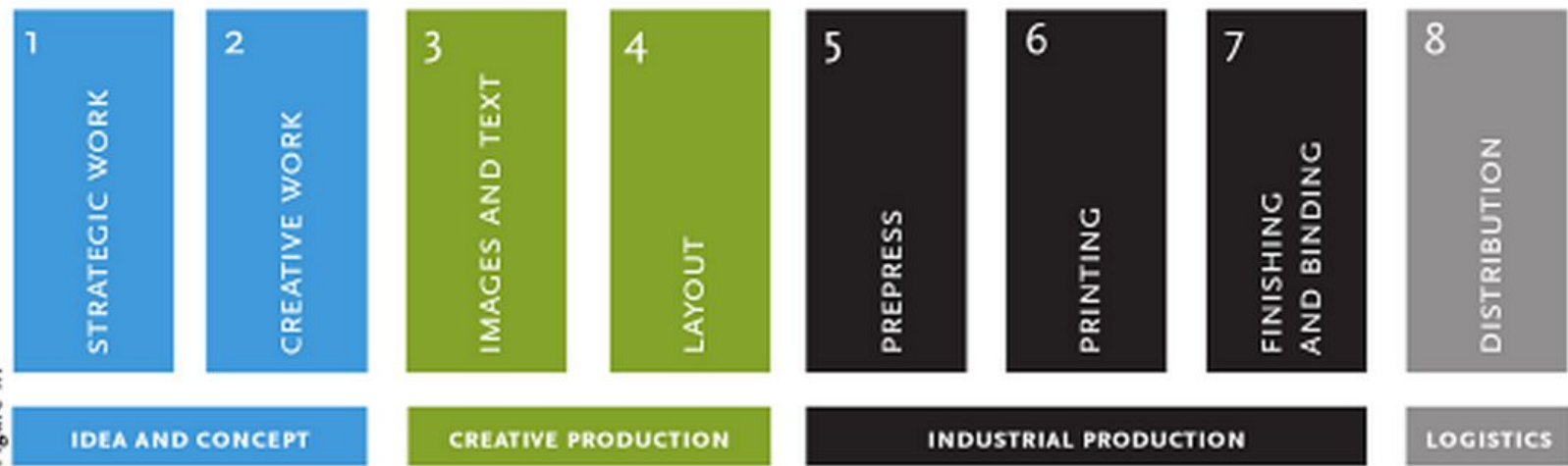
# **Specification Sheets for Print Buying**

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(Spec Sheets for short)

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Figure 1.1



#### THE EIGHT STEPS OF GRAPHIC PRINT PRODUCTION

Graphic print production can be divided into eight steps and four phases. The first phase deals with strategic and creative work; the final result consists of idea, concept, and sketches of graphic design. The following phase could be labeled as creative production—here the product is still being designed and changed. The third phase, which consists of prepress, printing, and finishing and binding, is primarily industrial, with a goal of carrying out what has been decided on and formed in the previous steps. The last step deals with distributing the finished printed product.

# Sample Production Schedule and Print Spec

Example of what I included with the archive of the job.

## Cockpit in Court 2013 Brochure Production Schedule

1/11 work request and copy sent  
2/11 Suessical art delivered  
2/13 bids sent  
2/18 CIC show art options  
2/19 CIC show art selections by LB/AL  
2/22 CIC brochure – proof 1 to LB/AL  
2/27 CIC bro changes back to DM  
3/5 CIC bro – proof 2 to LB/AL  
3/8 CIC bro – proof 2 to changes back (EOD)  
3/12 CIC bro – proof 3 to LB/AL  
3/15 CIC bro – final approval  
3/18 CIC bro- deadline to printer (Einhorn Printing)  
3/25 CIC bro – 20,000 to mail house (Zip)  
3,000 no indicia versions to JL  
3/29 CIC bro hit homes  
3/29-4/5 Spring Break

### CCBC College Communications - Publications and Graphic Services Printing Specifications

Contact: Dawn Mercurio  
Phone: 443-840-4439 FAX: 443-840-5199 e-mail: dmercurio@ccbcm.edu

Name of Job: Cockpit in Court 2013 Brochure  
Mechanicals: Provided on Adobe InDesign CS5  
Vendor to supply delivered color and folded proof.

ELEMENTS OF THE PROJECT

Size:	Flat 11" w x 17" h	Folded appx. 3.5" w x 8.5" h (folded in half, then tri-fold)
Bleed:	full bleed	
Binding:	no tabs	
Color:	5/5 (varnish except on mail panel)	
Paper Stock:	Sappi Flo 100lb. matte text	
Finishing	score, roll fold, perforation top-to-bottom on last panel (over full 17") no varnish on mail panel.	
Quantity:	23,000 (20,000 w/indicia, 3,000 w/o) + 50 samples (per LB 2/6)	
Date Needed:	03.18.13 to printer 03.25.13 to mail house. Needs to deliver to homes 3/29	

#### Delivery Locations:

3,000 copies **without** indicia to:  
CCBC Essex, 7201 Rossville Blvd., Baltimore, MD 21237  
Contact: Johanna Lawrence, (443-840-1534), Building B-123

20,000 copies **with** indicia to: contact: Lynn Bolden  
Zip Mailing, 3118 Hubbard Road, Landover, MD 20785

50 Samples to:  
CCBC Catonsville, 800 South Rolling Road, Baltimore, MD 21228  
Contact: Dawn Mercurio, Building -W

NOTE: Bid must include shipping costs. Bid must be received on printer's letterhead.

# Specification Sheet

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- The spec sheet can be thought of as a recipe or directions for how you want your project to be “cooked”.
  - This information is used by the printers, CSM(or print rep), the prepress division, the printer estimator and the delivery person.
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# Specification properties

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- Contact info
  - Input/Output
  - Job Name/Description
  - Colors
  - Quantity/ Size /Page Count
  - Paper Stock
  - Binding
  - Finishing
  - Dates
-

# Specification properties

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- Any field that is not applicable you can omit from your specs
-

Name of Job: **CCBC Strategic Plan Brochure 2013 for FY14 - 16**  
High profile piece releasing the 3 year academic strategy.  
Full page photography with data charts.

Mechanicals:  
Proof: High Resolution PDF/Native InDesign.  
Blueline required

Date August 2014

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Size: Flat: 16.5" w x 4.78" h  
Folded: 8" w x 4 7/8" h

Page count: 12 pages plus cover, 4 sheets

Paper Stock: Sappi Flo 100lb. matte text  
Cover: 100 lb. matte cover

Color: 5/5 (varnish except on mail panel)

Quantity: 5,000

Binding: saddle-stitch

Finishing: folded in half

Date Needed: AUGUST 12 2013

Samples: 50 to Dawn Mercurio (see address above)

Delivery Information: John Kozarski - 410-455-1000  
Planning, Research and Evaluation department  
CCBC Catonsville, AF-205

Notes: Multiples of 50

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Why not email  
your specs?

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# Name/Contact Information

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- Nameplate (optional)
    - professional
    - aids in efficiency when setting up multiple Spec Sheets
  - Contact Information
    - **Company:** Project Manager/CSM Contact name, address, email, phone, fax
    - **Designer/Production Artist:** Contact name, address, email, phone, fax
    - **Delivery (if different than above):** Contact name, address, email, phone, fax
    -
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# Job

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- Name (*CCBC Strategic Plan Brochure FY2016*)
    - Include the name of the Client
    - campaign identifier
    - Type of printed piece
    - Date or Dimensions if multiple specs are supplied to distinguish one from another
  - Description
    - This is for you, other designers, project managers and the printer to get a brief summary.
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# Input

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- Mechanicals/Deliverables
    - Includes the application and version of the files you'll submit (ie. InDesign CC or PDF X;1-a)
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# Output: Proofs/sign-offs

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- Proofs

- Be clear about what proofing you want up front, as requesting it later may impact cost.
- **Blueline** (offset projects). A flat color drawdown and a low-res or plain folded paper dummy.
- **Color Proof** (digital projects). One sample is recommended.
- **Press Check** On-site visit, adjustments made based on live feedback before running job. (May not be available due to scheduling). Always respect the knowledge of the press operator.
- **PDF** (not recommended for color critical, double-sided, bound, or first run)  
Best for repeat projects.

- Sign-offs

- A sign-off sheet accompanies your proof. It will state the terms of agreement for additional edits.
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# Size

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- Dimensions
    - **W X H** and units
    - ie. 11" w x 8.5" h
  - Flat size
    - Flat: 11" w x 8.5" h
  - Folded size
    - folded: 5.5" w x 8.5" h
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# Page Count

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- Be clear between counting pages and sheets. When in doubt, consult printer. One of the most miscommunicated
    - ie. 4 pages, 2 sheets
    - 12 pages plus cover, 4 sheets
    - don't forget to count blank pages
    - for saddlestitch: must be divisible by 4
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# Quantity

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How can you make sure that you print the **RIGHT** amount the first time?

*Printing an additional 100-200 in RUSH turnaround can be very expensive and stressful ...*

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# Quantity

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- Safety measure: calculate waste
    - add an additional 4% to your quantity
  - Price breaks
    - a quantity determined by the printer when a drop in cost occurs. 500, 1000 etc.
  - 1000 is a magic number.
    - typically when the cost of a job is viable to set up for offset printing
  - Quantities can be expressed as options with color:
    - option 1: 4/4, 1000
    - option 2: 4/4, 3000
    - option 3: Digital, 1000
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# Paper Stock

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- Mill, Line, Color, Finish, Weight
  - Mohawk, Beckett, Expressions, Grain Smooth, 80 lb. cover
  - Sappi Flo, 100 # text

# Color

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## What type of printing you are requesting?

- Offset
    - Expressed as “#/#” (“4 over 4” = CMYK or 4 color both sides)
    - 2/0 PMS 144 and Black (*2 colors on the front: 144 and black. No printing on the back*)
    - 5/5 “Spot Gloss Varnish” or “Flood AQ matte” (Varnishes should be counted as an ink)
  - Digital
    - List as Digital
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# Bleeds

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- Bleeds can be listed in color, size, description, or it's own property.
    - bleeds: yes
    - bleeds: off bottom edge.
    - 2/0 with bleed
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# Binding

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- Saddle-stitch, Perfect-bound, tape binding, spiral, etc.
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# Finishing

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- Any number of finishings can be listed
    - Scores
    - Diecuts
    - Perforations
    - Glue
    - Varnishes/UV coating
    - Foil stamping
    - Emboss/deboss
    - Laminate
    - Collate/Inserts, (reference other documents/jobs)
    - Mail-merge/Data-variable laser printing
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# Dates

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- Current Date
  - Date Needed
  - Date to Press
    - determined at the beginning of the project
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# Notes

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- Space for additional details about the job that might pertain to billing, packaging printing, vacations/correspondence, or deadlines
    - ie. Requests for “Multiples of 50.”
    - ie. “quote should include shipping costs”
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**ALWAYS SUPPLY  
A PRINTED SAMPLE  
AND FOLDED MOCK-UP  
(DUMMY)**

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# Printing Estimate from Printer

Proposal To: Ms. Dawn Mercurio

Date: 2/6/2012  
Quotation: 65784a-0212nl  
dawnmercurio@gmail.com

**Product:** Digital Print Book - **Thesis Book**  
**Pages:** 60 text pages plus cover  
**Quantity:** 3 and add'l books  
**Size:** 7.5" x 9" Finished  
**Stock:** 10 Pt. C1S Cover with 80# Gloss Text.  
**Prep:** PDF files supplied for text and cover  
**Print:** 4/4 digital process cover with gloss UV. 4/4 digital print text.  
**Finishing:** Perfect bind, trim flush 3 sides.  
**Delivery:** FOB our Laflin, PA facility. Customer to pick up books.  
**Terms:** Credit Card payment with order. Sales tax will be additional.

**Price:**

3 Books  
\$154.05

+/- Books  
\$14.14

We thank you for the opportunity of submitting this quotation and ask that should you have any questions, please do not hesitate to call.

Bob Lambert  
Estimating Manager

**Please note:**

Our manufacturing price is effective for 60 days and is based on the specifications listed. If the final specifications or the materials received differ, prices will be revised. The quoted price includes current stock values but will be invoiced at the price prevailing at the time of production. Every effort will be made to produce and deliver your product by your required date. Our scheduling of your work will be based on the availability of equipment and supplies as well as the timely receipt of all necessary prepress materials.

# Printing Sign off Sheet



**WINCHESTER**  
**PRINTERS, INC.**



Westview Business Centre  
212 Independence Drive • Winchester, VA 22602  
540-662-6911 • 800-662-6912 • fax: 540-722-2782  
www.winchesterprinters.com • info@winchesterprinters.com

Customer: \_\_\_\_\_

Proof # \_\_\_\_\_ Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Job Number: \_\_\_\_\_ Date: \_\_\_\_\_

Job Title: \_\_\_\_\_ Worked by: \_\_\_\_\_

Type of Proof(s) Presented: \_\_\_\_\_

## **PLEASE READ CAREFULLY**

This proof is presented to you for your review so **YOU** can be sure your job is set correctly. Please check **CAREFULLY** for misspellings, grammatical errors, missing fonts, missing or re-wrapping text, or misplaced images (both in your supplied electronic files and WPI generated design/composition) that may appear, as we will not be responsible for errors you approve.

## **THIS PROOF SIGN-OFF MUST BE SIGNED, DATED AND RETURNED, AS WELL AS YOUR PROOF COPY INITIALED.**

Please mark clearly any changes that are desired on your proof and return promptly so that we may complete your order. We cannot proceed with production until we have a signed proof in hand.

Any author's alterations from original copy made after the first proof will be charged at the prevailing rate for the work performed.

Job approved "As Is" \_\_\_\_\_ Date \_\_\_\_\_

Job OK "With Corrections" \_\_\_\_\_ Date \_\_\_\_\_

Additional proof required \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **PLEASE NOTE:**

- Inform us if any part of proof is difficult to read or distinguish, and we'll be happy to re-fax it. Do not approve what you cannot read.
- It is our policy to proofread and spellcheck work that we typeset here; however, YOU have final proofreading responsibility.
- It is NOT our policy to proofread electronic files that originate elsewhere. If we notice a typo, we will call your attention to it.
- It is NOT our policy to guarantee expected results from color scans that originate elsewhere. If we see a potential problem, we will notify you.