alphagraphics®
in the Cultural District
increase your reach

Print Cheat Sheet

Print Type
- *Offset*: Traditional printing. Best suited for cost-effectively producing large volumes. Also used for producing stationery items (envelopes, letterhead, labels).
- *Digital Printing*: Best suited for quick, small volume runs. Prints full color, double-sided. Also used for variable printing and mailings. Cannot print colored ink on envelopes on the digital press.
- *Large Format Printing*: Used for oversize prints, banners, floor and window graphics.

Bleeds
A bleed refers to printing that goes beyond the edge of the sheet after trimming. Bleed information refers to elements outside the finished piece.   No bleed is when there is a white border separating the art from the edge of the paper.

Sheet Size
- *Digital Maximum Sheet*: 20.5” x 14.33.” If the project has a bleed, the largest printable area is about 20” x 14.”
- *Offset Maximum Sheet*: 12” x 18.”
- *Large Format Maximum*: 4.75’ x 130.’

Paper Weights
Text Weight:
- 20# Text - used as all-purpose paper, for copying machines, etc.
- 24/60# Text - used for laser/ink printing and letterheads
- 28/70# Text- used for letterhead and other important documents
- 80# Text - a bit heavier than letterhead paper. Used for insides of brochures.
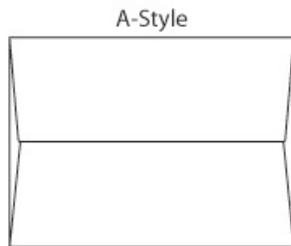- 100# Text- heaviest common text weight. Also used for brochures.

Cover Weight:
- 67# Vellum Bristol - used for inexpensive postcards or program covers
- 90 # Index - used as stock for custom tabs.
- 80# Cover - used for business cards, brochures, light weight postcards.
- 100# Cover – used most common for business cards, postcards, brochures, report covers.
- 110# & 130# Cover – used for high-end products requiring some substance.
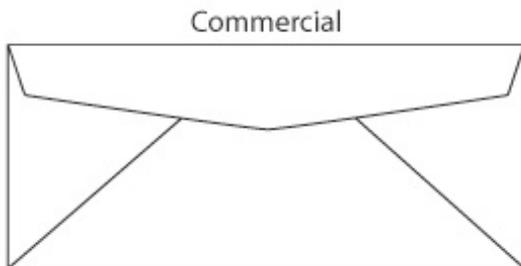
Coated VS Uncoated Paper

- *Coated*: Coated stock has a smooth glossy finish. It has a coating on the sheet that allows the toner to sit on the paper, rather than absorb into the paper producing vibrant images. Printing on this type of paper will sharpen your text and graphic layouts. This paper is difficult to write on with a ball-point pen.
- *Uncoated*: Uncoated stock is porous. The toner absorbs into the paper producing a very slight muted effect. This paper is easily written on.

Envelope Options

A-Style

Envelope Type	Envelope Size	Enclosure Size
A-2	4.375" x 5.75"	4.25" x 5.5"
A-6	4.75" x 6.5"	4.5" x 6.25"
A-7	5.25" x 7.25"	5.125" x 7"
A-8	5.5" x 8.125"	5.375" x 7.875"
A-Long	3.875" x 8.875"	3.75" x 8.625"
A-10	6" x 9.5"	5.875" x 9.25"

Commercial

Envelope Type	Envelope Size	Enclosure Size
6 1/4	3.5" x 6"	3.25" x 5.75"
6 3/4	3.625" x 6.5"	3.5" x 6.25"
7	3.75" x 6.75"	3.5" x 6.5"
Monarch 7 3/4	3.875" x 7.5"	3.75" x 7.25"
8 5/8	3.625" x 8.625"	3.5" x 8.375"
9	3.875" x 8.875"	3.75" x 8.625"
10	4.125" x 9.5"	4" x 9.25"
11	4.5" x 10.375"	4.25" x 10.125"
12	4.75" x 11"	4.5" x 10.75"

FSC Certification

FSC was established to promote the responsible management of the world's forests. Products carrying the FSC label are independently certified to assure consumers that they come from forests that are managed to meet the social, economic and ecological needs of present and future generations.
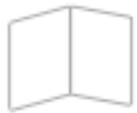
The Women's Business Enterprise National Council (WBENC), founded in 1997, is the nation's leading advocate of women-owned businesses as suppliers to America's corporations. It also is the largest third-party certifier of businesses owned and operated by women in the United States. WBENC works to foster diversity in the world of commerce with programs and policies designed to expand opportunities and eliminate barriers in the marketplace for women business owners.
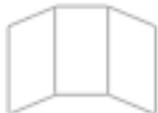
AlphaGraphics is the only visual communications franchise to have attained ISO 9000 certification, a designation by the International Organization for Standardization rewarding outstanding quality management and quality assurance standards. All AlphaGraphics locations in the U.S. are required to be certified to the 9001:2000 standard––meaning that AlphaGraphics is committed to the highest quality standards in the world.

Types of Folding

Half Fold
2-Panel

Letterfold
3-Panel

Z-Fold
3-Panel

Roll Fold
4-Panel

Accordion
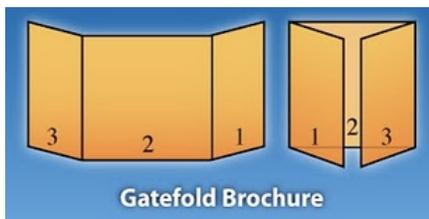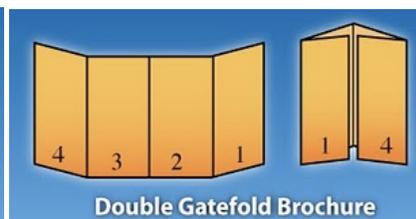4-Panel
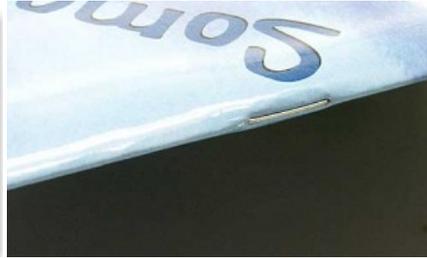
Gatefold Brochure

Double Gatefold Brochure

Types of Binding

Wiro

Coil

Saddle-Stitch

Perfect

Comb