



TRACE

COMMUNICATIONS, LLC

Your Print & Idea Partner

WIK

Welcome Kit

A Printable Fruit Basket of Handy Information
For the First-Timer

Table of Contents

2Welcome Process
3The Basics
4The Expectations
5Art File Building Guide
6Jump Start
7Quoting
8Order / Planning

Welcome Process

Welcome aboard! Thank you for choosing Trace as your print and idea partner. The purpose of this welcome kit is to let you know what to expect in the coming months and to ensure you get the most out of your partnership with Trace. In this kit, you will find information to help get your print and deliver or direct mail program started.

In the first 30 days you should expect your Trace Rep to contact you regularly regarding the objectives of your business, your sales structure, your market and how we can meet your needs.

Within 60 days, your Trace Rep should have a good understanding of your business and should be recommending additional revenue solutions to meet your company's and your clients' needs.

Within 90 days, it is our goal that you fully understand what Trace has to offer and the benefits of our partnership.

Let's get started!

The Basics

Everything you need to know for a great print job with Trace.

ARTWORK

Trace Communications uses camera ready artwork and handles no composition. Artwork must be built using the specifications listed on the Trace Communications Art Reference Guide. Trace will process your artwork in their Electronic Prepress Department, checking for color setup, sizing and low-resolution artwork.

Trace Communications is only responsible for informing you of artwork that does not pass our electronic prepress. Trace will always try to inform you if something looks “off”, but this cannot be guaranteed. Trace Communications does not proof artwork.

WEB PRESS

Trace Communications will run your work on one of their web presses 99% of the time unless requested to do otherwise by you. Requested non-web work will always be a specialty quoted piece. Trace will always strive to provide you with a high quality piece, but due to the speed at which your pieces are run to achieve the prices and turn time that you value, there may be some print side effects that, while not normal, are acceptable.

RESOLUTIONS

Trace Communications will always work to find a resolution for any issues that may occur; however, a resolution cannot be guaranteed after thirty days of delivery.

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.

Trace Art File Building Guide

PDF FILES

Trace Communications prefers all client artwork to be sent as PDF files, distilled to our specifications. PDFs must be the same size as the product you are ordering (Example: 8.5"x11" PDF for an 8.5" x 11" flyer). Make sure your PDFs are set up in CMYK color only, with all fonts embedded. Do not include Crop, Registration, or any other Printer Marks on your PDFs. Please refer to the settings below for Acrobat Distiller.

ADOBE DISTILLER

To access your Distiller settings, open Distiller and click on the "Settings" tab on the tool bar at the top of your screen. Then, click "Edit Adobe PDF Settings." Save the settings as "Trace" after adjusting them as follows:

GENERAL TAB

- Compatibility: Acrobat 4.0 (PDF 1.3)
- Binding: LEFT
- Resolution: 1800
- All other options should be set to OFF

COMPRESSION/IMAGES TAB

If JPEG compression is used, set image quality to MAXIMUM, Do not downsample lower than 266 dpi.

FONTS TAB

Select the following:

- Embed All Fonts
- Subset All Embedded Fonts Below 100%
- When Embedding Fails: CANCEL JOB

COLOR TAB

- Settings File: NONE (Distiller 6.0)
- Leave Color Unchanged
- Select: Preserve Under Color Removal and Black Generation

ADVANCED TAB

Select the following:

- Process DSC
- Resize page and center artwork for EPS
- Preserve document info from DSC
- Verify preserve overprint settings are UNCHECKED

COLOR & IMAGES

Trace Communications prints in 1 or 4 color process. Please be sure your art is set up using only 100% Black or CMYK process colors. Spot colors, Pantone colors, and color profiles cause art to separate incorrectly and must be converted to CMYK process before submission to Trace. Please be sure all picture files and other graphics in your art file are set up in CMYK process colors only – do not use RGB, Spot, or embedded Color Profiles. Resolution for any image files must be a minimum of 266 ppi/dpi.

FONTS

To keep your text in line, always use Post Script fonts. True Type fonts are acceptable, but Post Script fonts are more reliable for printing. Always embed all fonts in your PDFs to keep your type from dropping out at the press. Text should always be 100% black.

LAYOUT & BLEEDS

BLEED

To create a "bleed" on a piece, there must be some "bleed" to trim off. This is set up easily by building the piece larger (1/8" on all sides) so that it can "trim" down to its final size and color/images appear to go right to the edges. Because the piece will be trimmed down, always leave a "safe zone cushion" of 3/8" from the edge of the bleed on all sides. Keep any text or other elements that you do not want trimmed off out of this 3/8" area.

NON-BLEED

To create a non-bleed piece, there must be a 1/4" margin of white all the way around the piece. This margin keeps your artwork safely inside the printable "image" area of the printer.

SIGN-OFF

A sign-off will be required when art does not meet our specifications or if the piece is a multi-page product.

Jump Start Your Print & Deliver Program

Here are few quick tips to get your Print and Deliver program off the ground and how you can become the local print expert in your area:

- 1** Talk to current advertisers already inserting in your paper. Offer them a discount on the insertion if they decide to print with you. No local or national printer can compete with that.
- 2** Go to your customer's place of business. Once you are there, look around for potential printing opportunities (i.e. menus, brochures, signs, banners, etc.). Not everything has to go in the paper!
- 3** Take a trip to your local visitor's bureau to check out all the brochures and rack cards. Maybe they would be interested in doing a new Visitor's Guide.
- 4** Keep an eye on your mailbox to see out who's spending money in your community. Talk to them about your array of products including direct mail.
- 5** Leverage your biggest resource, the paper. Advertise your commercial printing services in your paper. Run specials and promotions that will generate leads and give your sales people something to talk to their customers about.

Requesting A Quote With Trace

Let's face it, sometimes what's in our core lineup won't fit your customers' needs. Times like this will call for specialty products and a specialty quote from your Trace Representative. Your Trace Rep is here to help make your proposal a reality, but there are things they need to know in order to make this happen.

Below are a few items and questions to think about so that your Trace Rep can help you in a timely manner:

For print & ship requests...

- What type of product is it?
- What will the flat size and finished size of the product be?
- What type of paper stock will be used?
- Will the product fold?
- Will the product be a bleed or non-bleed piece?
- What will the quantity be?
- What will the shipping zip code be?

For digest or magazine requests...

- How many pages will there be?
- What type of binding will be needed?
- Will the piece have the same paper stock throughout?

For direct mail quotes...

- What type of mailing list will be used?
- When will the mail need to hit mailboxes?
- Has your client done direct mail before?

What additional information about the piece is available?

Once you have all the required information, be sure to call or email your Trace Rep. They'll work to get you everything within the 24 - 48 hour specialty quote window and offer any advice on ways to tweak the product to save money.

Order Planning Assistant

DEADLINES

Job Requests must be submitted by 3pm Monday – Friday. Art Files, Sign-offs, and Purchase Agreements must be complete and submitted by 4pm Monday, Wednesday and Thursday and by 5pm on Tuesday and Friday. Deadlines are set Eastern Standard Time during the fall and winter months and Eastern Daylight Time during the spring and summer months.

JOB REQUESTS

Job requests may be made in the form of an email or website order Monday through Friday.

ART FILES

Art files may be submitted via our FTP site anytime; however, we will only be pulling files down from our FTP site Monday through Friday. If you currently don't have access to the Trace FTP site, your Trace Rep will be happy to give you access to the site.

PURCHASE AGREEMENT

A signed Purchase Agreement must be received via our website or faxed in before deadline.

TURNTIMES

Turntimes vary based on the type of product you're printing and/or mailing with Trace. Many of our binder products have standard turntimes based on the state in which you're located. Your Trace Rep can provide you with a helpful map.

Please keep in mind that additional options like bleeds, folds and perms require additional processing time.

DELIVERY

Shipments are guaranteed to arrive to you no later than 5pm local time.

BINDERY

Bound products (magazines, digests, etc.) have specific turntimes so we ask that you call when considering these. Your Trace Rep will discuss turntimes that are specific to your project.