

summer 2008

SMART

impressions

from imagination to reality



print is...

As so many things begin to shift toward electronic media, what does printing bring to the table to outweigh the benefits of the digital world? As it turns out, a lot. Here are a few of our top reasons:

print is for keeps. As the world's long-standing number one communications medium, people trust print. They are comfortable with it and they can't click past it. Electronic information comes and goes but print says it's important enough to be put on paper, it's authentic, and it will be there when you need it.

print is portable. It can be picked up at a newsstand or grabbed at a trade show and then consumed anywhere at anytime. Consider the pass-along rate of printed material and the bonus on investment that this reaps. Most magazines range as high as two to three persons per issue which doubles or triples readers and then advertiser returns. You can't get more versatile than that.

print is beautiful. Readers want to touch and feel your message. With the variety of papers and substrates available combined with customized special effects through artwork and inking, the sky is the limit. No electronic media can give the special tangible dimension that print provides.

print demands attention. With direct mail, the Direct Marketing Association finds that U.S. advertisers score a 13 to 1 return on investment. The reason – people gravitate to print. According to the United States Postal Service, 85% of mail is at least visually scanned by the recipient and 38% of us find direct mail interesting. How better to be sure your message is heard than guaranteeing its arrival in the hands of your chosen audience?

In our next issue... [More Reasons to Print](#)

paper finish options

Finish, with regards to paper, refers to the surface characteristics of the paper such as feel, appearance, functionality, and absorption capability. Finishes are applied to paper during mill manufacturing. The finish of a sheet can make a significant difference in both aesthetics and quality.

Common finishes are described below.

Uncoated

Smooth - A smooth finish is the result of the paper passing through sets of rollers during the papermaking process.

Wove - An even finish. Ink generally sits up well on this sheet allowing more of a 'pop' than a more textured sheet. The slight texture is made by a felt roller covered in woven wire.

Vellum - A vellum finish has an eggshell appearance and is consistent and even but not as much as a smooth finish. Vellum is one of the most popular uncoated finishes and paper with this finish has a high ink absorbency rate.

Laid - A laid finish has the appearance of translucent lines running horizontally and vertically in the paper. It is produced during the papermaking process with a special roller that creates the pattern in the wet paper.

Linen - Linen finished paper resembles linen cloth.

Felt - Felt is a soft texture on uncoated paper that is created during the papermaking process with either a felt covered roller or with a rubber roller with a felt pattern that creates the finish. The felt finish does not affect the strength of the paper.

Cockle - A cockle finish simulates characteristics of hand made paper with a wavy, rippled, puckered finish.

Parchment - A paper finish that has an old or antique appearance. Parchment is very durable and grease resistant.

Coated

Gloss - A gloss finish produces a shiny and reflective surface on one or both sides of certain coated papers. A higher gloss is usually seen on higher quality coated papers.

Matte - A finish on certain coated papers that is smooth but gives a dull appearance. A matte finish, as well as other types of coated paper, are good choices for print jobs in which high quality is required. Also referred to as velvet, silk and dull.

Choosing a finish

When choosing a finish for four-color jobs, content and ink density must be considered. Uncoated papers soak up ink more readily and can sacrifice detail in dense areas. Coated papers are generally preferred for full-color pieces since they can make the images "pop" as the ink sits on the paper and is not absorbed as deep in the sheet. However, some publications, for example one centered around nature, would benefit from an uncoated paper to lend credence to their natural subject matter.

Paper can be the most expensive element of a print job so take an opportunity to research the options that are available to meet both your printing and budget needs. Ask about performance characteristics (durability, reaction to inks, fold ability, shine, etc.) and for samples of options that would be recommended. For common finishes, ask for the house sheet that is comparable to a more expensive, brand-name paper. We will help you find the best paper for your project while considering both performance and price.

[In our next issue... Inking Options](#)

*imagination is more important than knowledge.
knowledge is limited. imagination encircles the world.*

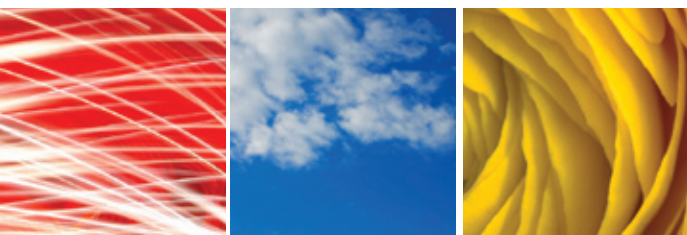
Albert Einstein

prepress notes

We perform a basic preflight on all customer-furnished files to help ensure proper printing. This includes font check, color mode check and image resolution check. But printing problems due to improper file set up are ultimately the responsibility of the client. Here are some guidelines for proper file set-up:

- Create document size to equal trim size
- Extend items .125 in. outside of the document size for items that bleed (print to the edge of the sheet)
- Keep all live area within .125 in. margin from trim, .25 in. for anything that will stitch (books, magazines, etc.)
- Make sure all rules are at least .25 point.
- Proofread all copy.
- Use font styles that are actual typefaces. If you are using Times New Roman, and want bold copy, use Times New Roman Bold, not Times New Roman using a bold style option in a software program.
- Convert all images to grayscale or CMYK
- Convert fonts to paths (outlines) in vector programs before placing art into final page layout
- Always place graphics into layout (as links), avoid the copy-paste command
- Images should be 300 ppi final size in page layout
- Line art should be 800 ppi or higher final size to avoid jagged edges
- All graphic files are saved as EPS or TIFF formats before being placed in the document
- Keep file names short, less than 31 characters. Do not use these characters in file names: \ / * ? " < > | , ; :
- Make sure all spot colors are named EXACTLY the same in all image files and the final document.
- If using transparent elements, make sure to use the cmyk color mode to build your documents. In Illustrator, the Document Raster Effects resolution setting should be 300 dpi. Always use the high resolution transparency flattener setting when saving or exporting the file. Use caution when mixing overprint features and spot colors with transparency. View the printed results of overprinting on-screen by enabling Overprint Preview. Provide a PDF/X (flattened) file with your native files. If building complex graphics using transparency in Illustrator, export the document as a tif, place the tif in a new file, and set the type over the tif. This flattens the transparency and guarantees that your file will process correctly.
- Update all links before saving a final copy and collecting the files for output.

In our next issue... [Collecting for Output](#)



ideas?

If you have an idea or question that you would like to see answered in a future newsletter, contact us via e-mail at info@craftmaster.com

words, once they are printed, have a life of their own

Carol Burnett

mailing tips

What is Bulk Mail?

The United States Postal Service (USPS) allows postage discounts for larger quantities of mail that are presorted by groups with regard to zip code, carrier route, carrier walk sequence or other appropriate division. This type of mail is referred to as "bulk" or "presorted" mail. The basic idea behind bulk mail is that a discount is given because the mailer does part of the work that the post office would normally handle (sorting and transporting to a specific facility). This benefits both parties for larger quantity mailings – the post office does less and therefore their costs are less and, in turn, the mailer pays less postage.

To take advantage of the bulk mail system, one needs the following:

- **mailing permit** This gives permission to mail through the bulk system. An annual fee is required to keep the permit current. Permits are location-specific and require a separate fee paid and account opened at each new location. Craftmaster Printers holds permits at several post office locations for client use. Many clients that frequently use the bulk mail system hold their own permits. The permit account used makes no difference in cost – discount is solely based on nature and specifications of the piece, list sort and class of mail that is selected.
- **permit imprint** Craftmaster enters mail using a printed indicia that indicates class of mail and permit number. This tells the post office that the pieces are prepaid by an authorized mailer. Bulk mail can also be entered using pre-cancelled stamps or meter stamps.
- **postage payment** Postage is paid separately for each mailing that is processed. Funds can be on deposit or immediately deposited in the permit account but must be available at the time the pieces are delivered to the post office.
- **CASS certification** All lists must be CASS-certified to ensure address verification when presented to USPS for entry. Each "good" address qualifies for automation and the mailer is given an opportunity to review the ones that are rejected and can only be entered at "non-automation" rates unless revised. (This difference is about five cents per piece.) Automation-compatible mail can be scanned and processed by equipment such as a barcode sorter (again, less cost and time for the post office means a postage discount for the mailer).
- **presorted pieces** Pieces must be separated into containers based on ZIP Code destinations of each.
- **pieces dropped at the Business Mail Entry Unit** Pieces of the mailing must be taken to the post office which holds the permit indicated on the pieces.

Mailing Services at Craftmaster Printers, Inc.

Standard mailing services at Craftmaster include all of the necessary requirements to enter mail using the bulk mail system: list load, inkjet addressing and barcode application, CASS certification, presorting and transportation to the appropriate post office. Contact your sales representative for additional services or advice on mailing. Each situation is unique and a small differences in everything from physical specifications of the pieces to list preparation can make large differences in cost!

In our next issue... [Classes of Mail](#)



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