

4. File Types

The suggested file type to upload is a **PDF or high-resolution JPG**. A PDF file is preferred over a JPG as it contains the most useful information to our printers. Not only that, but uploading PDF or JPG files will put your order directly to print. We can take other files such as DOC, PUB, and PPT, but these files require a digital proof to be sent which will delay your order. If you are on a time crunch, a PDF or JPG is your best friend.

5. Paper

You are probably asking yourself, "What are all these numbers and what paper is best for me?" If you look at our basic paper, the 20/50# white laser bond, the two numbers reflect the weight of the paper. The first number refers to printing digitally with bond paper, while the second represents the same paper but in offset printing. Thus, 20# bond is equivalent to 50# offset paper. The smaller the number, the lighter the paper will be. So the 32/80# laser white smooth will be thicker / heavier than the 20/50# white laser bond. Depending on the coverage, the heavier papers will have less show through from side to side than the lighter papers.

Next, we'll examine the types of paper finishes. Let's compare the 32/80# laser white smooth and 32/80# glossy text. The smooth and glossy refers to the finish on the paper. The smooth is like a standard sheet of paper, while the glossy has a semi-gloss finish which gives the paper a shine. **Glossy papers are recommended for the best color and photo reproduction.**

Lastly, we'll discuss cover-weight and specialty papers. Cover-weight paper is cardstock typically used for book covers and postcards. In addition to standard white papers, we also offer colored papers, metallic papers, recycled papers, and waterproof paper. *Paper samples are available upon request, just email us with your mailing address and ask for a paper sample.*

Still Have Questions?

If you are new to printing and unclear about your file setup we would recommend adding a hard copy proof to your order. **A hard copy proof will allow you to see a physical copy of your document before we complete the entire order.** This is the best way to check the quality of your photos and accuracy of colors. Once you receive the proof, you can make changes to your file or order if there is something that needs to be adjusted. *Keep in mind, a hard copy proof will add a few days to the turnaround time.*

If you are in a hurry and don't have time for a hard copy proof, you can request a digital proof, but this will not give you an accurate representation of colors or quality on the final print. It will basically allow you to proofread the document and make sure the formatting looks correct.

Do you have something that you want to print but don't see it on the website? Send us an email with as much information as possible of what you would like done and we will email you a custom price quote if we are able to do it.

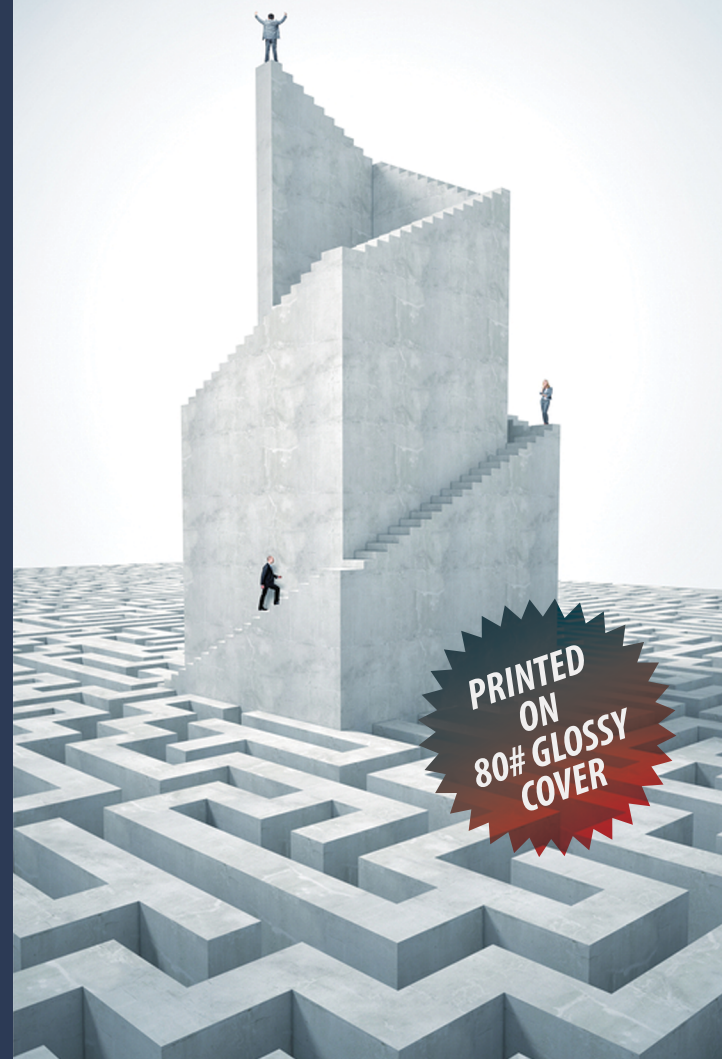
Still have questions after reading through this brochure? We are here to help! You can call or email us with your questions and a customer service representative will gladly help.

Toll Free: 877-222-4842
info@docucopies.com

DOCU copies.com

Printing Guide

Tips and tricks to help you
navigate the maze
that is *Digital Printing*



The Basics

Here we will cover the basics of what is needed to make sure your prints look as close as possible from what you have designed to what you get when you print with us at **DocuCopies.com**.

1. Resolution

The minimum recommended print resolution for high quality output is **300 dpi**. Anything less than 300 dpi may have visible print issues such as blurry text or images. Images taken from the internet, unless very large, are not made for printing as they are only 72dpi. If you are unsure of the resolution, you can print a hard copy proof, or do a test print at home. *Please check your file carefully before uploading as we will print your file even if it contains low resolution images.*

2. Color Space

We can take files that are in either RGB or CMYK color space, but since our printers print in CMYK, then **CMYK** files will give you the most accurate result from file to print. We can also take files with Pantone or Spot Colors, but aren't able to match them exactly because we are a digital printer. If color accuracy is important to you, then it is recommended to do a hard copy proof before printing your entire order.

3. Fonts

If you are using any unique or third party fonts, it is best to **embed the font or create outlines** of the text to ensure the font prints correctly. If you do not embed the font or create outlines, then the font may look okay when viewing the file but when printed the font will be substituted. *Be aware that sending a file other than a PDF or JPG has a greater result of missing fonts.*

Advanced Topics

In this section we will cover more advanced printing topics and options available at DocuCopies.com.

◆ Cutting

Do you have multiple images of the same thing on a 8.5" x 11" page and wonder if we are able to cut the images apart? That's a great question, and while cutting is not a selection on the DocuCopies website, **there are options for various finished sizes**. For example, if you have two 8.5"x 5.5" images on a letter size page (8.5" x 11") and want it cut in half, you would just select Half Sheet (8.5" x 5.5") under finished paper size and then enter the total number of half sheets that you want under the number of copies. *Note, the images need to be the same to order like this, otherwise you will need to enter multiple originals for each image. Add a job note to your order for custom sizes.*

◆ Folding and Scoring

There are many folding options for brochures or copies alike and while the most popular are a half fold and letter fold out (a standard brochure like this) one question that always arises is "What is scoring?" On heavier stocks, when the paper is folded the fibers tend to crack. This becomes more noticeable if you have printing that goes across the fold. **Scoring creases the paper before it's folded so that when the paper folds the fibers do not crack**. On extra heavy cover stocks like the 100# and 16pt, if you have printing that goes across the fold it still may crack with scoring. At the end of the day though, scoring is going to give you a better looking product. *Note, this brochure has been scored.*

◆ Stapled Booklets

A common mistake with stapled booklets is submitting a file that isn't a multiple of 4. Since stapled booklet pages are printed 4 to a sheet before stapling and folding, **the file must have a page count that is a multiple of 4** and must match what is entered on the order form. If you have 61 pages, you would need to add 3 more pages (which could be blank) to make a 64 page stapled booklet.

◆ Bleed Printing

Since we are a digital printer, everything that we print will have a white margin around it unless ordered with bleeds. Printing with a bleed will mean that any background colors or images will go to the edge of the page, thus eliminating the white margin. This is achieved by printing on oversized paper and cutting your document down to the desired size.

In order to successfully print with a bleed, your document needs to be .25" larger on all sides and any background images or colors need to be extended to the edge of the larger page size. For example, to print an 8.5" x 11" with bleeds, would require a file size of 9" x 11.5" with background colors and images extended all the way to the edge. Any important content like text should be .5" from the edge of the larger size to ensure it won't be cut off.

Brochures, like the one you are holding, require bleeds to have the color and images print to the edge and still have the panels fold correctly.

◆ 100% Black

A common misconception is that if you set something to be 100% black that it will print a dark black. This is wrong. **When printed, 100% black will appear dark gray**. For this reason, 100% black should only be used for text, while solid colors and large fill areas should use a rich black that is made up of all 4 colors like 40% cyan, 30% magenta, 30% yellow, and 100% black.