



# WHAT ESTIMATORS DREAM ABOUT

**Here are some suggestions for what to include in your print request for estimates so that the final cost is more accurate and the final result is high quality.**

## **Description:**

Instead of simply calling your project “3 panel brochure”, use a name that specifies that unique project. This allows us to differentiate when discussing various estimates with you later and helps you keep track of pricing on the various projects you work on.

## **Size:**

It is best to give the flat size and the finished size. If a project has pockets or irregular sized panels this is good to include also.

## **Number of pages:**

If you have a multiple page document, let us know how many pages there are (not sheets). Also let us know if this page count includes the cover (Self Cover) or if it is in addition to a separate cover on a separate stock (Plus Cover)

## **Ink:**

(Coverage and Bleeds) Is your project process/full color (CMYK) or Spot (Pantone) color. Is this the same on both sides/throughout the piece? Does the project bleed? How much ink coverage is on the sheet (Light/Moderate/Heavy). Would you like coating or varnishes? (For more on these see a previous tip on our website)

## **Proofs:**

For all full color presswork you should get a Color Matchprint proof as well as a digital blueline. For 1 or 2 color work you will need just the digital blueline. If you would like to attend a press check, this is good for the printer to know in advance so that they include that time in their schedule.

## **Stock:**

The characteristics needed are:

Coated or Uncoated  
Weight  
Text/Cover

Brand  
Finish  
Color

## **Program:**

Certain programs go through preflighting systems faster and easier than others. If you can indicate what program, version, and platform will be used in creating your art, we can include an accurate amount of preflight to your estimate and save you money or avoid additional charges later.

## **Finishing:**

Be specific about how something folds, scores, stitches, diecuts or any other type of bindery.

## **Packaging/Delivery/Shipping:**

If something needs to be shrink-wrapped, bundled or packaged in a certain way, be sure to include that because it may result in an invoice that is higher than was estimated.

## **Timing:**

When is the bid due, when will art be ready, and when is delivery needed? Is it going to be a rush?

**Mockups! Mockups! Mockups!-  
Any time you can provide a mock up or pdf.... do it!  
There is nothing better than to actually visualize the project.**