

printing specifications & quote

The first step in getting a printing quote for your client and project is to get your design information and materials together. **Steps 1-16** are required information for both the designer and printer. Both need to know this information in order to get the client's project designed and printed. It is very important that the designer find out as much information as possible about the intended project, even though the project might not be designed yet. This information is significant to the client and designer, especially if he or she has a limited budget. The printing estimates help determine the design limitations of the project depending on the size, number of colors, quality of paper or quantity of prints.

When getting printing quotes for your project, it is required that you have **3 quotes from 3 different printers** (printers: Copycat, CornHusker, Morris; other printers: Marathon, Omaha, Barnhart). This process allows the designer to find the most competitive prices for printing. Remember, the lowest cost does not always mean the best printing. Sometimes it is important to go with a higher printing quote in order to get better quality printing for the project.

All **University related projects** must go through Univeristy Publication & Printing. This does not mean that all University projects must be printed on campus. If the client would like to use another commercial printer, the designer must get a **University Printing Requisition** signed and approved by the Univeristy Publication & Printing Director. For further details, refer to the Campus Printing procedures.

If a designer gets a printing quote over the phone, make sure that **hardcopy is mailed** to you for the client. All printing quotes are estimates for the printing. Make sure to tell the client that this printing quote is an estimate for the printing and the final bill will be forward to the client upon completion of the project.

Make sure to create a copy of all printing quotes recieve for the project. All paper work dealing with the project will be kept in the **job envelope** for billing purposes.

printer's ticket # _____

1 **date:** _____

2 **printer & contact:** _____

3 **printer's phone:** _____

4 **dpi designer:** _____

5 **client name:** _____

6 **project name:** _____

7 **item:** poster brochure stationary
 postcard catalog/book product & t-shirt
shirt _____ **size:** _____ **# of bleeds:** _____
cut size: _____ **# of prefs or folds:** _____

item: poster brochure stationary
 postcard catalog/book product & t-shirt
shirt _____ **size:** _____ **# of bleeds:** _____
cut size: _____ **# of prefs or folds:** _____

item: poster _____ brochure stationary
 postcard _____ catalog/book product & t-shirt
shirt _____ **size:** _____ **# of bleeds:** _____
cut size: _____ **# of prefs or folds:** _____

8 **quantity:** _____ **# of pages:** _____

9 **print sides:** M front front/back

10 **ink color:** process _____ spot: _____

11 **paper company:** _____ **swatch book:**
paper name: _____ **finish:** coated uncoated
weight: _____ text cover

12 **binding:** perfect stable spiral none

13 **pre-press:** electronic camera ready

14 **proof print:** b/w laser print color inkjet/iris match print

15 **press check:** no yes _____