

**University of Maine**

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**From the Selected Works of Kimberly J. Sawtelle**

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## Welcome to Our Little Corner of the Web

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Available at: [https://works.bepress.com/kimberly\\_sawtelle/9/](https://works.bepress.com/kimberly_sawtelle/9/)

# TRICKS & tips

As the technology of file submission continues to develop, we find a greater number of customers submitting files in PDF (portable document format). This puts an even greater burden on our customers to proof files prior to submission. Here are some reminders when preparing a file to submit to us:

1. Check the fonts for linked images: Be sure you have included the fonts for any linked images, as these are normally not gathered when you create a PDF from the native application.
2. Bleeds: extend colors and images that bleed to 0.125" beyond the page boundaries.
3. Scans: verify that all scanned images are between 225 and 300 dpi in the finished size of the image.
4. Links: check links and if necessary, update prior to submitting the file.
5. Print a hard copy: print a hard copy from the file you are submitting. If you have printed a hard copy prior to making final revisions, print a new hard copy from the file you are submitting. Mark color breaks and folding instructions as necessary.
6. Color space: Offset printing uses only two color spaces – CMYK (process color) and Pantone match (spot color). Either create your document in the CMYK or spot color space, or convert from the RGB color space before submitting the file. If we are using a digital output device, the RGB color space is acceptable (though CMYK is better).
7. Page setup: set the page size at the finished size. Be sure to allow for bindery functions when setting the live area.

## Feeling Boxed in by Questions about Your Printing Needs? We Can Help.

Don't be sheepish. Submit your burning questions to us at [printing@umit.maine.edu](mailto:printing@umit.maine.edu). Printing and Mailing Services will do our best to give you answers. And don't forget to check out our Web site: [www.umaine.edu/printingservices](http://www.umaine.edu/printingservices) to learn more about Printing and Mailing Services.

**Open Monday through Friday, 7:30 a.m. to 4:30 p.m.**

Printing and Mailing Services  
5761 Keyo Building, Orono, ME 04469-5761  
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questions and answers



## Welcome to Our Little Corner of the Web

Good things are always worth waiting for—homemade ice cream, Trick or Treating, the launch of a new Web site...

Printing and Mailing Services is proud to announce the launch of our extensive new Web site, [www.umaine.edu/printingservices](http://www.umaine.edu/printingservices), designed to increase availability of information about our offerings and improve customer service.

According to Tammy Young, director of Printing and Mailing Services, "The Web site has been a long time coming and I'm so excited to finally offer this expanded site to the university community."

"The new Web site opens up an opportunity for us to provide answers to customers' most frequently asked questions, right online," said Dan Curtis, Operations Manager. "The Quick Quotes section of the site lists pricing for some of our most popular products, making it easier for customers to write up an IDO or EAF to submit with their print order."

The site also offers a Resources section to provide customers with

access to design templates for common layouts—such as three-panel brochures and postcards. The templates, available in Illustrator, InDesign, PageMaker, and Quark formats, will help facilitate document design for customers less familiar with the printing process.

"Our hope is that the templates help reduce front-end costs for customers by empowering them to set up electronic files that need less in-house correction when they're submitted for printing," said Curtis. Front-end work, preparing documents for printing, is where the greatest customer-controlled cost in printing is incurred.

"I'm especially pleased to use the Web site as an opportunity to get the word out about Printing Services' effort to use "green" papers in the products we produce for our customers," said Young. "Our standard Xerox paper is produced using fibers from a 100% sustainable eucalyptus forest and a number of papers we use in offset printing are SFI [Sustainable Forestry Initiative], FSC [Forest Stewardship Council], Rainforest Alliance, and Green-E certified products."

Another long-anticipated feature of the Web site is the ability to offer customers an opportunity to place orders and submit files online. "Initially, the size of attachments

will be limited to 5M, but ultimately we will be able to accept almost unlimited file sizes," said Young.

The new Web site also provides information about Printing Services to UMaine students and employees who might otherwise not realize that our services are available to them.

"A lot of people on campus don't realize that we do printing and copying work for individuals on campus, not just departments," said Young. "Several of our special offers this academic year are geared, not only to departments but to students and staff, as well."

One such offer will be the availability of personalized 2008 calendars during the holiday gift-giving season.

"The calendars have three different formats, listing Jewish, Christian, or Muslim holidays and can be personalized with photos submitted by customers," said Young. Additional information about the calendar promotion will be posted on the Web site.

"We are just so pleased and proud to be a member of the University of Maine System," Young stated. "Our new Web site is just one more way we're working to improve service and help everyone associated with the System achieve their efforts at dissemination."

# Why You Should Use Us For Your Next Printing Job?

**Have you ever wondered why Printing and Mailing Services sends a newsletter to you?**

If you're one of our regular customers, you probably guess that we want to stay in the front of your mind when you need offset printing or photocopying done. Of course that's true; we like to demonstrate our product knowledge and technical expertise, and provide useful information that will make your job of buying printing from us easier.

But, we've also got a secret—believe it or not, not every one at the University uses our services! This newsletter is directed at all of you—our “not-yet” customers—too. Like you, we are a member of the University of Maine working toward a mission committed to the creation and dissemination of knowledge to improve the lives of UMaine students and Maine citizens in their full social, economic, and cultural diversity. We do a great job helping many university departments accomplish that mission, and we can do a great job for you, too.

## Our confidence comes from our relationships with frequent customers

We know a lot about the University of Maine and how printing, copying, and mailing services helps support the organizational mission. We are acquainted with the University's annual cycle of activities and are knowledgeable about how to reach employees, students, and prospective students. We have developed expertise at the type of printing most used in the academic community. Thus, the relationship we've developed with our top customers can benefit you and your department or organization.

We have invested time and resources into developing excellent customer

service. That's not just an idle claim—we mean what we say.

**Here are some of the ways we focus on our customers:**

- Printing Services mission is to provide high-quality, economical printed material, supplies, and fulfillment services in support of the work and goals of the University of Maine community and its affiliates.

- Our Customer Service Representatives work hard to facilitate your printing success by asking for details about your project, learning the best way to contact you in order to turn proofs around quickly, and letting you know if an important delay, such as obtaining speciality stocks, may impact the delivery date of your project.

- We work closely with the Department of University Relations and have complete knowledge of the University of Maine's *Branding and Style Guide*. Printing Services can help you with your University business card and stationery needs, as well as provide proofreading services to ensure your compliance with the University's official editorial style standards.

- We understand the University's accounting practices and can work with you to make certain the bill paying process goes as smoothly as possible. If you have issued an IDO,

EAF, or purchase order number it, as well as the job number, will be referenced on our invoice.

- We facilitate customer access to the most current campus-wide mailing lists, generated every 4 to 6 weeks by the Department of Human Resources. We can help you communicate with your target campus audience by customizing a mailing list to meet your dissemination needs, including being able to send postings to a complete list of departmental bulletin boards.

- We make re-orders easy! Simply retain your old job number by filing copies of your completed printing jobs with the delivery slips that arrived with them. Refer to the old job number when placing a re-order to replenish your supply of a specific document. It's that easy. A reprint, even with changes, can save you money over starting a new job because most of the front-end work has been done.

- We understand the annual ebb and flow of campus-related events in a way off-campus printers don't, and we can help you meet your project needs on tight deadlines. Why drive



miles, burning precious hours and fuel, to check a proof or pick up an order when we can deliver it to you as part of our complimentary customer service?

- With our new Web site, [www.umaine.edu/printingservices](http://www.umaine.edu/printingservices), you can communicate with us 24/7. Besides e-mail, you can visit our Web site to place an order, request an estimate, or send a file.

### So—give us a shot.

In this newsletter we talk about reasons for you to use us for your next job. All printers talk about quality, price, and production equipment. We offer the best of all those too, but we've focused on what we think is most important to you—ease of ordering, ease of billing, and understanding of University operations in a way that will make your life and your job easier, and your printing more successful.

The skeptical among you, if you've read this far, are chuckling at what you think is a heaping pile of hype. That's okay, but you'll never really know for sure until you give us a try. Get the process started by calling our customer service representatives, Jill Cram, at 581-3765, or Kim Sawtelle, at 581-3768, and request an appointment. We'll answer your questions, give you a shop tour, and start the process of proving to you that we are everything we claim.

## Is Your Document Ready to Fly?

### What is Preflight?

Preflight is the process of checking a document file to be certain it is ready for output to lithographic film, press plate material, digital copier, or laser printer. The process verifies that all the elements necessary to accurately reproduce the document are correct and within the demanding specifications of the printing environment.

Not all preflight steps are required for all electronic documents. If you have any questions about any of these steps, our graphics professionals will be glad to discuss them with you.

### How Printing Services Preflights Your Document

1. Confirm that all fonts and graphics are included with the document, and that no images are “imbedded” in PageMaker, InDesign, Quark, or Illustrator.
2. Check that the size of the document, as quoted, is the same as the size of the document in the electronic file. Check for bleeds and adjust as necessary.
3. Check that the ink colors in the written job specifications are the same as the ink colors in the

document. Check for inappropriate color spaces (RGB for all documents; CMYK in spot color documents; spot color in process documents). Check screen angles, and confirm that specified paper is of sufficient quality for full-color printing.

4. In a multi-page document, check for page ordering (reader spreads vs printer spreads) and page creep.

5. Confirm that trapping is active in the document, and check each color item for trapping exception errors.

6. Check panel sizes in folded documents.

7. Open all raster images and check for appropriate color space.

8. Identify ink densities in photos and evaluate effects of expected dot gain.

9. Check resolution of raster images, both before and after scaling in layout program.

10. Check for presence and quality of clipping paths in raster images.

11. Check photos for color cast, dust, and scratches. Evaluate overall quality of the image.

12. Check for trapping requirements in raster images.

13. Open all Bezier (vector) artwork and check for missing fonts or images.

14. Check Bezier images for appropriate color space.

15. Check ink densities in Bezier images and evaluate effects of expected dot gain.

16. Check for trapping in Bezier images.

17. Print laser copies and laser separations, and compare to proofs supplied by customer.

18. Fax laser prints or e-mail PDF proof to you, our customer, for final approval.

Printing Services charges a front-end processing fee to correct problems found during the preflight process. Designers can avoid costly delays, including the cost of multiple proofs, by simply running the preflight feature built into desktop publishing programs, such as Quark, InDesign, or PageMaker; and making necessary adjustments prior to submitting your files for printing.