



# ORDER FORM

## OFFSET PRINTING SERVICES

For Media Solutions Use

MS Order No. \_\_\_\_\_

Date/Time Rec'd \_\_\_\_\_ Accepted \_\_\_\_\_

Orders received after 11 a.m. PST will be processed the following day.  
Rush service requires written price quote. Call.

### Bill To:

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-Mail Address \_\_\_\_\_

### Ship To:

Company \_\_\_\_\_  
 Attention \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone (required for Fed Ex / UPS) \_\_\_\_\_

Check One  Floppy  Zip 100  CD  FTP or  E-Mail attachment, print (Stuffed or Zipped) \*  
 \* When sending files via e-mail you must fax this order form to 415-665-9266. File Name: \_\_\_\_\_

### Job Info Save files one-up in separate files. Save front & back in separate files. Go to File Setup for instructions.

Job No.	Job Name	F/B	File Name FRONT	File Name BACK	Amount
1	Description  Count (increments of 1000) _____ Cut Size (L x W) _____	<input type="checkbox"/> 4/0	<input type="checkbox"/> Mac <input type="checkbox"/> PC	<input type="checkbox"/> Mac <input type="checkbox"/> PC	Job \$ _____
		<input type="checkbox"/> 4/1	<input type="checkbox"/> Illustrator.eps <input type="checkbox"/> Photoshop.eps <input type="checkbox"/> other (must call first) <input type="checkbox"/> tiff <input type="checkbox"/> eps	<input type="checkbox"/> Illustrator.eps <input type="checkbox"/> Photoshop.eps <input type="checkbox"/> other (must call first) <input type="checkbox"/> tiff <input type="checkbox"/> eps	Proof \$ _____
		<input type="checkbox"/> 4/4	<input type="checkbox"/> No Proof <input type="checkbox"/> Digital Proof		Shipping \$ _____
2	Description  Count (increments of 1000) _____ Cut Size (L x W) _____	<input type="checkbox"/> 4/0	<input type="checkbox"/> Mac <input type="checkbox"/> PC	<input type="checkbox"/> Mac <input type="checkbox"/> PC	Job \$ _____
		<input type="checkbox"/> 4/1	<input type="checkbox"/> Illustrator.eps <input type="checkbox"/> Photoshop.eps <input type="checkbox"/> other (must call first) <input type="checkbox"/> tiff <input type="checkbox"/> eps	<input type="checkbox"/> Illustrator.eps <input type="checkbox"/> Photoshop.eps <input type="checkbox"/> other (must call first) <input type="checkbox"/> tiff <input type="checkbox"/> eps	Proof \$ _____
		<input type="checkbox"/> 4/4	<input type="checkbox"/> No Proof <input type="checkbox"/> Digital Proof		Shipping \$ _____
3	Description  Count (increments of 1000) _____ Cut Size (L x W) _____	<input type="checkbox"/> 4/0	<input type="checkbox"/> Mac <input type="checkbox"/> PC	<input type="checkbox"/> Mac <input type="checkbox"/> PC	Job \$ _____
		<input type="checkbox"/> 4/1	<input type="checkbox"/> Illustrator.eps <input type="checkbox"/> Photoshop.eps <input type="checkbox"/> other (must call first) <input type="checkbox"/> tiff <input type="checkbox"/> eps	<input type="checkbox"/> Illustrator.eps <input type="checkbox"/> Photoshop.eps <input type="checkbox"/> other (must call first) <input type="checkbox"/> tiff <input type="checkbox"/> eps	Proof \$ _____
		<input type="checkbox"/> 4/4	<input type="checkbox"/> No Proof <input type="checkbox"/> Digital Proof		Shipping \$ _____

The submitted digital files and order specifications have been carefully proofed and approved. I have read and agree to MEDIA Solutions™ terms and conditions. I certify all that appears on the enclosed medium (including, but not limited to digital photographs and scanned prints) is unencumbered by copyrights. MEDIA Solutions™ has full rights to reproduce the supplied content. Our liability is limited to cost of materials and labor charged. Client agrees to pay all charges incurred for the above order.

The undersigned agrees to indemnify and hold MEDIA Solutions™ free and harmless from all loss or damages to materials provided by client, liability and expenses which may either directly or indirectly arise from services performed by MEDIA Solutions™ for client, and agrees to defend at its own expense any action against MEDIA Solutions™ arising from such use. These indemnity provisions apply whether client is the legal owner of the materials and/or their content or is acting in the capacity of an agent, broker, or other intermediary for the legal owner. MEDIA Solutions™ shall not be liable for consequential damages.

Sign Here **X** \_\_\_\_\_ Date \_\_\_\_\_  
 authorized representative

Account No. \_\_\_\_\_

Print Full Name from Card \_\_\_\_\_ Expiration Date \_\_\_\_\_

Address of Cardholder (If different from "bill to" above) \_\_\_\_\_ Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

VISA  MasterCard  Discover  Check

**Subtotals**  
 (Add jobs and proofs from above)

Job \$ \_\_\_\_\_

Proof \$ \_\_\_\_\_

Other \$ \_\_\_\_\_

Shipping \$ \_\_\_\_\_  
 (Add shipping from above)

CA % Tax \$ \_\_\_\_\_  
 Tax Rate

**Amount Due \$ \_\_\_\_\_**

**MEDIA Solutions™**  
 1128 Irving Street, San Francisco, CA 94122  
 Ph: 415 665-1077 • www.mediasolutions-sf.com  
**FAX FORM TO: 415 665-9266**  
 or submit with disk

## SUBMITTING YOUR DIGITAL FILES FOR PRINTING

The following information is divided into three categories:

- **Large-Format Printing**
- **Offset Printing**
- **Terms and Conditions**

Please follow the appropriate guidelines for your project and review our terms and conditions. All posted pricing is for digital files setup to Media Solutions' specifications, ready to print.

### LARGE-FORMAT PRINTING — SETUP GUIDELINES

**Color:** All images may be in CMYK or RGB color modes. Duotone images must be converted to CMYK for four-color output. The optimal way to design for print is to choose colors based on a Pantone Coated swatch book.

**Size and bleed:** We can print files in widths up to 54". Setup your design at 100% scale if your program allows, or at 50% if necessary. Do not include any bleeds, but be sure that any photos or background colors end at exactly the edge of your document. If you have a white background or no bleeds, create a trim line on all sides of your document by making a 1 point line in 20% cyan. Do not create crop marks. Be aware that an optimal resolution for images used in large-format printing is from 150 - 200 dpi at 100% of actual print size for posters and lower for banners and billboards. Use of an application like Adobe Illustrator is recommended because it allows you to convert all type to outlines (vector art) and allows for setup of documents at 100% of actual print size.

**Trim:** All large-format prints are trimmed by hand. Whether you have a white background or full bleeds, create a trim line on all sides of your document by making a 1 point line in 20% cyan. Make sure that this line is on the top layer of your document. This line is used for trimming the finished piece.

### DIGITAL OFFSET PRINTING — SETUP GUIDELINES

**File Naming:** Because the front of the postcard is color, you need to indicate which side is front and which is back; as in, "myfile\_front.eps" and "myfile\_back.eps".

**Colors:** All images must be in CMYK color mode. Duotone images and Pantone colors must be converted to CMYK for four-color output. RGB images are not acceptable. The optimal way to design for print is to choose colors based on a Pantone to Process swatch book, or other table showing CMYK percentage values of the desired color. Our cards are "gang printed" therefore the accuracy of color reproduction is 85-90% of our color proof.

**Resolution:** Files submitted for digital offset printing should be 300 dpi at the actual size that they will be used. A 4 X 6 photoshop TIFF file in CMYK mode should be 8-10 megabytes. Anything over 300 dpi will be discarded. Please don't include more data than is necessary. Files less than 300 dpi or scaled up from a lower resolution may print with a poor image quality.

**Scanning:** When scanning artwork for printing it is usually a good idea to scan at a higher resolution than will be needed for your print, then sample the file down to the 300 dpi resolution needed for printing. When this is done, detail that may not be picked up in a 300 dpi scan, may be preserved and reproduced in your print.

**File Formats:** Currently we accept the following formats: Tiff, Photoshop EPS, Illustrator EPS, and Freehand EPS. See guidelines below (Other File Types) for setup and creation of acceptable Tiff and EPS files from other applications.

**Size and Bleed:** We have four standard sizes: A standard-sized postcard, which is 4 inches by 6 inches, a deluxe size, which is 6 inches by 8.5 inches, a standard-sized business cards, which is 3.5 inches by 2 inches and a bookmark which is 2 inches by 6 inches. A bleed is necessary if a color other than white is to extend "off" the four sides. If no bleed is desired (i.e., the background of the business card is white), the file may be built to the cut specifications (3.5 inches wide by 2 inches high for a business card). If a background color other than white is being used, please

extend the file size by 1/16" (.0625 inch) on all four sides (for a file size of 3.625 by 2.125 inches). This will give us enough tolerance for cutting purposes to ensure that no white borders appear around the edge of your cards.

**Trim:** It is very important to keep all type a minimum of 1/8 inch away from the trim edges for both the postcards and business cards (.1875 inch from edge of a full bleed card). This is to ensure that no type gets cut.

**Rich Blacks:** Whenever any areas of black are being used (any design element or fonts larger than 20 points), please use a rich black rather than a single color black. A good mix is 65 Cyan, 53 Magenta, 51 Yellow and 100 Black.

**Overprint Black:** If you are using black type over a colored background, please set the type to overprint.

### ACCEPTABLE FILE TYPES

**Tiff and Photoshop EPS Files:** Bitmap files should be 300 dpi (dots-per-inch) and always in CMYK color mode. Layers need to be flattened, and if the file was created with Photoshop 6, all vector data must be rasterized. Do not save Tiff files with LZW compression. For stuffing/zipping file size purposes, you can choose to save EPS files with JPEG (maximum) compression to reduce the file size substantially. This works well with 95% of images, but should be avoided if there are large, consistent blocks of color or text over white. JPEG compression removes data information, and in these specific cases, artifacts may occur, reducing print quality. See Size and Bleed above to ensure proper dimensions.

**Illustrator and Freehand EPS Files:** All fonts need to be converted to outlines after designing. Run the cleanup filter as well (Object:Path:Cleanup) before saving to eliminate any hidden spaces and points. If embedding bitmap images, it is imperative that the bitmap files are the proper dpi and are CMYK. Once an embedded eps file is created, it is locked, so if there is anything wrong with your bitmap files we can do nothing to fix them. Save the eps file with fonts embedded. Even though outlining the fonts should eliminate the issue, it is a good idea to go ahead and embed the fonts. Please make sure your page size corresponds to the size of the piece that you are ordering. See Size and Bleed above to ensure proper dimensions. If you are using Illustrator 9, please avoid using the transparency feature, particularly any transparency involving gradients and over bitmap images. The resulting postscript file from AI9 will be unusable. ALL work done in AI9 MUST be saved as an Illustrator 8 eps file.

### OTHER FILE TYPES

**QuarkXPress:** If you are using QuarkXPress to create your design, you must save the pages out of Quark as EPS files, then open those in Illustrator. (Make sure your page size in Quark is the same size as the postcard size you are ordering including bleeds. See Size and Bleed above to ensure proper dimensions.) In Illustrator, select the fonts and create outlines, and save as an Illustrator EPS. If you get a message saying "One or more fonts could not be outlined because the printer font is missing", then that font will need to be changed to a font that does have printer files. This happens when either a screen font is present and a printer font is missing, or Menu-Styled fonts were used in Quark. Do not use the menu-style options in Quark because if no corresponding printer font exists, your type will default to Courier.

**PageMaker and InDesign:** We do not accept PageMaker or InDesign files.

**JPEG files:** JPEG files, if at the proper resolution (300 dpi), can be converted to TIFF files with no problem. JPEG is a compression format, and as a result, may not have enough visual data to produce a good print (artifacts and jagged edges are common). If your original image is a JPEG and 300 dpi, please save as a CMYK Tiff before submitting or embedding within an EPS file.

**PDF Files:** Please convert suitable PDF files to Tiff files within Photoshop.

## **TERMS AND CONDITIONS**

### **Payment & Terms**

Full payment is required with all orders submitted. Check, Visa, MasterCard and Discover are accepted. Fees for orders incurring additional charges will be added as balance due. Credit terms are not accepted.

### **Tax Exemption**

California resale businesses must enclose a signed resale license certificate WITH their first order. If a certificate is not provided appropriate sales tax will be charged.

### **No File Handling or RIP Fee**

If we receive an order and your file conforms to the setup guidelines we will process and RIP your job free of charge. However, computer files that do not conform to the guidelines and require modification by Media Solutions may incur additional processing charges. You will be notified if a computer file does not conform to guidelines, is missing fonts or linked files, or any other problem that would prevent printing the computer file.

### **File Updates or Order Cancellation**

All orders submitted to us as "no proof required" may be printed the same day received and therefore cannot be canceled. Customer must accept such orders as is. If a file update or cancellation of a job is allowed, a fee will be assessed commensurate with the current process status of the order, as follows:

- Pre-flighted files \$35 each file.
- Ripped and queued files \$65 each file.

### **Proofing**

A digital color proof of your file may be ordered for \$25. This output will be mailed to you within 3 business days after your file is processed with payment. However, because of differences in equipment, paper, inks and other conditions between color proofing and production, a reasonable variation in color between the proofs and the completed job shall be expected, and constitute acceptable delivery. Only a Media Solutions proof will be considered an accurate color proof. Unmatchable color proofs include anything other than those generated by Media Solutions. Should corrections be required they must be done by you and your corrected file resubmitted at which time it will be placed back to the beginning of the queue for printing. Please note that this usually adds an additional week to your job.

### **Turnaround**

Files submitted as pure pixel files that are the correct size and saved as CMYK .TIF, will be queued immediately. If you are ordering our Standard Service the turnaround time will be reduced if you submit a pure pixel file. We cannot quote a precise ship date for Standard Service, however, pixel-only files are generally printed within three working days from receipt.

The expected shipping date of a project is based upon receiving your printable digital files and attachments required to begin a print run. When printable computer files and all necessary information have been received and proofs (if any) are approved, your file is added to the queue. Variations of plus or minus several days is normal for Standard Service. If the ship date is critical, Rush is available when the production schedule can accommodate it. Written price quotes are required for Rush Service.

### **Standard Service**

Prices published on the Media Solutions site refer to Standard Service which can take up to seven working days. All shipping dates are approximate and based on the current production schedule. No "exact" ship date is available for Standard Service. If your schedule is critical request a quote for Rush Service.

### **Rush Service, Call for Quote (415) 665-1077**

Rush Service orders will be processed before Standard orders and on a first-come first-serve basis with other Rush orders. Pricing and availability is by quote only. The expected ship date is still determined by current production schedules, but Rush orders generally ship in four to five days.

### **Reordering a Job (Job File Storage)**

Media Solutions will archive a copy of the computer file used to print a job so you can reorder by job number. This is done as a convenience for reordering. We reserve the right to erase saved job files at any time. Note: ANY change to printed job requires a new computer file.

### **Submission via Zip 100, CD/CD-R, FTP, e-mail Attachment**

Deliver your disks via postal mail, FedEx, UPS, bike messenger, or by hand delivery. We highly recommend you send your files using some kind of tracking service. FTP or e-mailed files must be reduced to minimum size and Zipped or Stuffed prior to sending.

Please don't hesitate to contact us with any questions you might have.