



OREGON LITHOPRINT DESIGN + COLOR GUIDE

**explore
what's
possible**

TABLE OF CONTENTS

Good-to-know printing terms	3
Document formats:	
Broadsheet	4
Tabloid	6
Book	8
Digest	10
Paper	12
Color	14
Binding	16
Submission guidelines	18
Mailing + fulfillment	20

Forget the 'print' button. Forget one-size-fits-all. Forget the industry standard.

You have options, and the choices you make during the printing process can reveal who you are and what you stand for.

Printing isn't just putting ink to paper. It is an opportunity to tell your story, to establish your identity, to create something that gets attention and provokes reaction.

At Oregon Lithoprint, we'll help you find the perfect marriage of color, size, texture, weight, format and binding. We'll help you publish something unique, something that resonates, something that hits your target spot on.

SO, WHO ARE YOU? LET US HELP YOU TELL THE WORLD.

Oregon Lithoprint specializes in offset printing. In basic terms, ink is applied as uncoated paper is fed from large rolls, known as webs. Then the printed paper is cut to the specifications of the project.

With award-winning color on the finest materials, we produce quality projects in a variety of sizes and formats.

This guide details our services and will help you understand what's possible—how we can turn your vision into reality.

SIZE UP YOUR VISION

We start by classifying your project into one of four formats, based on paper size: Broadsheet, Tabloid, Book or Digest. These are starting points; but from there, we trim, fold, stitch and bind to get the size and shape that make your project sing.



GOOD-TO-KNOW PRINTING TERMS

BLEED

A printed image that runs off the trimmed edge of a page.

BLEED TABS

A design technique providing the illusion of tabs by using bleeds.

CENTER SPREAD

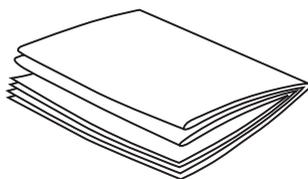
The two-page spread located in the middle of a finished product.

FLAT

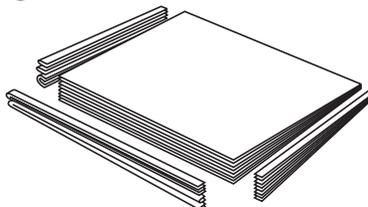
One side of the web.

SIGNATURE

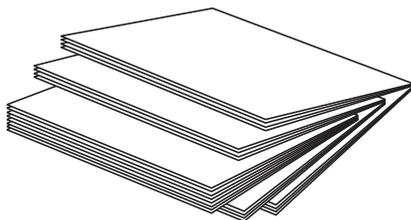
One or more webs printed at the same time and combined through the inline folding process. Gathered signatures go inside of each other for saddle stitching. Collated signatures go on top of each other for binding with square spines such as perfect binding.



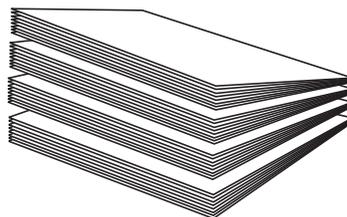
Folded



Trimmed



Gathered

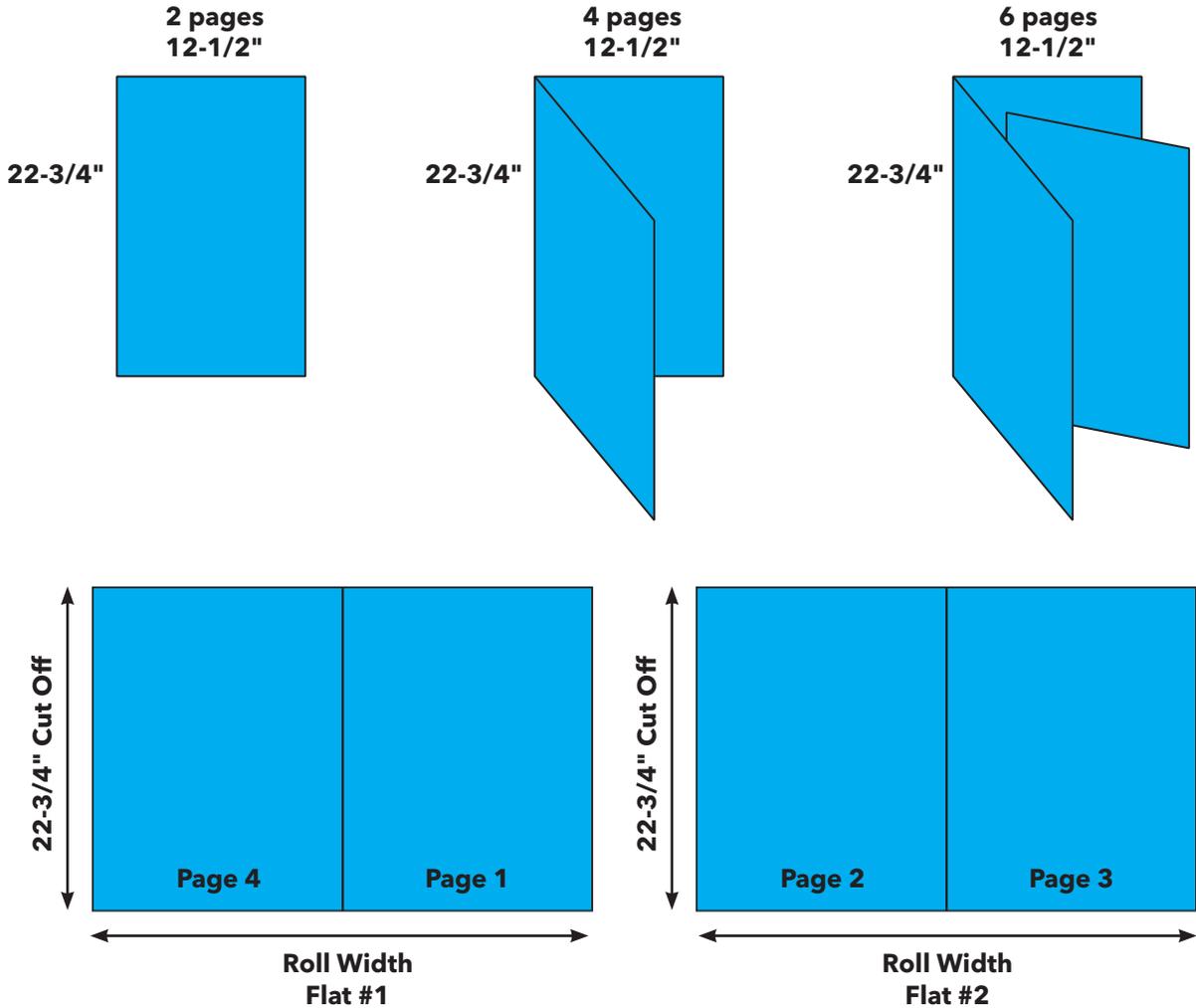


Collated

WRAP

One "web" of a particular type of stock combined with a different "web" of stock and inline folded.

BROADSHEET



NEWS-REGISTER, 2009 The premier community newspaper of Oregon's Yamhill Valley (based in McMinnville, Oregon) includes color and black-and-white images. Recognized by Inland Press Association for superior black-and-white printing.

DESIGN POSSIBILITIES

Full-size newspapers
Event programs
Posters
Trayliners

TECHNICAL INFO

Non-bleed margins	.375" (3/8")
Bleeds	Add .125" (1/8")
Multiple page productions	Multiples of two
Spread	Reader (not printer)
Folds	Half
Minimum run	1,000

MAXIMUM FINISHED SIZES

17.5" x 22.75"
16" x 22.75"
15" x 22.75"
14" x 22.75"
12.5" x 22.75"
11.5" x 22.75"

(measurements are in w x h)

NONBLEED PRINT IMAGE AREA

16.75" x 22"
15.25" x 22"
14.25" x 22"
13.25" x 22"
11.75" x 22"
10.75" x 22"

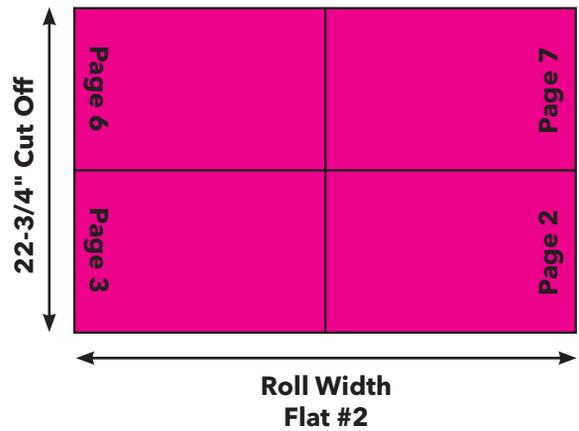
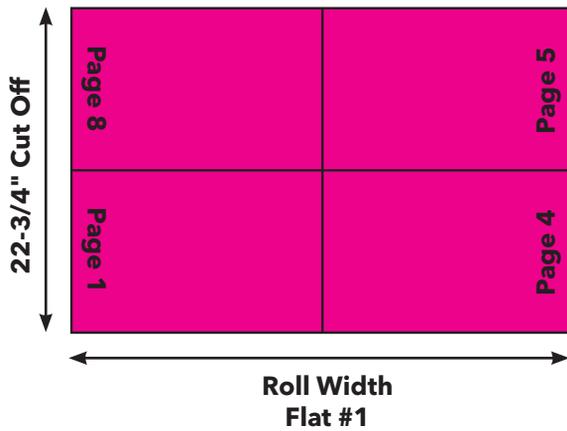
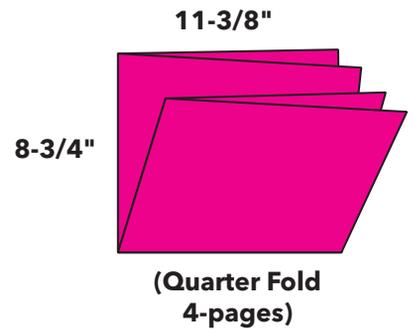
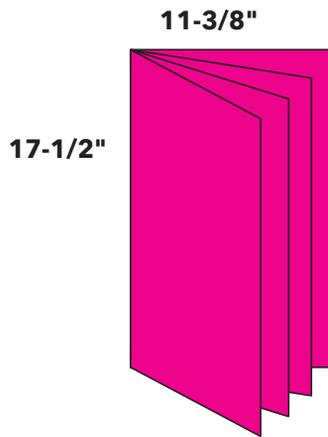
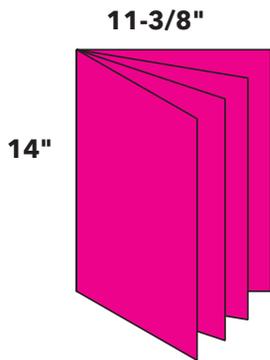
ROLL WIDTHS

35", 32", 30", 28", 25", 23"

TIPS + IDEAS

- + All projects have one fold coming off of press. Perfect for newspapers.
- + Don't need a fold? We will trim to create the desired size.
- + To create bleeds the piece will be trimmed to the determined size.

TABLOID



OFF-PISTE The Backcountry Adventure Journal, 2009 An 11" x 17" independent magazine featuring a color self-cover and center spread, bleeds and phenomenal black-and-white photography.

DESIGN POSSIBILITIES

Specialty newspapers
Newsletters
Posters
Advertising inserts
Magazines
LP inserts

TECHNICAL INFO

Non-bleed margins	.375" (3/8")
Bleeds	Add .125" (1/8")
Spread	Reader (not printer)
Multiple page production	Multiples of four, with four being the smallest page count
Folds	Half-quarter (max size 25")
Binding	Saddle stitch, perfect bind, spiral (See Bindery section for details)
Minimum run	1,000

MAXIMUM FINISHED SIZES

11.375" x 17.5"
11.375" x 16"
11.375" x 15"
11.375" x 14"
11.375" x 12.5"

(measurements are in w x h)

NONBLEED PRINT IMAGE AREA

10.625" x 16.75"
10.625" x 15.25"
10.625" x 14.25"
10.625" x 13.25"
10.625" x 11.75"

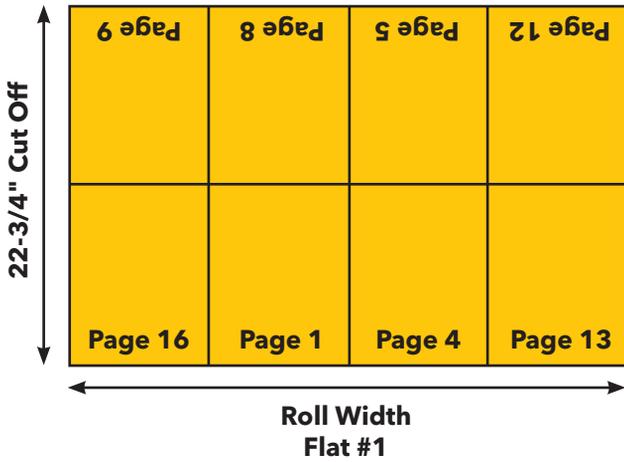
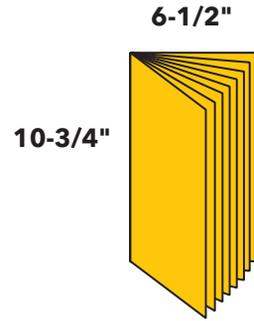
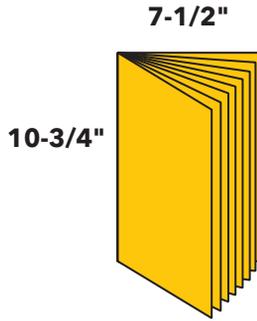
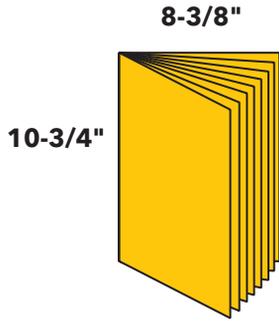
ROLL WIDTHS

35", 32", 30", 28", 25", 23"

TIPS + IDEAS

- + Create a larger format magazine by stitching and trimming a tabloid.
- + Incorporate color and black-and-white bleeds for visual intrigue.

BOOK



ALTERNATIVES A Magazine for the Emerging Culture An 8.375" x 10.75" quarterly publication printed on two recycled paper stocks with a color self-cover and a combination of color and black-and-white interior pages.

DESIGN POSSIBILITIES

Catalogs (class, product, services)
Directories (phone, map, personnel, tourism)
Manuals (technical, instructions, operation)
Magazines (annual reports)
Notebooks
Journals
Cookbooks
Event programs
Tour guides
Coupon books
Maps
Single sheets/flyers

TECHNICAL INFO

Non-bleed margins	.375" (3/8")
Bleeds	Add .125" (1/8") to finished size
Bleed tabs	Place copy at .375" margin and add .125" bleed
Spread	Reader (not printer)
Multiple page production	Multiples of four, with eight being the smallest page count
Binding	Saddle stitch, perfect bind, spiral (see Bindery section for details)
Minimum run	1,000

MAXIMUM FINISHED SIZES

8.375" x 10.875"

(measurements are in w x h)

NONBLEED PRINT IMAGE AREA

7.625" x 10"

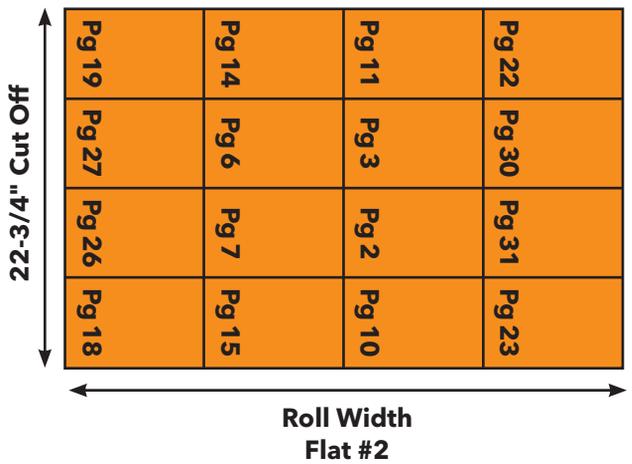
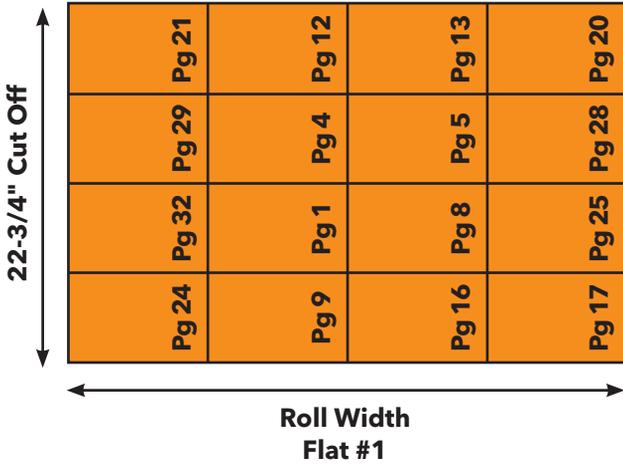
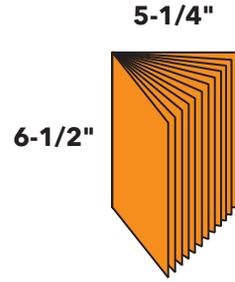
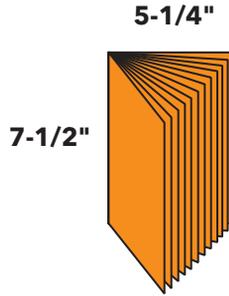
ROLL WIDTHS

35", 32", 30", 28", 25"

TIPS + IDEAS

- + Unique sized books get attention! Consider 6" x 9", 7" x 10" or even 8" x 4".
- + Use saddle stitching for self-cover publications of up to 224 pages on newsprint and 160 pages on 50# bookstock.
- + Larger page counts will be perfect bound with a separate cover.
- + Add perforations to create a coupon book.

DIGEST



PORTLAND HAPPY HOUR GUIDEBOOK, 2009 An engaging 4.25" x 7.375" perfect bound book featuring 280 pages of color, content and coupons printed on recycled paper.

DESIGN POSSIBILITIES

Small books
Coupon books
Paperback books
Journals

TECHNICAL INFO

Non-bleed margins	.375" (3/8")
Bleeds	Add .125" (1/8") to finished size
Bleed tabs	Place copy at .375" margin and add .125" bleed
Spread	Reader (not printer)
Multiple page production	Multiples of eight, with eight being the smallest page count
Binding	Saddle stitch, perfect bind, spiral (see Bindery section for details)
Minimum run	1,000

MAXIMUM FINISHED SIZES

5.25" x 8.25"

(measurements are in w x h)

NONBLEED PRINT IMAGE AREA

4.5" x 7.5"

ROLL WIDTHS

35", 32", 30", 28", 25"

TIPS + IDEAS

- + Publish your favorite unknown author! We print small runs.
- + Need to print 5,000 or more perfect bound books?
Our standard digest size is a cost-effective solution.

DO WHAT FEELS RIGHT

Paper is the textural element of a printing project. And choosing the right paper stock can make the difference between something that stands out and something that is easily overlooked.



SMALL FARMERS JOURNAL, SUMMER 2009 This 10 3/4" x 13 5/8" quarterly saddle-stitched publication sports a kraft cover and book stock text pages. Recognized by the Web Offset Association as an innovative product produced on a cold web press.

IN STOCK (ALL UNCOATED)**28# Newsprint****32# HiBrite (70 bright)****32# HiBrite (72 bright)****50# Smooth or Vellum****60# Smooth or Vellum****70# Smooth or Vellum****RECYCLED STOCK AVAILABLE****Yes****Yes****Yes****Yes****Yes****N/A**

TIPS + IDEAS

- + Paper weight, color, brightness and opacity impact design. Consult your Account Relations Representative for recommendations.
- + A separate cover can add style to your piece. Try a glossy or coated paper stock or a unique stock like kraft paper.

BE BRILLIANT

The human eye sees millions of colors; so don't be afraid to be interesting. We use only the best inks, so our life-like colors leap from the paper. All of our inks are soy-based, fetching to the eye and friendly to the environment.



VANCOUVER VOICE, 2009 A 11 3/8" x 15" monthly specialty newspaper that showcases dramatic, full-color cover designs to highlight its feature stories.

TECHNICAL INFO

Color images

Color modes

Bleeds

Black builds

Spot colors

Colorized text

CMYK projects

Verfiy color breakout

Resolution: 150-200ppi

Grayscale mode: if printing spot or black only

CYMK color mode: if printing process color

Extend images .125" (1/8")

**Rich black: Cyan (30%), Magenta (30%),
Yellow (30%), Black (100%)**

**For black text: Cyan (0%), Magenta (0%),
Yellow (0%), Black (100%)**

**Use the "Pantone solid uncoated"
color library to select colors.**

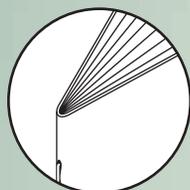
**For best print quality use two or three
process colors and 8 point (or greater)
sans serif fonts.**

**Convert all spot colors to Process before
creating the final PDF.**

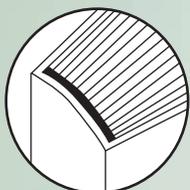
**Use the separations preview to verify color
separations. With spot color all elements on
the page must print on the spot color or
black separation. Projects printed in black
only will be converted to grayscale if color
appears in the document.**

BRING IT ALL TOGETHER

Our cover and binding options do more than keep your pages in order. Create a glossy cover for impact, or use perfect binding, for example, to add sophistication to your project.



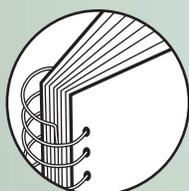
Saddle Stitch



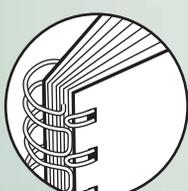
Perfect



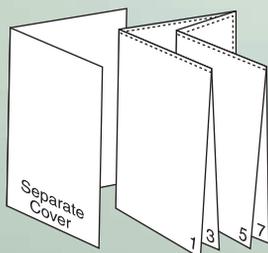
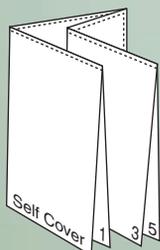
Case



Spiral



Wire-o



REED COLLEGE COURSE CATALOG, 2009-2010 A 5" x 8", 336-page book bound with wire-o binding, allowing the book to lay flat on a desk or for pages to rotate 360 degrees.

BINDING OPTIONS

SADDLE STITCHING

Loose printed signatures are secured with staples down the middle of a folded stack of papers. Ideal for books, pamphlets, catalogs, magazines up to 1/4" thick.

PERFECT BINDING

Collated signatures are scored and the left margins are glued to create a spine. A cover is then pressed against the edge. Ideal for books, catalogs, directories and manuals with 3/8" minimum and 2" maximum thickness.

SPIRAL AND WIRE-O BINDING

Loose printed pages are secured with single or double loop wire that fit into round or rectangular holes punched into each page. Ideal for notebooks, reports, cookbooks and student handbooks.

COVER OPTIONS

SELF COVER

A cover that is printed at the same time as text pages. Paper stock may be different based on "wrap".

SEPARATE COVER OR PLUS COVER

A cover of heavier or glossy stock that is printed separately and affixed to text pages in the bindery process.

ADDITIONAL SERVICES

INSERTING

Insert Dimensions	Min Size	Max Size
Width	5.82"	17.5"
Height	4.13"	12.60"

BIND-INS

Envelopes	Reply cards
Business	Glossy signatures

TIPS + IDEAS

- + Inserts are not collated but stacked on each other inside a jacket so you can add advertising supplements in your publications.
- + Use offline trimming to produce any desired finished size.
- + To keep your project on schedule arrange to have inserts and bind-ins arrive with the submission of your files.

GIVE THIS A GO

At this stage of the process, you'll send us your project file and we'll work with you to make sure everything is flawless. You'll review a proof, and together we'll make final adjustments to perfect your project.



FIRST FEDERAL SWITCH KIT, 2009 A custom, full-color 4" x 8" notepad with a separate color cover and perforated pages.

SUBMISSION GUIDELINES

PERFERRED FILE TYPES

**PDF - created from Adobe and Microsoft programs
InDesign Package with PDF
Quark
PageMaker**

Adobe PDF Presets are available on our website. Our Prepress team will also review your file prior to submission to prevent production delays.

FILE NAMES

File names should be less than 25 characters in length and include your company name and job name. Use standard alphabet characters, numerals 0 through 9 and an underscore instead of a space between words.

JOB SUBMISSION FORM

Submit a completed Job Submission Form with your files. This is available at www.oregonlitho.com or from your Account Relations Representative.

PROOFS

PDF PROOF

For content proofing of all jobs. Submitted via email or FTP download.

SHERPA2 PROOF

A two-sided, folded and trimmed low-resolution printed proof for all jobs to demonstrate folding, trimming and content.

H-P COLOR PROOF

A one-sided full color proof of four color jobs to demonstrate color quality.

PROOF REVIEW GUIDELINES

Are the color breaks correct?

Are images properly sized, cropped and positioned?

Are there missing characters, images or incorrect fonts?

Are trims and bleeds correct?

RETURNING PROOFS

Mark all needed changes/corrections directly on the proof and list on the Proof Approval form.

Sign, date and return the approval form to your Account Relations Representative.

SHARE WITH EVERYONE

Get your project to your customers
and out into the world.

We provide complete packing,
mailing and delivery services for
single and multiple locations.



OREGON WINE PRESS, 2009 A monthly 11 3/8" x 15" publication with residential and commercial distribution requirements throughout the Pacific Northwest.

MAILING

MAILING LISTS

Purchase lists based on demographic criteria.

Process your mailing lists (merging, dedupe, NCOA certification).

LABELING

Cut and glue "Cheshire" labels

Inkjet labels

TYPES OF MAILING

Standard

Saturation

Periodical

Bound printed matter

FULFILLMENT

DISTRIBUTION PLANNING

PACKAGING

Envelopes, boxes, bundles and pallets

DELIVERY ARRANGEMENTS

UPS, USPS plus our own delivery trucks

LOCATIONS

Local, regional, national and international

TIPS + IDEAS

- + Use our mailing and fulfillment services for direct mail campaigns, publication distribution and customer mailings.**
- + We can analyze your mailing list to reduce postage costs.**



OREGON LITHOPRINT

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The Oregon Lithoprint Design and Color Guide was printed on our Goss Community Press using Process Colors. The stock is a 50# Recycled Smooth Bookstock, with 40% Post Consumer Waste content.