MAIL MANAGEMENT GROUP, INC.

Mailing Lists • List Maintenance • Direct Mail Advertising • Laser Printing • Fulfillment

Graphics Information Chart

Requirements for Customer Supplied Art:

Have trim or crop marks, 1/8" bleeds if any elements extend to edge, all RGB elements converted to CMYK, all fonts included or converted to outlines, 300 dpi resolution for all graphic images. Either embed or include separately all graphic elements.

Publisher Files: Use the 'Pack & Go' menu item under Files>Pack&Go>Take to a Commercial Printing Service. Include all fonts, images etc.

Word Docs: Word is notorious for substituting 'similar' fonts on different machines. If the job fails to look as expected when proofed then supply all fonts used. (Find them at C:\Windows\Fonts). 'Control Drag' each font used to an email to us. Or zip them and send as a package. Additionally, all images & graphics used in the doc may need to be supplied in their native format in separate files.

Graphics Charges

*Base charge include 2 edits/proofs.

Item	Description	Base Charge*	Beyond Base Charge
Courtesy	Add mail indicia & trim marks to print ready art.	$45	-
Minimum	Minimal type changes, adding 1/8" bleeds, bring artwork up to spec addressing fonts, rgb to cmyk color space & resolution.	$45	$45/hr
Production Graphics	Formatting provided text/graphics/art files (word, publisher, etc) for production. (Word and Publisher files may not be compatible with Graphics Industry production software & equipment.)	$75	$40/hr
Creative Design	Building text and/or art based on discussion of ideas.	$100	$60/hr

Definitions

Fonts are files that contain the directions for forming the shape of the letters on the screen and the printed page. If these fonts (directions) are missing then the program using the document will substitute another font (which may or may not be close).
Word does this and does not tell you directly that it has. Fonts are usually located at C:\Windows\Fonts

Outlines: Converting the fonts in the document to outlines means transforming the letters to vector graphic images. This prevents any change in the appearance on screen and in the printed document but also prevents any further text editing.

Raster/Vector:
Raster is the structure used for images.
Vector is the structure used for graphics and fonts.
Generally raster image files are bigger, vector smaller.
Rasters are built out of fuzz. (72 dpi means 72 tiny pieces of fuzz per inch. (300 pieces of fuzz per inch makes for a sharper image)
Vectors are built out of sharp edges. They are literally the 'connect the dots' method'. eg: a box is "put a point in each corner, connect the dots and fill it with the color blue".

RGB stands for Red, Green & Blue and are the primary colors used to render all colors on screens.

CMYK stands for Cyan (a light blue), Magenta (a strong pink), Yellow & Black and are the primary colors used to render all colors on the printed page.

Crop Marks are the the trim marks off the edge of the artwork that define where to trim when printed on oversize paper.
Most jobs are printed on oversize paper and then trimmed to the final size. If text, graphics or images bleed then they must be printed on oversize paper. If a job is printed more than one on a sheet, it requires crops. All postcards require crops. Even 8.5x11 standard size fliers & letters can require crops if they are printed 2 or more on a sheet. Crop marks also are needed to define the exact positioning of the art on the paper.

Bleeds are the part of graphics and images that extend beyond the trim edge.

Crops
Bleed