

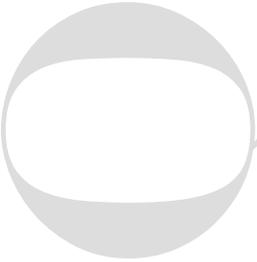
# Frequently Asked Questions

## Rice Lake Printery



### **What is a proof?**

A proof is a way of ensuring that we have set your type accurately and that everything is positioned according to your requirements. Typically, we will produce an e-proof which will be sent to you via email or a printed proof which can be viewed at our facility or delivered to you in person. Occasionally, a match print proof will be provided to show color.



### **Why do I need to look at a proof if I've already given you everything I need to have done?**

Since no one is perfect, mistakes may arise. Your approval on the final proof is assurance that you have looked over every aspect of our work and approve it as accurate. It benefits everyone if errors are caught in the proofing process rather than after the job is completed and delivered.



### **How do I get an estimate of cost?**

One way to get an estimate is to click the "Request a Quote" link. Once you fill out the form and click "Send"; your information will go to one of our professionals. They will put the information details together and contact you. Stopping in with your project in hand, provides us to see and talk with you about expectations and options available.



### **Do you accept Microsoft Publisher files?**

We do! Microsoft Publisher is a program meant for home desktop publishing, it has some limitations when it comes to professional commercial printing. Please keep in mind that there may be discrepancies between how your file appears on your computer and how it will ultimately print.

### **Why do some of my photos look bad? I scanned them at 300 dpi.**

If we would scan our photos at 300 dpi and use our photos at 100% things should be fine, but we're often forced to scale our photos once we put them into our page layout program. That's where the problems start. Say you placed a photo at 100% and now the customer wants the photo twice as big. You enlarge it to 200% in your page layout program. The actual resolution of this photo was 300 dpi, but now that you've scaled it, the effective resolution is 150 dpi, or half the original resolution. Why? Once you enlarged the photo, all the pixels became twice as wide and twice as tall, so now fewer of them will fit "per inch." Conversely, if you reduce your photo, the pixels become smaller and more of them will fit "per inch." In a nutshell: reducing the scale increases the effective resolution; enlarging the scale reduces the effective resolution.