

Prices up and down

Pricing Changes

FILM: We are finding now that the demand for film has reduced to the point where it is hardly worth outputting it each day because of the wastage involved. Cost of film and chemicals has also risen. Unfortunately we are forced to increase our price slightly to try and cover these factors and costs of maintenance.

Please note that several companies we know of charge \$60 per A4 for film now, as the number of suppliers diminish. We want to continue with film as long as possible, but obviously it has to be profitable. Our A4 film will increase from \$12 to \$15 per A4.

FINISHED PDF FILES: We are maintaining our current excellent pricing on providing finished files (\$15) but can no longer supply PDFs free of charge for single colour versions. This was a special deal for some of our clients which we can no longer manage.

PLATES: We are happy to announce a reduction in our pricing for A3 and smaller plates - down \$5 to \$20 and \$25. Please remember we are always happy to do a deal on longer runs too.

FILE HANDLING: We do not charge any file management fees for press ready plate or film files - even though we do check them for you. If however a PDF file needs to be layed up or manipulated in any way then our normal charges will apply.

TIME CHARGE: We have reduced our hourly rate from \$90 to \$60 per hour, at least until the end of 2010. We hope this will give you more flexibility by allowing us to look after more of your typesetting and design needs.

Frequently Asked Questions

By special request we are re-printing this FAQ article that we published in our newsletter a few years ago:

Customers always ask "what format do you need the job in?". What should I say?

Ask for "PRESS READY PDF with trims and bleed". If they sound like they are not sure if they can provide this, then it is best to ask them for the "Original file format that the job was created in". Ask them to include any "fonts" and "links" used in the job. If they need more information, point them to our website www.paulm.co.nz (*Quick Link to "Help with File Formats"*).



Portia McPhail
Memorial Website:
www.portia.co.nz

How come we received a PDF but the fonts changed?

This will be because the PDF was **not** created using the PRESS settings. PDFs can be used for many things, for example webpages where the small size is important for fast downloading. For Printing however, we need it to be high resolution and all the fonts, so check with your client that they have used the PRESS Settings.

So what is a PDF anyway?

PDF stands for Portable Document Format and it was created by Adobe. The idea is that anyone on a MAC or PC can open a PDF file and it will have all the fonts and images in place at the required resolution. It works fine for Print - as long as when you create the PDF your client uses PRESS settings.

So how are they created?

As an example of how it works...let's say your client creates a brochure using CorelDraw. They use some photos and fancy typefaces. If they save the file and email it to you, the images will be fine (because CorelDraw stores all the image data inside the file) but the fonts will be missing. You will have to install the fonts on your computer (if you have them) and...watch out - they may be a slightly different version of the font, so things may move! Now - if your client has used Illustrator instead of CorelDraw the same thing would happen and also the images may be missing. Some programs include images in the files, some not. Some can embed fonts, some don't. Some can convert the fonts to graphics - some can't.

This is why we say you can avoid all the hassle as ask for a PRESS READY PDF. Your client simply opens their file, clicks on EXPORT and selects PDF as the format. They then select PRESS as the setting and bingo - it's a PDF ready to email to you.

I got a PRESS READY PDF but the quality was still poor - how come?

PDFs are great but they can't work miracles. Let's say your client has scanned a photo at low resolution - 72 dpi. Fine for websites but no good for Print. They include their scan in the brochure and faithfully export the job as a PRESS READY PDF. Everything in the PDF will be good - but of course it can not improve on something that was bad quality in the first place. The scan will still be low resolution.

If you are unsure if a supplied PDF is good enough quality just email it to us and we will have a look for you.

Paul McPhail