

THE QUOTE

Before drawing up a specification, the following questions need to be asked:

How durable is the job supposed to be?

Who will be using the printed item and under what conditions?

What is the quantity of the first printing, and are reprints likely?

When and where will delivery be required?

When providing a request for a quote, the following information should be provided.

Size

The final trimmed page size is probably the most important single item in the specification, because it determines the type of printing and binding machines onto which the job will fit. After the size should come the description “portrait” or “landscape”, and it may also be worth stating if the job bleeds.

If you are using a large size then check the maximum size that can be finished or bound.

Quantity

The total number of finished items to be produced.

Number of Pages

The number of pages in order for this to be economical to produce, it should be divisible by 4 pages, depending on what sheet size is being used.

Proofing Requirements

Ask for proofs or a press check. Consider the type of project and the importance of color accuracy. If you are happy to check for content and positioning consider requesting a proof, if color is an important part of the project, then accurate proofs or a press check should be specified for the entire job.

Specify the number of colors

Consult with your printer(s) your options for color. Cost efficiency and capabilities of the press will limit your options. Some samples of number of Colors. Specify number of colors to be used. The shorthand for this is:

4/4 – four colors printed on both sides of the sheet.

2/0 – two colors printed on one side of the sheet.

4/1 – four colors printed on one side of the sheet and one color (usually black) printed on the other side of the sheet.

4+1/4+1 – four colors plus one spot color printed on both sides of the sheet

Paper Stocks

In any printing job the kind, weight, and texture of the substrate is an important factor in the price, quality and finish of the final product. The starting point for choosing a paper stock should be the consideration of that stock's ability to satisfy the aesthetic, technical and production requirements of a specific project in the final printed result you are trying to achieve. You can always talk with your paper rep or printer to help guide you in choosing a paper stock.

Finishing Required

Specify the type of finishing, e.g. saddle stitch, perfect bound and any other special requirements such as diecutting, drilling, spot varnish or embossing.

Any specific packing instructions you may have should be included, such as if export cartons are required, if a distribution may be needed, or if the job will deliver locally etc.

Timelines

At the time of quoting, it may be worth indicating when a project is likely to happen, so the printer can take this into account when considering pricing options.

Once you receive your quote, it's worth checking carefully to make sure it is in line with your specifications.