



Estimate Guide

Describe your project specifications to get an accurate price quotation for print production.

Quantity

How many will you print? If you are not sure, request multiple quantities, spanning the low and high end of the potential quantity needed.

Number of Pages or Panels

Always count pages or panels based on the final size of your piece. Remember to count both sides of the pages in a book, or both sides of a brochure panel when determining the number of panels. For example, a single sheet of paper printed on both sides is considered two (2) pages. If you are requesting a quotation for a bound book(let), note whether it is a **self-cover** (all pages are the same weight) or whether it has a **plus-cover** (thicker paper stock than the inside pages).

A sample request for a document with 12 total pages is as follows:

- A **self-cover** is noted as "12 pages, self-cover", counting the total number of pages in the document.
- A **plus-cover** is noted as "8 pages + cover", counting the number of inside pages plus the outer cover pages.

Size (Flat and Finished Size)

For example, 17" x 11" flat, folding to 8.5" x 11" panel/final size; 12" x 9" flat, folding to 4" x 9" panel/final size. Size will impact your paper costs, and type of equipment required for production. With digital and offset production options, size is especially important if your quantities are below 1,000 copies.

Paper Type (Paper Weight, Finish and Color)

Specify your preference for paper weight (cover and or text weight) and finish (uncoated or coated). Your HBP Account Executive can help you select the right paper weight and finish for your project.

Ink Colors (Number of Ink Colors and Where They Print)

When describing ink requirements, include:

- Number of colors and type (full color is specified as 4c Process, spot colors are specified as PMS colors)
- Bleeds or No Bleeds (does the ink run off the edge of the sheet?)
- Amount of ink coverage (just text or solid blocks of ink)
- Coatings required (aqueous coating, varnish, UV, lamination) and whether they will be gloss, satin, dull, soft touch, etc.

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Finishing *(Type of Binding and Finishing)*

How will your finished product be folded or bound?

- For folded brochures, the number of folds/type of fold
- For bound book(lets), saddlestitch, perfect bind, plastikoil, wir-o-bind, or other method
- Special finishing, die-cut, shrink-wrap, collating, hand assembly/insertion

Mailing

Mailing specifications can be complex and decisions will impact your postage cost. Information needed includes:

- Self-mailer vs. insertion in carrier envelope
- Type of mail handling (first class, presort standard, nonprofit standard)
- Mail drop date
- Mail list format
- List prep requirements

Delivery

Please provide specific packing requirements or shipment handling instructions if required. Shipment arrival date is important to provide if shipping for an event or other critical reason specific to that arrival date.

Proofs

Standard proofing included in quotations is typically based on a PDF proof. If hardcopy proofs are required (and if more than one set of proofs is required), please specify that need, along with proof type (high resolution or laser proofs).

Files *(File Type and Format)*

Print-ready PDF files, with all links and fonts, saved with crop marks and bleeds if applicable, should be provided. Color correction or other prepress support such as scanning or image placement should be specified if required.