



# **PRINT IS UNDEAD!**

**Print Production 101**

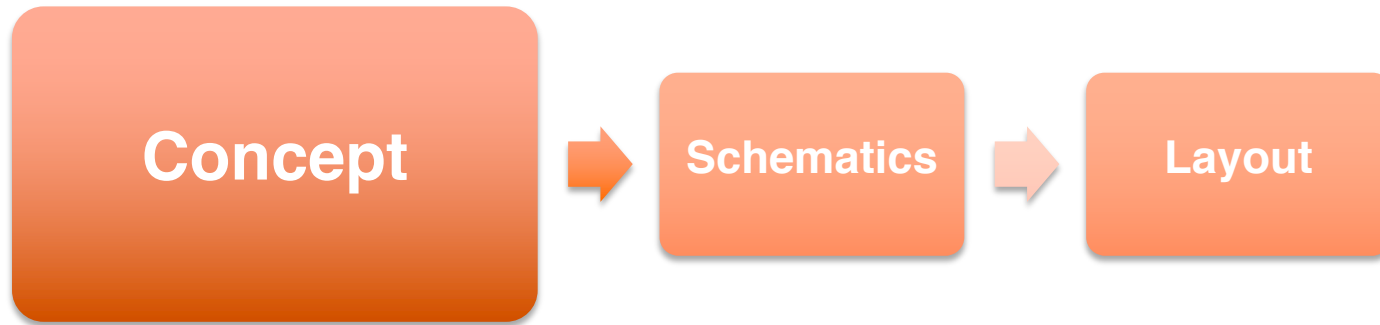


# Agenda

- **In the Beginning**
  - **Concept, Schematics, Layout**
  - **Specifications**
- **External/Internal Purchasers**
- **Here's the Proof**
- **The Final Steps**
- **Tools/Other Areas**
- **Process Quick Guide**
- **Q & A**



# In the Beginning: Concept



- Once a project brief is shared with the team, Art and Production can discuss options available to execute the project assigned
  - Discuss purpose of piece, longevity, functionality, timing
  - Samples reviewed for inspiration
  - Assess level of complexity of project



# In the Beginning: Schematics



•Once the look is established, Art can develop rough schematics for Production to use while discussing the project with print vendors

- With the help of schematics, Production can assist in obtaining ballpark estimates for the type of designs being presented

- Production will verify basic information with Account in order to obtain these estimates:

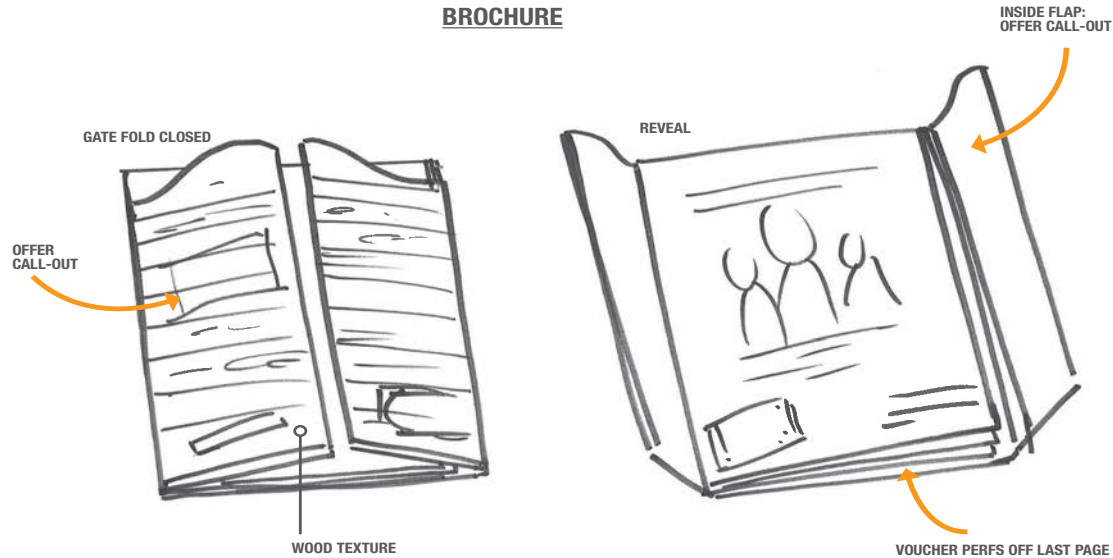
- Quantity
- Local/International delivery needs
- Mailing Information (if applies)
- Timing concerns
- Budget
- Versions



# In the Beginning: Schematics (cont'd)

## ACIPHEX BROCHURE FORMATS V1 - SALOON DOOR

**BROCHURE**

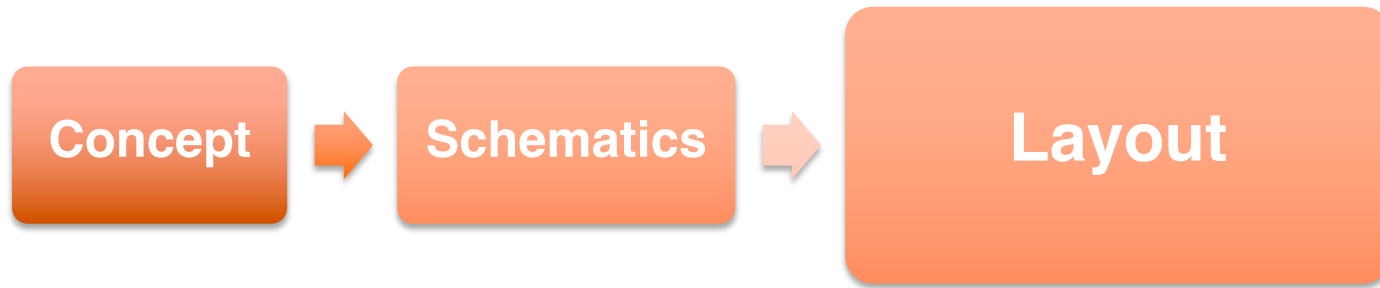


**HOLDER**





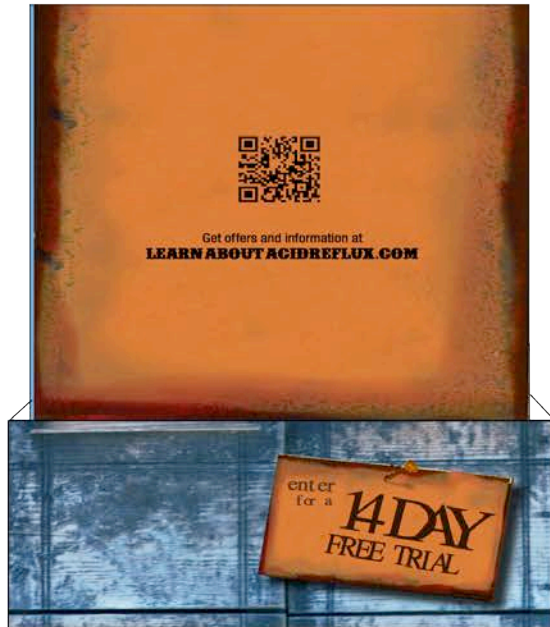
# In the Beginning: Layout



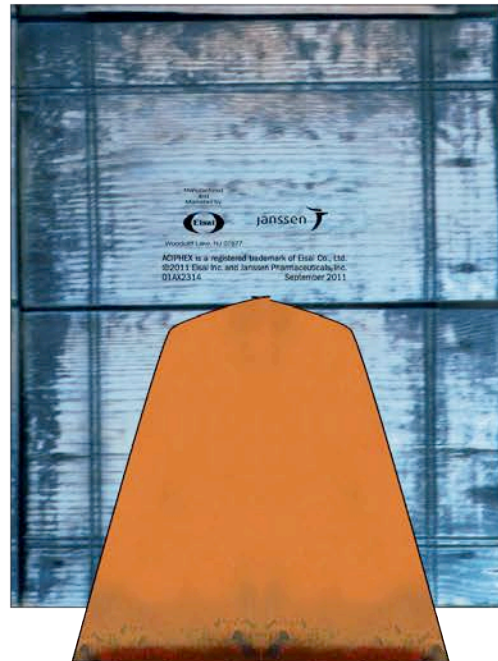
- Based on the final layout selected by the client, Production can:
  - Engage a vendor if the project is complex
  - Create initial comps or white paper dummies to further visualize concept
  - Start writing preliminary specifications



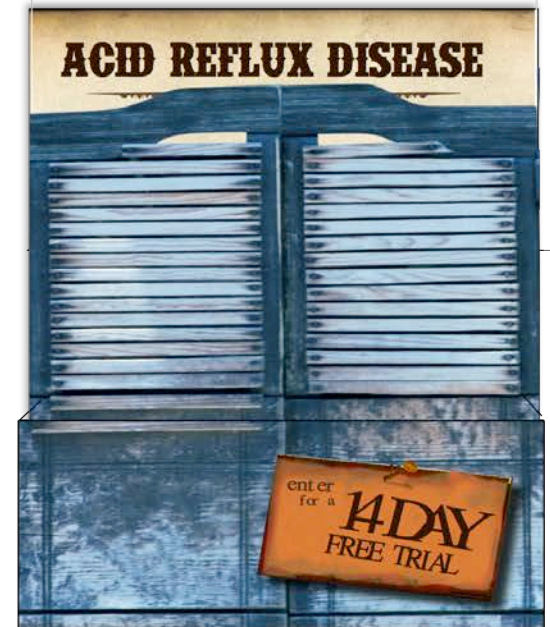
# In the Beginning: Layout (cont'd)



Front of Holder



Back of Holder

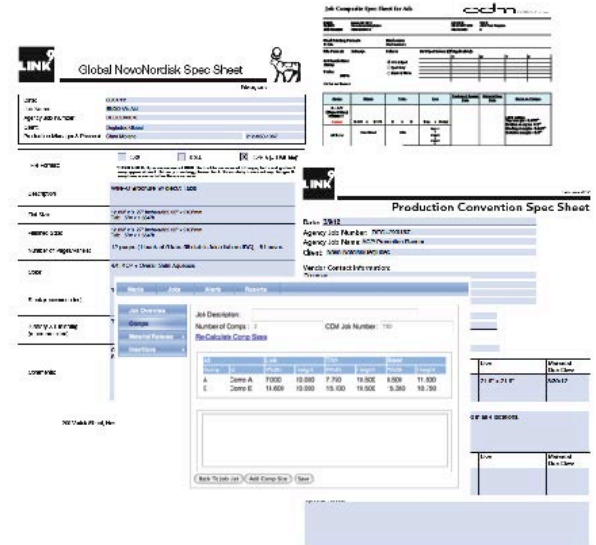


Brochure inside Holder



# Specifications

- Now that the design has been selected and parameters of job established, a Production Manager can write out specs, or print specification
- There are many types of spec sheets:
  - Standard Print Spec Sheet
  - Ad/Convention Spec Sheet
  - Media (Ad) Spec Sheet
- Each of these spec sheets communicates information needed by our graphic designers, in order for the job to release properly to a print vendor
- The main areas of importance in a spec sheet are:
  - Printing method
  - Size
  - Stock/Paper
  - Inks/Colors + Finishes
  - Binding
  - Quantity
  - Due Date
  - Versions







# Specifications (cont'd): Printing Methods-Digital Printing

Digital printing (CMYK)

- Typical printing area is 11" x 17" at maximum
- Used for short-run jobs

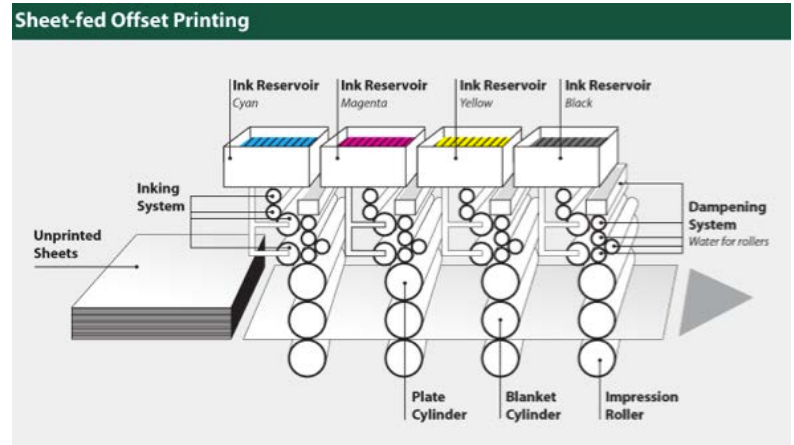




# Specifications (cont'd): Printing Methods-Sheetfed Printing

Sheetfed printing (CMYK + 2 Spot Colors Maximum)

- Typically used for multiple-page jobs 12" x 18" or greater
- Used for brochures, posters, 3-dimensional packaging, etc





# Specifications (cont'd): Printing Methods-Web Printing

Web printing (CMYK + Spot Colors)

- Typical printing of very large runs and varying in size
- Used for large-run jobs that are 100,000 or more such as magazine inserts or direct-mail pieces, etc

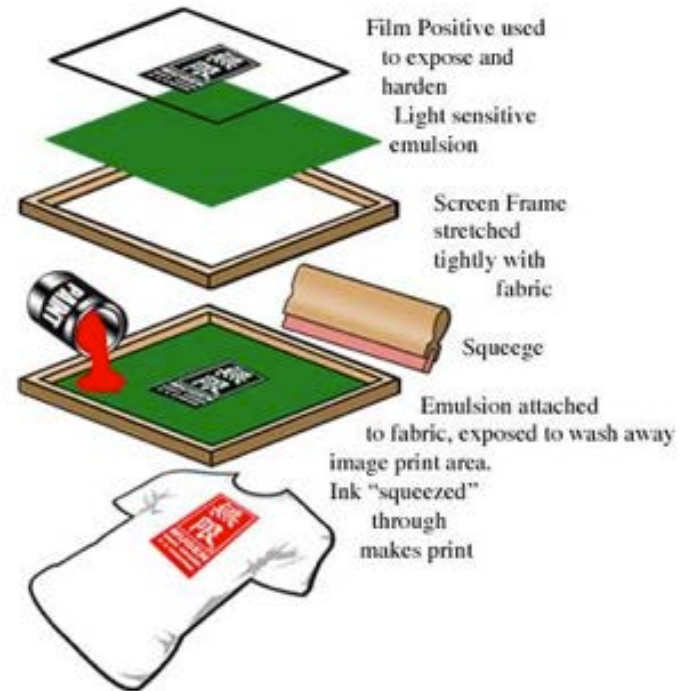




# Specifications (cont'd): Printing Methods-Silk Screen Printing

## Silk screen printing

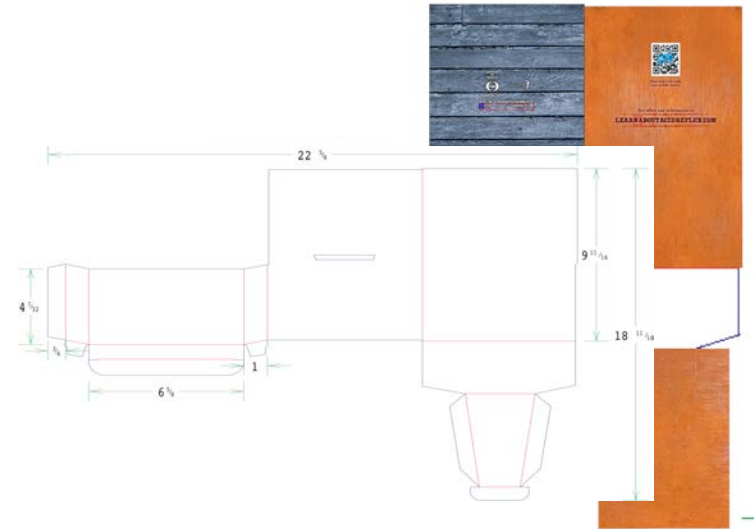
- Typically used for t-shirts and certain premium (mugs, pens, etc)
- Best when spot colors are being used but can also print CMYK at a lower line-screen





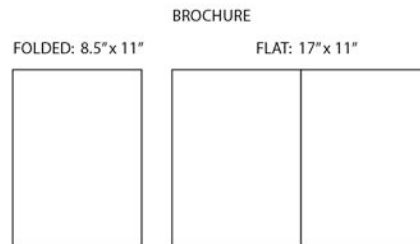
# Specifications (cont'd): Size

- In writing specs for jobs, size is a very important detail
  - Complex jobs requiring dielines are generally supplied by a print vendor
  - To create a dieline, print vendors take our general dimensions and further develop all of the intricacies necessary to properly construct what has been designed
  - The dieline ensures the job will be manufactured according to the final design selected and the print vendor's equipment needs.



- Other things to keep in mind about size:
  - Width is always noted first in measurements, followed by height
  - Because of the printing process, pages are not created individually. Therefore, when specifying size you must specify the FLAT size vs FOLDED size
    - FLAT size refers to the total overall size when the piece is laying flat before it gets trimmed down
    - FOLDED size refers to the overall size when the piece is finished and trimmed down

•EXAMPLE:

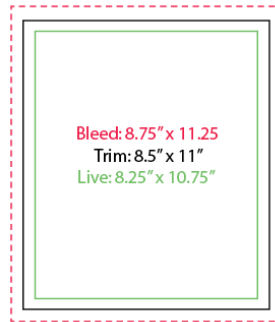




# Specifications (cont'd): Ad Size

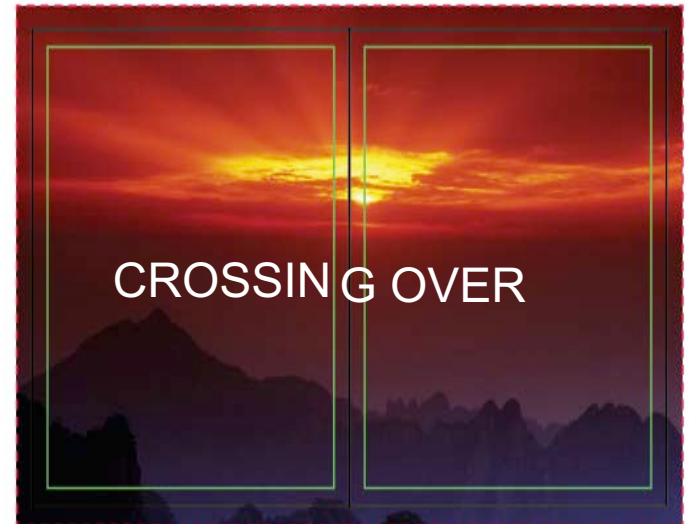
•In designing and specifying size information for ads, there are several things to keep in mind:

- Bleed, Trim and Live areas

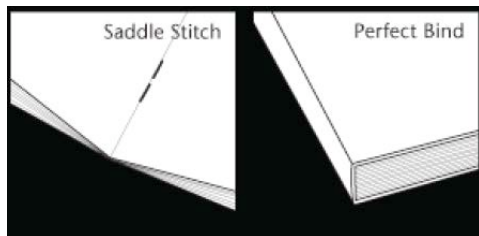


- Crossovers

•NOTE: Placing objects or images with sensitive colors across pages as well as copy and small type can be problematic. Exact registration can't ever be achieved between the 2 separate pages and color shift between the two pages can also occur.



- Saddle Stitching vs Perfect Binding







# Specifications (cont'd): Stock/Paper



## Weight

- Compatibility with the creative concept and intended end use
- Mailing requirements
- Digital machine parameters
- Shelf-life





# Specifications (cont'd): Stock/Paper

## •Color

- Match stock color to the creative

- If you have a lot of white space, use a bright white sheet. Make the paper the “star”

- Use blue/white sheet to accentuate cooler colors and a warmer sheet to stress yellows and reds

- Be sure to match other components if there are multiple pieces in your campaign (eg, letter, OE, brochure)

- Use a more opaque stock to prevent show through from side to side



## •Texture or finish

- Use textured stocks or different finishes as a design element to enhance the creative

- Use stocks with finishes such as laid, felt, smooth, silk, or touche to provide a tactile element to the creative

- Select synthetic paper (Yupo, Polyart) for instances when you need waterproof or tear-resistant stock



# Specifications (cont'd): Inks/Colors



PANTONE 485 PC



C:0 M:93 Y95 K:0

- PMS or Pantone Matching System Colors

- Solid, specific colors referenced by number in universally accepted swatch books. They have specific formulas much like paint color swatch books

- When to use PMS colors:

- Ideal for color match situations as a standard must be maintained by all involved
- To avoid conflict while on press between 4 color art and PMS solid areas

- CYMK/4 Color Process

- CMYK is made up of Cyan, Magenta, Yellow and Black (or K)
- CMYK or 4 color process is the most widely used choice of inks and is an industry standard

- When to use 4CP:

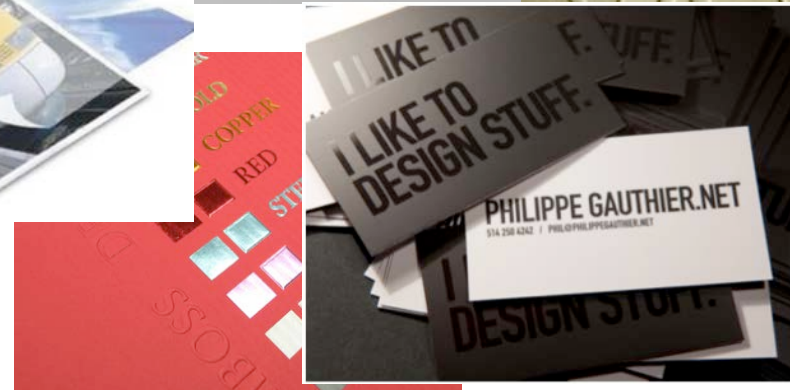
- When you have 4CP images or photos
- When cost is an issue. 4CP tends to be less expensive than PMS colors



# Specifications (cont'd): Special Finishes

To further enhance (or in some cases protect) a piece, a job can utilize some of the techniques listed below:

- Aqueous Coating
- Inline spot gloss varnish (mild gloss)
- Offline spot UV (high gloss)
  - Additives: glitter, flecks of color, etc
- Emboss vs Deboss (raised vs recessed pattern)
- Foil stamping (silver, gold, special color)
- Lamination





# External/Internal Purchasing

## Internal Purchasers (Link9 Producers):

- Creates specifications based on job designed by agency
- Sends specifications out to at least 3 print vendors for estimating (triple bidding)
- Awards job based on lowest bid or if under \$10K select most appropriate vendor for job

## External Purchasers (Client Purchasers):

- Receives specifications from Link9 Print Producers
- Estimates the job through network of vendors
- Communicates directly with marketing on quantities and delivery needs

## Shared Responsibilities:

- Discuss timing needs and job parameters with print vendors
- Ensures job is delivered based on timing requested by marketing and agency
- FDA/regulatory samples



# Here's the Proof

•When all of the approvals have come through from the client, the team can provide direction to Link9 to begin the PrePress (PP) process

•Link9 will collect all of the native files as part of the PP. This includes fonts, InDesign files, and hi-res images used in the job. These files will be made into a zip file and then uploaded into an FTP site for selected vendor to download from or packaged in a disk sent via FedEx or messenger

•Now that files are with the print vendor that has been selected, what's next? Proofs!

- PDF proof
- Bluelines
- Color proof
- Ink drawdown
- Press proofs (for testing purposes)





# The Final Steps

- Now that proofs have been approved through the internal team and client, it is time to go on press
- The on-press experience entails several things:
  - Matching press sheet to approved color proof
  - Correct lighting/viewing conditions
  - Correct paper
  - Marking up press sheets
  - Correct inks
  - Correct finishing
  - Crossovers
  - Registration



- After the job has printed, you'll have the opportunity to review samples of final produced material. It is at this point you can ensure samples:
  - Match the press sheet
  - Are constructed properly

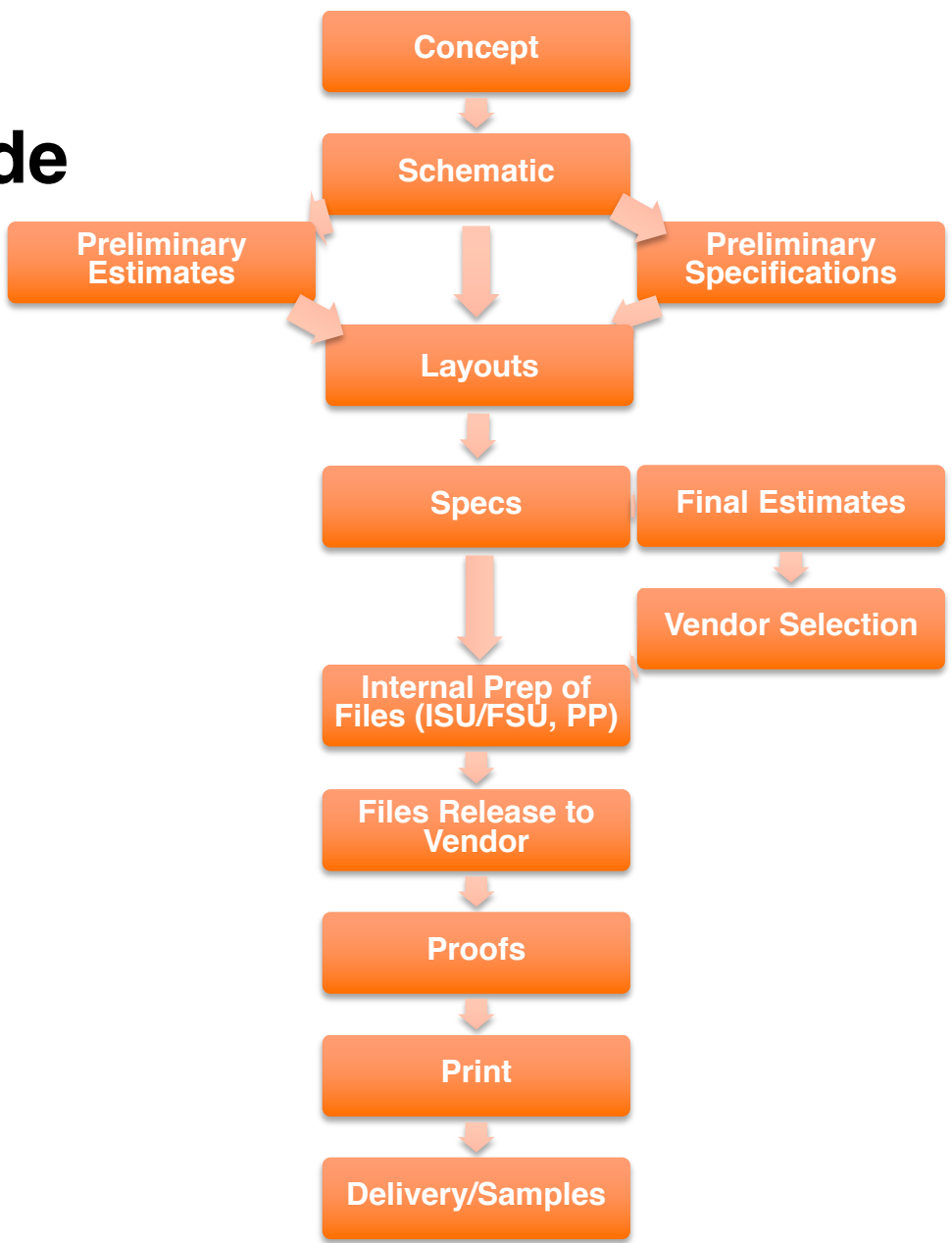


# Tools/Other Areas

- Print glossary terms
- Print tour
- Premium/pharma guidelines
  - Limited tchotchkes (premium giveaways)
  - Premiums can be distributed to reps/PCPs only if they are medically relevant
  - No general limitation if the premium is being given to marketers for internal use only and not distributed to reps or PCPs



# Process Quick Guide







**Q & A**



**THANK YOU!**

