

Printing Specifications

<i>Job Title</i>	8-panel brochure (English version of Genital Herpes brochure)
<i>Size</i>	23.875 x 6 inches flat, folding to 6 x 6 inches.
<i>Pages</i>	2 pages (one sheet). Fold / trim lines indicated on lo-res dummy pdf.
<i>Inks</i>	4c process + 1 PMS (PMS 2735C) plus flood satin aqueous coat (6/6).
<i>Quantity</i>	_____
<i>Stock</i>	65# bright white gloss cover. Please use gloss cover with satin aqueous for specific desired effect. If heavier stock is used, ignore bright pink trim lines and adjust trim for good gate fold.
<i>Photos/Duotones</i>	Yes
<i>Bleeds</i>	Yes
<i>Traps/Screens</i>	Yes. Trapping will be the sole responsibility of the print vendor. Purchaser will not be held liable if the printer fails to create good traps.
<i>Binding</i>	Fold; trim. (Trim 0.0625 inch from outside panels for good 8-panel gate fold.)
<i>Instructions</i>	See the bright pink instructions on the lo-res dummy pdf included in this package. The purchaser will also supply the printer with a printed sample to use as a dummy.
<i>Final Files / Art</i>	Print using the press-quality pdf (E03_Genital_herpes_press.pdf). Included in this package are 3 pdfs: 1. Lo-res pdf dummy (E03_Genital_herpes_dummy.pdf) 2. Press-quality pdf (E03_Genital_herpes_press.pdf) 3. Print specs.
<i>Proof</i>	Send one set of color proofs to the contact person below. Please include composite proof and folded-to-size proof for each brochure.
<i>Delivery</i>	_____
<i>Contact</i>	_____ If you have specific questions or concerns which the contact person listed above is not able to answer, please contact the designer: Meryl Thomas Palladian Partners, Inc. Phone: 301-650-8660 Email: mthomas@palladianpartners.com