



# GOING ON PRESS CHECKLIST

Client \_\_\_\_\_

Project \_\_\_\_\_

Dates \_\_\_\_\_

## WHAT TO BRING

- Proofs and comps
- Printed samples if the job is a rerun and/or printed samples of companion pieces
- Purchase Order and Original Specification Sheet
- Any original photos/illustrations and/or transparencies available for reference.

## WHAT TO VERIFY

- Content is correct? Ask for a “reader sheet” (a.k.a. a makeready sheet) used for proofing content only
- Correct paper stock?
- All copy and photos are in place and corrections from previous proofs have been made?
- Register on copy is correct? Examine copy; check *crossovers* and *backups*. Are there any mechanical errors?
- Register on images is correct? Varnishes are on register? Correct varnish has been applied?
- Correct sizes for copy/ images?
- How do photos compare with proof? (especially if printed in process color?)
- Check the overall color? Look at neutral colors, memory colors, and contrast rage against proof.  
(Use correct lighting conditions. Are the screen tints the right color? Are the sepias, halftones and duotones sharp and clean? Look at the fine details!)
- Make sure solids are printed consistently. No *mottling* or streaking?
- Make sure there are no *hickeys*, *ghosting*, *scumming*, roller marks broken type/ rules, *pinholes* or other flaws?
- Check rule-out for correct fold, trim and alignment of die cuts.

## BEFORE YOU LEAVE

- Sign, date and note time on final press sheet (consider bringing a stamp to confirm your signature)
- Confirm shipping instructions and delivery dates with the printer.
- Discuss binding and finishing with the printer to anticipate any problems.
- Grab a few approved sheets to bring back with you for future reference.

## PRESS TERM DEFINITIONS

*Backup*: printing on second side of a printed sheet

*Crossover*: image that continues across spread, through gutter to the other page

*Ghosting*: faint image on printed sheet where it was not intended to appear

*Mottle*: spotty uneven ink coverage noticeable in large solids

*Hickey*: spot or imperfections in printing most visible in areas of heavy ink coverage

*Scumming*: undesirable, thin film of ink, covering non-image area of printed sheet

*Pinhole*: tiny holes in emulsion of negatives or printing plate