

Tips, Terms and Tools of the Trade

A printing guide



Pick a Paper
Eye an Envelope
Define a Design
Move a Mailing

Properties of Paper

Weight

Paper weights are given as the weight in pounds of 500 sheets of a particular size; the size of the basis sheet, however, varies with the type of paper (bond, text, cover, etc.).

Grade

Paper grades are typically defined in terms of usage – with each grade designed for a specific or most common purpose. Some of the most common classifications of printing papers are bond, text, cover, offset / book, index.

Bond Bond papers are the most commonly used paper for writing, printing, and copying. They range in quality characteristics from premium grades of high brightness /whiteness that may be made from rags or cotton fibers to less expensive grades of lower brightness.

Text Text papers are often beautiful designer papers, both in white and colors, with a variety of finishes, and often lightly patterned. Text paper is often used for letterhead, brochures, and invitations.

Offset / Book Offset, or book papers can have many different finishes and may be coated or uncoated. More opaque than bond paper and good for 2-sided printing, this paper is also characterized by excellent folding qualities and durability.

Cover Cover paper is the term for a heavy, stiff paper, also known as card stock. Some may have matching book paper with the same colors and finishes. Cover paper may be used for book covers, file folders, presentation folders, greeting cards, business cards, postcards, and brochures.

Index Index paper is a stiff, not too thick, inexpensive paper with a smooth finish. It is a popular choice for business reply cards, notecards, postcards and mailings.

Specialty Papers

Carbonless Carbonless papers reproduce an image when capsules coated onto one or both sides of the sheet are broken from the pressure of a pen, typewriter, or impact printer, leaving an image. Carbonless papers allow you to print work orders, medical forms, invoices, purchase orders and more.

Coated Coated papers are being used with increasing frequency in color printing. The main purpose of paper coating is to give a smooth, receptive area for printing and a distinctive appearance. The range of gloss varies from a matte to high gloss.

Parchment Papers Parchment paper has a feel and appearance similar to genuine parchment – a rough, mottled surface.

Recycled Recycled papers are manufactured using a percentage of post-consumer waste fiber instead of virgin fiber. Some products are also reprocessed Chlorine-free. With advances in wastepaper sorting and processing, recycled content can be found in many types of paper products.

Security Paper The background color pattern in a security paper has a very low adhesion coefficient so that any erasures of printed material on the paper remove or discolor background.

Vellums There is a difference between “vellum stock” and “vellum finish”. Vellum finish, which is a surface finish found on papers, has a “pebbled” texture. Vellum stock, on the other hand, is a special type of paper that is translucent.

Brightness

High-brightness papers give more contrast, allowing colors to stand out; low brightness papers are easier on the eyes for periods of extended viewing or reading.

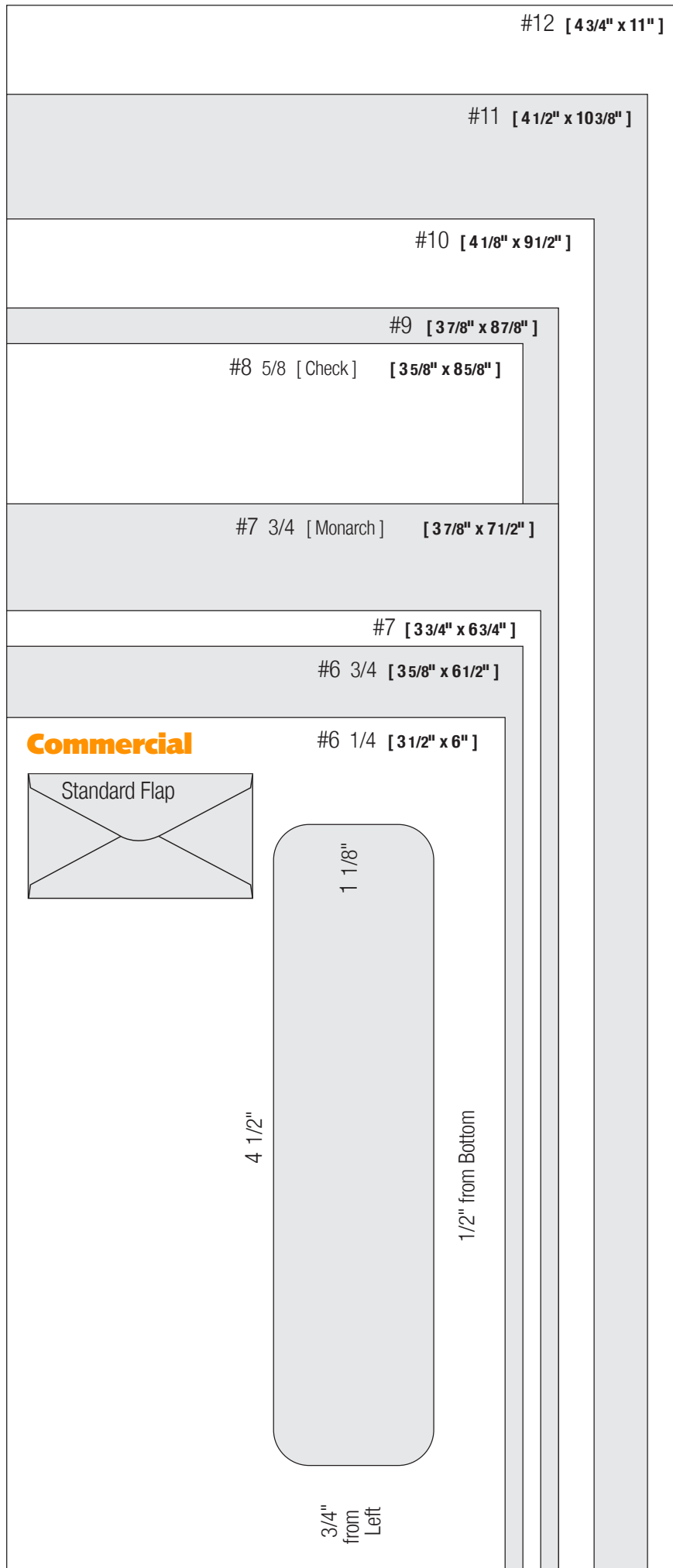
Paper Weights

| Paper Grade | Weight [lb] | Average Caliper | |
|----------------------------------|---------------|-----------------|------|
| Text Coated | 50 | 4.0 | |
| | 70 | 3.6 | |
| | 80 | 4.0 | |
| | 100 | 5.0 | |
| | Uncoated | 60 | 4.4 |
| | | 70 | 4.8 |
| | | 80 | 5.4 |
| | | 100 | 6.8 |
| Cover Coated | 80 | 7.1 | |
| | 100 | 9.0 | |
| | Uncoated | 65 | 8.5 |
| | | 80 | 10.5 |
| | | 100 | 13.5 |
| Index | 130 | 17.0 | |
| | 90 | 7.4 | |
| | 110 | 9.0 | |
| | 140 | 11.8 | |
| Vellum Bristol Copy Paper | 67 | 8.4 | |
| | 20 | 4.0 | |
| | 24 | 4.6 | |



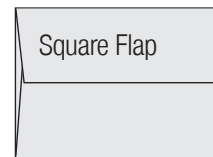
Ruler [inches]

Eye an Envelope [Guidelines for choosing the right envelope]



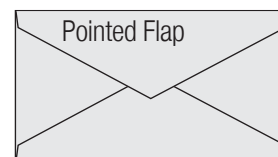
Announcements

- A-10 [6" x 9 1/2"]
- A-8 [5 1/2" x 8 1/8"]
- A-7 [5 1/4" x 7 1/4"]
- A-6 [4 3/4" x 6 1/2"]
- A-2 [4 3/8" x 5 3/4"]



Baronials

- #7 1/2 [5 1/2" x 7 1/2"]
- #7 [Linwood] [5 1/4" x 7 1/2"]
- #6 3/4 [4 3/4" x 6 3/4"]
- #6 [4 3/4" x 6 1/2"]
- #5 1/2 [4 3/8" x 5 3/4"]
- President [4 1/4" x 6 3/4"]
- #5 [4 1/8" x 5 5/8"]
- #4 [3 5/8" x 5 1/8"]
- Slim Jim [3" x 6 3/4"]
- Gladstone [3 9/16" x 5 9/16"]



Catalogs/Booklets/Coins

- 12" x 15 1/2 "
- 10" x 15"
- 11 1/2 " x 14 1/2 "
- 10" x 13"
- 9 1/2 " x 12 5/8 "
- 9 1/2 " x 12 1/2 "
- 9" x 12"
- 8 3/4 " x 11 1/2 "
- 7 1/2 " x 10 1/2 "
- 6 1/2 " x 9 1/2 "
- 6 1/8 " x 9 1/2 "
- 6" x 9"
- 5 1/2 " x 7 1/2 "
- 4 5/8 " x 6 3/4 "
- #5 1/2 [F] 3 1/8" x 5 1/2"
- #3 [B] 2 1/2" x 4 1/4"
- #1 [A] 2 1/4" x 3 1/2"
- #00 1 11/16" x 2 3/4"

Low resolution

[72 pixels/inch]
The size of website images



Enlarged
view of a
Pixel-based
image

Vector Image



Enlarged
view of a
Vector
image



Improper
bleed area



After trimming



No bleed area



After trimming



1/4" inch
clearance for
important art
or text

Proper bleed area



After
trimming

About Bleeds

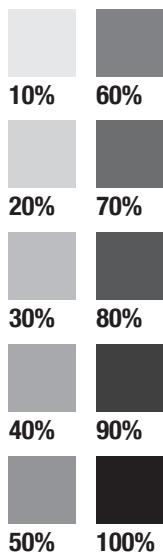
When ink reaches the edge(s) a proper bleed area is required to keep edge borders consistent and to prevent blank paper areas along an edge.

Be certain to provide an **1/8" extra** outside of the finished size. Also keeping important art and text **1/4" within the finished size** provides a safe distance from the trimmed edge.

Font sizes

4 point type Print Well
6 point type Print Well
8 point type Print Well
10 point type Print Well
12 point type Print Well
14 point type Print Well
18 point type Print Well
24 point type **Print Well**

Tints of Black



Line weights [points]

| | |
|-----------------|---------------|
| 0.25 point Line | 3 point Line |
| 0.5 point Line | 4 point Line |
| 0.75 point Line | 6 point Line |
| 1 point Line | 8 point Line |
| 2 point Line | 10 point Line |

Classic typefaces

Baskerville [Italic]
Bodoni
Caslon
Garamond
Gill Sans
Goudy [Light]
Helvetica [Bold]
Jenson
Palatino
TRAJAN

Note:
Times Roman
is a typical
"default" font and
may reflect this in
your design!

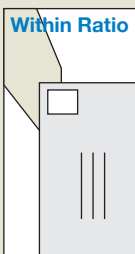
Template for Standard Letter-Size Mail

Align the piece with the lower left corner of this template. The upper and right side of the piece must touch or extend **within** this beige area to qualify for **Standard Rates**.

If the piece falls **outside** of the beige area, weighs more than one ounce OR exceeds 1/4" in thickness, additional postage surcharges will be added to the regular postage rate.

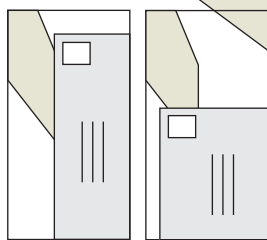


Must weigh less than One ounce



Minimum Dimensions:

3 1/2" x 5"



Too wide Too high

Letter-Size Maximum dimensions [6 1/8" x 11 1/2"]

to qualify for the standard letter-size rate.

11 1/2"

6 1/8"

Postcard Maximum dimensions [4 1/4" x 6"]

to qualify for the postcard rate.

4 1/4"

Letter-Size Minimum dimensions [3 1/2" x 5"]

to qualify for the standard letter-size rate.

3 1/2"

Bulk / Presorted Mail

The term "bulk mail" or "presorted" refers to mail prepared for mailing at reduced rates. The Postal Service offers discounts because the mail is prepared for automated processes at the post office. The mail pieces are addressed, sorted, barcoded, bundled and delivered to the post office.

Is Bulk Mail the best for you?

As a guideline, if you are mailing a few hundred pieces at a time—a few times a year, or doing a large, one-time mailing [for example, 1,000 flyers to promote your services] bulk mail may be a good deal for your company.

To qualify for Bulk rates:

You'll need a mailing permit or use one provided by us at Madison Creative.

Use the proper size, shape, and weight for your mailpiece.

At Madison Creative, we will ensure that your addresses are accurate and we'll prepare your files to meet proper presort requirements.

Place lower left corner of piece here

Ruler [Picas / Points]

