

Doing Your Own Scans?: DESKTOP SCANNING TIPS

Here are some things to keep in mind if you are doing your own scanning of photographs for a printing project.

- ❖ **First**, of course, be sure the quality of your photos is good. Though it is true that our computer technicians are able to enhance the quality of supplied scans to some degree, it is also true that they can't "make a silk purse out of a sow's ear." Start with the best photos you can get.
- ❖ **Second**, scan at a resolution appropriate for your job. For standard offset printing, 300 pixels per inch (ppi) is appropriate. For high quality resolution use 350 dpi, and for premium quality use 400 dpi. The formula for figuring scanning resolution is to double the screen ruling (lpi) at which the piece will be printed. If your photo is going to be enlarged 3 times (300%), multiply by three.

- ❖ **Third**, Crop or size your images when they are scanned, or within your color management system, always allowing a little extra area around the desired finished area of the image. If you wait to crop them in your page layout program, the cropped portions remain part of your documents and create large, hard to manage files.
- ❖ **Fourth**, When scanning gradations, stay within spreads from a maximum of 90% to a minimum of 10% whenever possible. Gradations above and below those limits are much more likely to create banding problems on press.
- ❖ **Finally**, when possible scan from transparencies rather than photographic prints as the clarity and detail will be better from transparencies, as they have a greater range of captured color.

Barcodes and FIM Layouts Online: CUSTOM BUSINESS REPLY CARDS/ENVELOPES

Citation Software Inc.'s ReplyMailOnline.com Website lets you create reply envelopes, postcards, and labels laid out according to U.S. Postal Service Rules. You select a mail type (Business Reply or Courtesy Reply), a mail piece size (#9 or #10 envelope, or any custom size), supply an address and postal permit information, and then www.ReplyMailOnline.com creates a PDF for you to download. The PDF includes all the printed elements required by the

U.S. Postal Service - Including FIM bar codes and POST-NET bar codes. If necessary, you can open the PDF in Illustrator or FreeHand and alter or add elements.

(It's \$2.00 cheap, or annual subscription of \$25.00) For a link, go to Progressive's website at www.progressivegraphics.com and scroll to the bottom of the home page.

Part of the Process: WHITE POWDER NO CAUSE FOR CONCERN

Due to the widespread new reports of white powder associated with anthrax, customers have inquired about the occasional presence of white powder on printed matter. The powder is called "spray powder" and is used in the printing and manufacturing process. The main function of the spray powder is to prevent offset, which is the transfer of ink from the surface of a printed sheet to the back of the next sheet in the stack.

Spray powders are usually powdered starches manufactured from corn, potato, tapioca, and other common grain products. Spray powder granules function like pebbles or ball bearings between the freshly printed sheets temporarily providing a cushion between the wet ink film and the back of the following sheet. Based on information provided by our vendors, the spray powder poses no health hazard whatsoever.

Help Your Business Grow: PUBLISH A NEWSLETTER

One good way to help your business grow is to publish a newsletter. Consider these facts as reported in the *Los Angeles Business Journal*:

- A) Newsletters have four times the readership of traditional display ads.
- B) Readers find newsletters to be more credible and believable than ads. Indeed, publishing a newsletter tends to help establish your company as an authority and leader in its field, improves name recognition, and sets your company apart from the competition in the minds of readers.

C) Newsletters allow you to give more in-depth information to readers than other forms of advertising.

D) Newsletters have a longer shelf life than ads and other advertising as they are often passed on from one person to another or posted on bulletin boards, etc.

A number of well-known companies already print their newsletters at Progressive Graphics, where we can help with all aspects of newsletter production, to include mailing. If you would like assistance with a newsletter for your company, by all means contact us. ***We are happy to be of service!***

When Making PDF Files: USE ADOBE ACROBAT DISTILLER

The use of PDFs for the transfer of files has become common practice. When doing this, however, you should not use PDFWriter to make the PDF FILES. Instead, you should use Acrobat Distiller. The main reason for this is that PDFWriter is not a Postscript printer driver. Instead, it converts graphic information from the operating

system to PDF (Quick Draw on a Mac, or GDI on a PC), This would be a problem, for example, when an EPS file is placed on a page. Since these models do not support Postscript, only the low resolution screen preview of the EPS file should become part of the PDF file.



Virus Antidote: PROTECT YOUR ADDRESS BOOK

You may realize that if a worm virus gets into your PC, it typically heads straight for your e-mail address book and sends itself to everyone there, thus infecting the computers of your friends and business associates. Here is a technique which, though it won't keep the virus from getting into your computer, will alert you to the fact that the worm has infected your computer AND will stop it from spreading.

First, open your address book and click on "new contact." In the window where you would type your contact's first name, type **!000**. That's an exclamation mark followed by three zeros (*not letter O's*) Where it asks for a new e-mail address, type **AWormAlert**. Then complete the procedure by clicking on Add, Enter, Etc.

Here's why this works: The "name" **!000** will be placed on as entry #1 in your address book, which is where the worm will start in its

effort to send itself to all your addresses. But, when it tries to send itself to **!000** it will be undeliverable because of the phony **AWormAlert** address you entered. When this first attempt fails, the worm goes no further and your friends' computers will not be infected.

Here's the second benefit of this trick: When an e-mail cannot be delivered, you are notified in your Inbox almost immediately. Hence, if you get a message there saying **AWormAlert** could not be delivered, you know right away that your have a worm virus in your system and can take steps to get rid of it. **Pretty slick!**

Note: Obviously, some dedicated hacker can (and possibly will) figure out a way to "beat" this technique. Thus, you should use it as a complement to, not a replacement for, other virus prevention techniques available for protecting your data.

Save Time and Money: HOW TO CHECK A BLUELINE

Checking the Blueline is a crucial step on your journey to a great printed piece. Do it well, and you help control quality, contain costs, and ensure good service. Here are some rules and a handy checklist.

- ❖ **RULE #1:** Allow yourself enough time. Rushing causes mistakes.
- ❖ **RULE #2:** Have a written "**Check List**" and concentrate on **ONE** item at a time. Examine that item completely before going to the next one. Below we created one that covers the critical stuff.

<h1>BLUELINE CHECK LIST</h1>	
<i>(Note: Not all items here apply to every job. Use only those which do.)</i>	
✓	Compare the Blueline with your hard copy. Make sure all major elements (pictures, headlines, blocks of text, graphics, etc.) are present and properly placed.
✓	Confirm page sequence.
✓	Examine all borders and rules for alignment and crossovers.
✓	Check headlines and display type for typos and placement. To the extent that it is practical, do a final check of all text (though detailed proofreading should have been done prior to the Blueline stage).
✓	Study all areas of critical register.
✓	Check color breaks, as shown by differing shades of blue.
✓	Check every photograph. Is each image in the right place? Is each scaled and cropped properly? Is each facing the right direction? Is the focus sharp for each?
✓	Check for blemishes, flaws, broken letters, etc.
✓	Double check corrections from previous proofs, if any.
✓	Check finishing issues. Measure the trim size. Make sure folds are in the right places and go the right directions.

- ❖ **RULE #3:** Boldly mark anything that seems wrong. Write instructions directly on the proof in a clear, vivid color, and understand that the printer **WILL NOT MAKE ANY CHANGES** other than those you have indicated. (Thus, by signing off at this time, you assume responsibility for any errors on the printed piece, which you did not previously indicate on the blueline.)
- ❖ **RULE #4:** If changes are needed, discuss the costs. Be sure both parties know who is paying for what, and how much.
- ❖ **RULE #5:** Sign off appropriately on the Blueline's Approval Stamp - Make sure you understand what you are authorizing.
- ❖ **RULE #6:** Make checking bluelines a top priority. Your scheduled press time often depends on your printer receiving bluelines from you in a timely manner.

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Kudos: John Koehler for valuable input to our newsletter, here's your plug: www.koehlerstudios.com