

# The Expectations

## PRINT REGISTRATION

Pieces out of registration can cause a shadow or blurry effect on images and text. Slight registration issues, 1 row or less of dots out of registration per color, are acceptable. Text built in CMYK Black will usually reproduce out of registration due to the print process, and Trace Communications will not be responsible for this should it occur. Trace does not check text for this; therefore, you need to keep this in mind. To keep black text looking crisp; it needs to be set up as 100% Black and not CMYK Black.

## MARKS, SPOTS & SPECS

Although never wanted, up to one mark or spot .25"x.25" or less in size is deemed acceptable. White specks which may become apparent on dark solid colors can happen for different reasons, but if less than 1% of the piece is affected it is also deemed acceptable.

## TEXT FALL-OUT

This is a byproduct of art creation and, therefore, Trace cannot be held responsible. Text cannot be checked and Trace cannot inform you of risks, either. To avoid this, please convert text to outlines.

## COLOR MATCHING

Trace Communications does not provide hard copy proofs unless requested. Color matching can only be assured if a hard copy proof is produced. If a proof is not requested, slight color variation is acceptable if it is within one shade lighter or darker than intended.

## TRIMMING

Less than 1/8" from specified trim size is acceptable. (8.375x10.875 finished size on 8.5x11 piece.)

## FOLDING

Finished fold position less than 1/16" from specified fold position is acceptable.

## DAMAGED PAGES, WRINKLES, DOG EARS & TORN PAGES

You should never expect to see this. If you do, please inform Trace ASAP.

## MISSING OR BLANK PAGES

Trace strives to obtain all art and, you should not expect this. Magazines, digests and calendars are an exception. You will always receive an art link and sign-off will be requested on these pieces. Trace wants every page accounted for, but with pieces requiring sign-offs, cannot be held responsible for missing/blank pages.

## INCORRECT PAGINATION

This can happen on 4pg, 11x17s, magazines, digests and calendars. You will always be sent an art link and sign-off will be requested on these types of pieces. Although Trace will strive to be sure that every page is in the correct spot, with pieces requiring sign-offs, Trace cannot take full responsibility.

## PACKING & SHIPPING

Always expect shipments from Trace to arrive in acceptable form. If your shipment and the boxes or pieces are damaged please refuse the shipment. If the shipment is accepted, pictures of damage must be taken. Please call ASAP should this happen, and we will work with you quickly to resolve this issue.

## DELIVERY

Shipments will always arrive before 5pm local time on the requested delivery date. If Trace cannot meet your requested delivery date, you will be notified before the job is sent to press. If the delivery address' dock closes before 5pm, the address is residential or the delivery address will require a truck with a lift gate, Trace must be informed of this prior to press. Costs may be associated with these shipments. The print job will not be considered late until after this point, assuming these contingencies are known.