Figure 1.1

| 1 STRATEGIC WORK | 2 CREATIVE WORK | 3 IMAGES AND TEXT | 4 LAYOUT | 5 PREPRESS | 6 PRINTING | 7 FINISHING AND BINDING | 8 DISTRIBUTION |

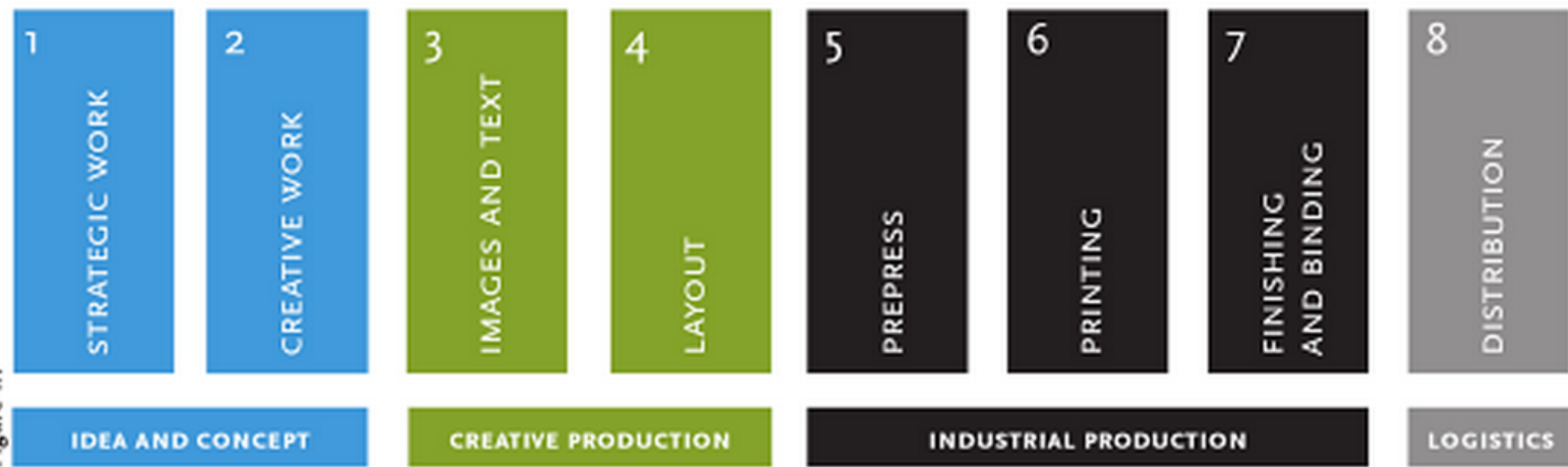| IDEA AND CONCEPT | CREATIVE PRODUCTION | INDUSTRIAL PRODUCTION | LOGISTICS |

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.
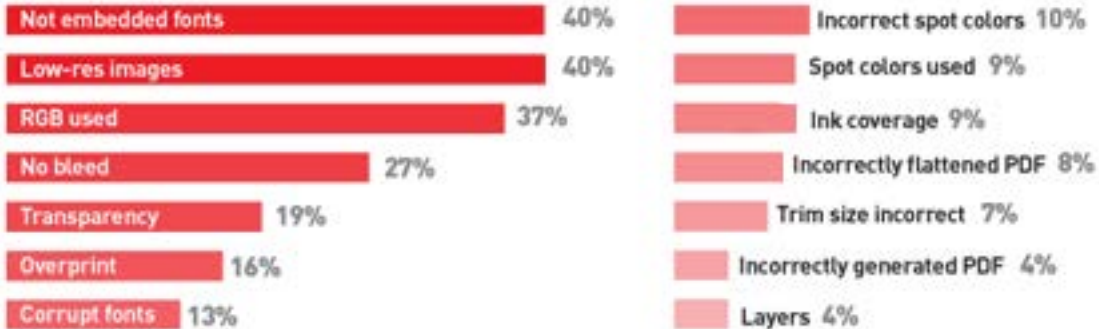
From Guide to Graphic Print Production

MOST COMMON PROBLEMS

20% of printers don't do ANY KIND of PREFLIGHT

24% from those that do preflight PDF files, state that more than half of the files fail...

Problem	%
Not embedded fonts	40%
Low-res images	40%
RGB used	37%
No bleed	27%
Transparency	19%
Overprint	16%
Corrupt fonts	13%
Incorrect spot colors	10%
Spot colors used	9%
Ink coverage	9%
Incorrectly flattened PDF	8%
Trim size incorrect	7%
Incorrectly generated PDF	4%
Layers	4%

Mailhouse Support Form

CCBC

Designer: _____   Tracking #: _____

Mailing name: _____

Client: _____   Date: _____

Department: _____   Phone: _____

Campus/Building/Room: _____

MAILING LIST AND POSTAGE

Client will provide list: _____   Date: _____

CC will provide list: _____   Date: _____

ZIP will provide list: _____   Date: _____

    Client will pay for postage   Budget #: _____

    CC will pay for postage

    CCBC permit   ZIP first class permit   Non-profit stamps

MAILING DETAILS

Live sample needed?   Quantity: _____

Return extras?   Send to: _____   *(If not checked, please recycle.)*

Product being mailed: _____   Size: _____   Quantity: _____

Date sent to printer by designer: _____   Name of printer: _____

Drop date: _____   Date to deliver in homes: _____   Date to deliver to mailhouse: _____

Salutation within letter *(e.g. - To the parents of...)*: _____

Address to *(please be specific, e.g. first name, last name, title, company, full address)*:
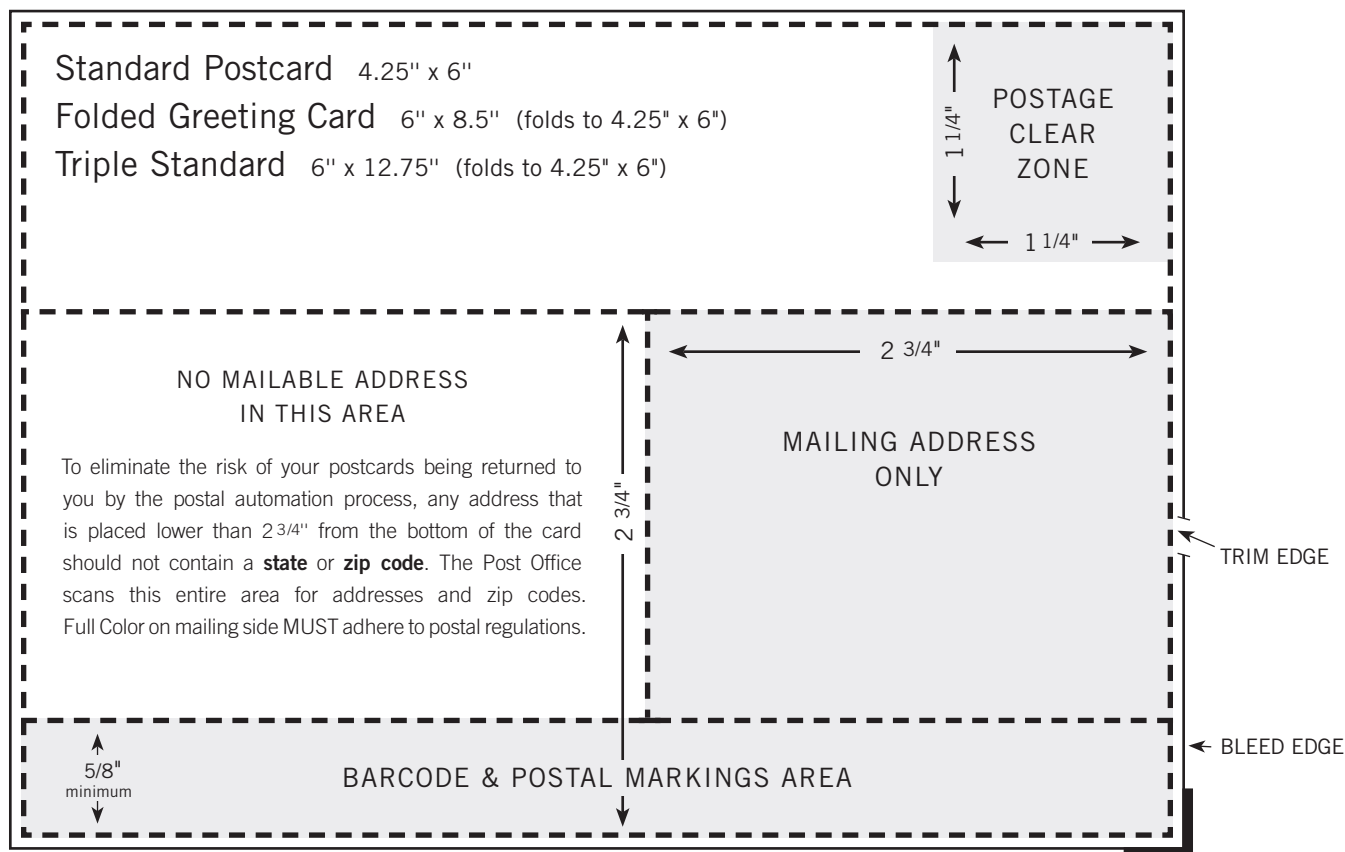
Notes:

Postal Guide

This mailing template reflects current postal requirements and these requirements allow for the proper automated handling of your postcards. Please make sure your layout complies with this template. Valid as of 2013.

MAILER PLACEMENT for **FOLDED PRODUCTS**

The mailing section must be on an **EXTERIOR** panel.
The fold must be positioned at the bottom, with the open edge at the top.
On a tri-fold the mailing section must be on Panel 2 (the **middle** panel) of the exterior.

Standard Postcard 4.25" x 6"

Folded Greeting Card 6" x 8.5" (folds to 4.25" x 6")

Triple Standard 6" x 12.75" (folds to 4.25" x 6")

1 1/4"

POSTAGE CLEAR ZONE

← 1 1/4" →

NO MAILABLE ADDRESS IN THIS AREA

To eliminate the risk of your postcards being returned to you by the postal automation process, any address that is placed lower than 2 3/4" from the bottom of the card should not contain a **state** or **zip code**. The Post Office scans this entire area for addresses and zip codes. Full Color on mailing side MUST adhere to postal regulations.

2 3/4"

← 2 3/4" →

MAILING ADDRESS ONLY

TRIM EDGE

BLEED EDGE

5/8" minimum

BARCODE & POSTAL MARKINGS AREA

ALIGN WITH LOWER RIGHT CORNER OF MAILING PANEL

AVOID THE **SHADED AREAS**

If you are mailing your cards, the shaded areas should be clear of any text. **The mailing address is the only text allowed in this area and should not interfere with the barcode area. Any background images in this area should be at 7% density or less.** Unless instructed otherwise, we will automatically comply with these guides when typesetting your card. **IF WE ARE MAILING YOUR CARDS, THIS GUIDE MUST BE FOLLOWED.**

modern postcard

Exhibit 3.16.5 Simple Spine Booklets
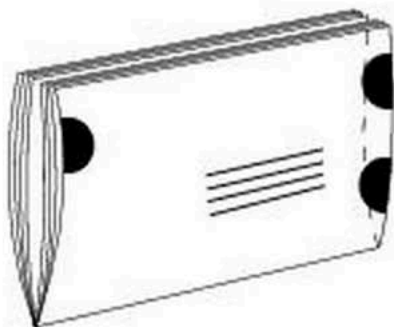
SIMPLE SPINE BOOKLETS
Maximum weight—3 ounces
Maximum height—6 inches
Maximum length—9.5 inches unless noted
Cover paper weight—80-pound paper unless noted: see Exhibit 3.2

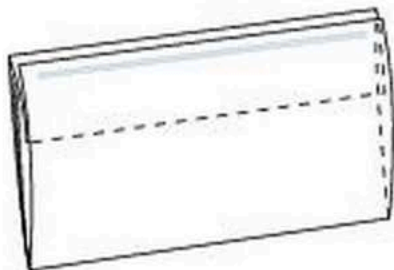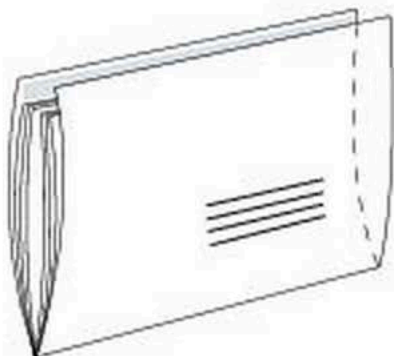| Basic	Cover: 5" to 9" long at least 50-pound paper Over 9" up to 10.5" at least 60-pound paper The front cover may be up to a maximum of 0.25" shorter than pages and rear cover. Nonperforated 1.5" tabs. Place one tab on the leading and trailing edges within 1" from the top; position one tab on the lower leading edge 0.5" from the bottom.
Internal Flap	Cover: Minimum 80-pound paper Extended front folded over enclosed pages to create a nonperforated inner flap. Flap sealed inside of back cover. Seal with a continuous glue line along flap as described in 3.11g (preferred), or 1-inch glue spots as described in 3.11f.
Cover-to-Cover	Cover: Minimum 80-pound paper Cover extends no more than 5/8 inch beyond inner pages. Seal with a continuous glue line along extended cover as described in 3.11g (preferred), or with 1-inch glue spots as described in 3.11f.

▶ Business Mail 101

🖨 Printer Friendly

Permit Imprint

Permit imprint is the most popular and convenient way to pay for postage, especially for high volume mailings. Instead of using precanceled stamps or a postage meter, the mailer prints postage information in the upper right corner of the mailpiece. This postage block is called an "indicia." Here's a sample of what a permit imprint indicia looks like. The indicia are printed onto each mailpiece.

PRSRT STD
US POSTAGE PAID
AMARILLO TX
PERMIT NO. 11