

Printing-Publishing Terminology

R. H. Gross, RMS Marketing Manager

For Internal Use Only

Items in GREEN refer to electronic publishing.

Items in BLACK refer to general graphics production and print publishing.

4-COLOR, CMYK, PROCESS COLOR

To reproduce full-color photographic images, typical printing presses use 4 colors of ink. The four inks are placed on the paper in layers of dots that combine to create the illusion of many more colors. CMYK refers to the 4 ink colors used by the printing press. C is cyan (blue), M is magenta (red), Y is yellow, and K is black, the key plate or keyline color. A mistake often made when submitting artwork for 4-color printing is not converting the images to the CMYK color space (usually from RGB or Red, Green, Blue format). This is needed so that the file can be separated into the four colors so that a separate printing plate can be made for each of the colors.

ABOVE-THE-FOLD

Printed document: The part that appears above the fold in a mailing piece so that it will be seen first when the document is taken out of the envelope. For a newspaper, it would be what appear on the top half of the page and therefore are seen when the newspaper is in the boxes or laid in stacks at newsstands.

Electronic document: The part visible without scrolling.

BLACK

1) Black is one of the 4 inks in CMYK (it is the 'K' or keyline) or the 4-color process printing. 2) In typography, the word 'black' means a typeface with heavier, thicker strokes than found in regular bold type (a bolder bold).

BLEED

When any element on the design runs off the finished edge, it is referred to as a bleed. Since with some presses, they must run the paper at a larger size to accommodate this design element in the printing (the pages down are then cut to size), bleeds can increase the final cost due to both waste and time.

BLOCKED (BLOCKING)

E-mails that are blocked and not processed through an ISP (Internet Service Provider) so that they do not reach their intended target.

BLUELINE, BROWNLIN, DYLUX

Usually inexpensive, this photographic proof is from negatives where all colors are shown in blue (or another color). The negatives used for the printing plates are exposed to a photosensitive paper to produce the image. As more digital/electronic printing is done, fewer plates are used making this proof process a little obsolete.

BOUNCE, HARD BOUNCE, SOFT BOUNCE

An automatic electronic reply that states your message could not be delivered. Typically, emails bounce because the e-mail address contains an error, is temporarily out of service, or no longer exists. A HARD BOUNCE is due to a permanent reason such as a non-existent address, A SOFT BOUNCE is due to a temporary reason.

BUSINESS FOLD, C FOLD, LETTER FOLD, TRI-FOLD

A piece in which the folds will create 6 panels with two parallel folds in a spiral fold configuration (the folds go in on each other). This is a common type of fold for tri-fold brochures. To allow the panels to

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nest inside each other properly, the folded in end panel is usually 1/32" to 1/8" narrower than the other panels.

CAMERA-READY (obsolete process)

Artwork that is properly prepared and ready to be photographed for platemaking camera-ready. Traditional prepress consisted of boards, or mats, with all the elements of the finished piece attached in place and to the finished size. Today, laser or inkjet printouts may serve as camera-ready art.

CAMPAIGN

A set of individuals to whom a marketing messages is delivered with a single objective in mind. Most often referenced for electronic marketing and done as a series to build on previous success.

CENTER MARKS

Vertical lines used to indicate the center of a 2-page spread, for folding or cutting, are the center marks. Center marks usually appear at the top and bottom edge of the spread. Center marks are printed with thin lines of about 1/4 to 1/2 inches in length. Because they appear at the point where a spread is folded (or cut) they are not usually noticeable in the finished book or newsletter.

CHOKER

In order to compensate for minor misalignments on the printing press it is sometimes necessary to slightly overlap touching colors. Choke is one process where a lighter color surrounds and overlaps a darker color and can compensate for errors in hairline registration.

CLICK-THROUGH, CLICK-THROUGH RATE

A 'click-through' refers to the action of clicking on a hyperlink, in an electronic document, for the purpose of being taken to another electronic web site or bit of information. The rate is determined by dividing the number e-mails opened by the number of click-throughs tracked. This can be a useful tool in determining if a campaign is developing interest.

CMYK, 4-COLOR, PROCESS COLOR

To reproduce full-color photographic images, typical printing presses use 4 colors of ink. The four inks are placed on the paper in layers of dots that combine to create the illusion of many more colors. CMYK refers to the 4 ink colors used by the printing press. C is cyan (blue), M is magenta (red), Y is yellow, and K is black, the key plate or keyline color. A mistake often made when submitting artwork for 4-color printing is not converting the images to the CMYK color space (usually from RGB or Red, Green, Blue format). This is needed so that the file can be separated into the four colors so that a separate printing plate can be made for each of the colors.

COLOR KEY, OVERLAY PROOF, CROMACHECK

A proof created from the film separations that places each ink color on a separate clear acetate sheet then assembles them together over white paper. 'Color Key' is actually a brand name for a specific process that is often used generically to apply to any overlay proofing system. By printing each color separation of a file on a clear overlay material each color can be proofed separately or superimposed on each other to proof the entire page. Overlay proofs are created from the film separations that place each ink color on a separate clear acetate sheet or film material then stacks them together in alignment (registered) over white paper or other substrate. In new digital/electronic printing systems, a computer sends the files separately and communicates the color layers to the press directly.

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COLOR SEPARATIONS, COLOR SEPS

On a printing press each color of ink used in a document is printed one at a time. Each printing plate used on the press is made up only of components of the page that have that one color. Separations are artwork split into component plates of cyan, magenta, yellow, and black in preparation for process printing (CMYK) or into the required number of plates for spot color printing. Each separation prints a single process or spot color. Digital files can be composite separations (all information in one file) or pre-separated (each color on its own page).

COMPOSITE, COMP, DUMMY

1) Design: A preliminary design or sketch is a comp, comprehensive artwork, or composite. 2) An image composed of many images or any page made up of text, images, and other elements is a composite image. 3) Prepress/Printing: Color separation file which contains all color information in one file that can be printed as a composite or separated into the individual color plates for printing.

CONTACT PROOF, BLUELINE, VELOX, RC PAPER

A contact proof is a type of monochrome (one color) prepress proof. They are created using various film or photographic methods that involve special types of paper, thus they are sometimes referred to as paper proofs. Blueines and Velox or RC Paper proofs are common types of inexpensive contact proofs. A contact proof is generally (though not always) meant primarily to show layout and copy. **NOT TO BE CONFUSED WITH A CONTRACT PRINT (MATCHPRINT).**

CONTRACT PROOF, MATCHPRINT

The contract proof is usually a color proof that is looked on as a contract between the printer and client as the final proof before going to press. Currently the de facto standard for a contract proof is a matchprint or laminate proof although some high-end digital proofs are considered good enough to accurately predict color from the press. **NOT TO BE CONFUSED WITH A CONTACT PRINT.**

CORNER MARKS, CROP MARKS, TRIM MARKS

Crossed lines placed at the corners of an image or page, to indicate where to trim it, are known as crop marks.

CPA (COST PER ACQUISITION)

A payment model in which payment is based solely on qualifying actions such as sales or registrations.

CPM (COST PER THOUSAND)

In e-mail marketing, CPM refers to the cost per 1000 names of a given rental list (e.g. a list priced at \$250 would mean you were charged \$0.25 per name on the list).

CROMACHECK, COLOR KEY, OVERLAY PROOF

A proof created from the film separations that places each ink color on a separate clear acetate sheet then assembles them together over white paper. 'Color Key' is actually a brand name for a specific process that is often used generically to apply to any overlay proofing system. By printing each color separation of a file on a clear overlay material each color can be proofed separately or superimposed on each other to proof the entire page. Overlay proofs are created from the film separations that place each ink color on a separate clear acetate sheet or film material then stacks them together in alignment (registered) over white paper or other substrate. In new digital/electronic printing systems, a computer sends the files separately and communicates the color layers to the press directly.

CREEP, CREEP ALLOWANCE

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In a saddle stitched booklet the bulk of the paper causes the inner pages to extend or creep out further than the outer pages, when the piece is folded. When trimmed, the inner pages are now narrower than the outer pages, counteracting the creep. Creep varies depending on the thickness of the paper and the number of pages. If there is no allowance made to the design for the creep (known as the creep allowance), when pages are trimmed the outer margins become narrower toward the center of the booklet and there is the possibility that text or images may be cut off.

CYAN, MAGENTA, YELLOW, BLACK, KEYLINE

The 4 ink colors used in 4-color (CMYK) printing and inkjet printing are cyan, magenta, yellow and black. CYAN is a bright blue. Magenta is a pinkish shade of red. Yellow is a standard bright yellow, and keyline is black.

DIGITAL PROOF

A digital proof is a color prepress proofing method where a job is printed from the digital file using inkjet, color laser, dye sublimation, or thermal wax print technologies to give a good approximation of what the final printed piece will look like. The digital proof is generally less expensive than other prepress proofs. Digital proofs can often be produced on the actual paper stock of the job adding another element of accuracy. Digital proofing also includes a type of almost WYSIWYG (What You See IS What You Get) on-screen proofing or soft proofing generally only used in the early stages of production (e.g. a PDF). Digital proofs come in continuous tone and halftone proofs and with the recent advances in the technology, are sometimes used as contract prints.

DPI, DOTS PER INCH

Inks are placed on the paper in layers of dots that combine to create the illusion of many more colors. The more dots used per inch, the sharper the image and better you can exactly match colors without having to print an additional ink color such as a PMS.

DUMMY, COMPOSITE, COMP

1) Design: A preliminary design or sketch is a comp, comprehensive artwork, or composite. 2) An image composed of many images or any page made up of text, images, and other elements is a composite image. 3) Prepress/Printing: Color separation file which contains all color information in one file that can be printed as a composite or separated into the individual color plates for printing.

DYE SUBLIMATION, DYE SUB

Dye-Sublimation uses high heat and solid dyes to produce photo lab-quality images. Dye-Sub printers contain a roll of transparent film made up of page-sized panels of color. Solid dyes in cyan, magenta, yellow, and black are embedded in the film. Print head heating elements vaporize the inks, which adhere to a specially coated paper. As the ink cools it re-solidifies on the paper. Color intensity is controlled by precise variations in temperature. Dye-sublimation printers lay down color in continuous tones one color at a time, instead of dots of ink. Because the color is absorbed into the paper, rather than sitting on the surface, the output is more photo-realistic, more durable, and less vulnerable to fading than other ink technologies.

DYLUX, BLUELINE, BROWNLIN

Usually inexpensive, this photographic proof is from negatives where all colors are shown in blue (or another color). The negatives used for the printing plates are exposed to a photosensitive paper to produce the image. As more digital/electronic printing is done, fewer plates are used making this proof process a little obsolete.

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FPO

For Position Only: used to note that the image placed beneath these letters is there only to note the size and placement of the image that will be used in the final production.

FREQUENCY

How often an ad or messages is presented.

HAIRLINE REGISTRATION

When two colors touch each other at a perfect edge, it is referred to as a hairline registration. As this requires the presses and paper to align exactly right, a cost adder can be incurred.

HTML (HYPERTEXT MARKUP LANGUAGE)

The coding language most often used for web sites. HTML pages provide control over color, fonts, graphics, and multimedia elements within the web page.

GRAVURE, INTALGIO

With gravure printing an image is etched on the surface of a metal plate, the etched area is filled with ink, then the plate is rotated on a cylinder that transfers the image to the paper or other material. Gravure printing is often used for high-volume printing of packaging, wallpaper, and giftwrap using fast-drying inks. Although less common, gravure printing may also be used for printing magazines, greeting cards, and high-volume advertising pieces.

KEY PLATE, KEYLINE

In traditional preparation of color separations, the key plate contains the detail in the art. This is normally the black printing plate. Because the black printing plate was often the key plate, the K in CMYK represents the key plate or black.

KNOCKOUT

A knockout is a portion of an image that has been removed. When two colors overlap, they don't normally print on top of each other. The bottom color is knocked out of - not printed - in the area where the other color overlaps. Knockout type is typically text that is knocked out or reversed out of a dark background so that the type appears in the color of the paper.

LETTER FOLD, TRI-FOLD, BUSINESS FOLD, C FOLD

A piece in which the folds will create 6 panels with two parallel folds in a spiral fold configuration (the folds go in on each other). This is a common type of fold for tri-fold brochures. To allow the panels to nest inside each other properly, the folded in end panel is usually 1/32" to 1/8" narrower than the other panels.

LINKS

This is electronic coding that allows the user to click on an element in the message to be taken to another web location or bit of information.

LPI, LINE PER INCH, LINE FREQUENCY, SCREEN FREQUENCY

The way printers reproduce images, simulating continuous tone images by printing lines of halftone spots is measured in LPI. The number of lines per inch is the LPI, sometimes also called line or screen frequency. You can think of LPI as the halftone resolution.

MATCHPRINT, CONTRACT PROOF

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MATERIALS

This refers to the artwork for your ad that must be supplied to the publisher by the required date to be included in the issue you have contracted for. Material specifications vary from one publication to another but are very specific in their requirements. Information will include things such as acceptable file formats, sizing, resolution, color formats, scans, etc. Most publications charge a significant fee, on an hourly basis, for modifying any artwork that does not meet their published requirements.

MEDIA KIT

A document distributed by the publisher, or their sales rep, that contains their marketing propaganda for the periodical (readership, circulation numbers, etc.) as well as the rate card for the determination of advertising rates.

MIME TYPE

MIME stands for Multipurpose Internet Mail Extensions and extends the format of internet mail to allow the viewer to see coding done in some other formats (such as HTML) from what their browser or internet mail server is set to see (such as Rich text).

PRINTER PRIMARIES

Cyan, magenta and yellow (as we are taught as children, your primary colors are blue, red and yellow)

OFFSET PRINTING

The offset lithography process works by first transferring an image photographically to thin metal, paper, or plastic printing plates. Unlike other forms of printing, in offset lithography the image on the printing plate is not recessed or raised. Rollers apply oil-based ink and water to the plates. Since oil and water don't mix, the oil-based ink won't adhere to the non-image areas. Only the inked image portion is then transferred to a rubber blanket (cylinder) that then transfers the image onto the paper as it passes between it and another cylinder beneath the paper. The term offset refers to the fact that the image isn't printed directly to the paper from the plates, but is offset or transferred to another surface that then makes contact with the paper.

OVERLAY PROOF, COLOR KEY, CROMACHECK

A proof created from the film separations that places each ink color on a separate clear acetate sheet then assembles them together over white paper. 'Color Key' is actually a brand name for a specific process that is often used generically to apply to any overlay proofing system. By printing each color separation of a file on a clear overlay material each color can be proofed separately or superimposed on each other to proof the entire page. Overlay proofs are created from the film separations that place each ink color on a separate clear acetate sheet or film material then stacks them together in alignment (registered) over white paper or other substrate. In new digital/electronic printing systems, a computer sends the files separately and communicates the color layers to the press directly.

PERFECT BINDING, PERFECT BOUND

Method of bookbinding where a flexible adhesive attaches a paper cover to the spine of the assembled signatures is called perfect binding. Paperback novels are one example of perfect binding.

PHOTOSTAT, STAT

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A stat is a usually inexpensive positive photographic print of line-art or halftones used for proofing files. The stat is used primarily to check positioning and general appearance.

PMS, PANTONE MATCHING SYSTEM

This is the most common color reference guide used within the US. It defines exactly how to create a color so as to make it match the requested color exactly. Many logos are done with a specific PMS color match to define the exact shade of an image (e.g. the RMS logo uses PMS 287 for the blue along with 100% black)

PREPRESS PROOF

A prepress proof is an analog or digital proof that uses inkjet, toner, dyes, overlays, photographic, film, or other techniques to give a close approximation of what the finished piece will look like. Unlike a press proof, the prepress proof does not use the actual printing inks therefore color proofs may not be quite as accurate as a press proof. Analog prepress proofs include inexpensive contact proofs, such as bluelines, used for checking positioning or where exact color is less critical; and, more expensive but increasingly accurate color overlay and laminate proofs. While analog prepress proofs use photographic or film techniques, digital prepress proofs print directly from the digital files to inkjet, laser, and similar printers.

PROCESS COLOR, CMYK, 4-COLOR

To reproduce full-color photographic images, typical printing presses use 4 colors of ink. The four inks are placed on the paper in layers of dots that combine to create the illusion of many more colors. CMYK refers to the 4 ink colors used by the printing press. C is cyan (blue), M is magenta (red), Y is yellow, and K is black, the key plate or keyline color. A mistake often made when submitting artwork for 4-color printing is not converting the images to the CMYK color space (usually from RGB or Red, Green, Blue format). This is needed so that the file can be separated into the four colors so that a separate printing plate can be made for each of the colors.

RATE CARD

This is information produced by the publisher, and available in their media kit, from which an advertiser can determine their cost of placing an ad. The rate card will require you to select an ad size, frequency (number of times you want the ad to run in relation to the number of times the publication is issued within a year), and if you want the ad to be run in color and then how many colors. It will also have information on the rates for specialty ads such as banners and online ads, or print ads in special issues of the publication.

REGISTRATION

The alignment of the printed elements on the page is referred to as the registration. It can be used to discuss the alignment of the elements to the page or how they align with other colors or parts of the design that were not on the same printing pass or plate. Exact alignment with two colors touching each other is hairline registration. Failure to register properly will result in there being color overlapping, white space showing between colors where they should touch, or the elements even being crooked on the page itself.

RICH MEDIA

Media such as streaming, video, audio, MP3, 3-D animations, etc.

ROB, RUN OF BOOK

This refers to where an ad will be placed within a periodical publication. With an ROB contract, you will get placed anywhere the publisher decides they can fit your ad. You can 'request' a left-read/side placement (this gets more visibility than a right page), or to not be on the inside part of the page near the

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fold, but an ROB placement does not guarantee you anything. What does improve your chances of a good ROB placement, unofficially, is your ad size and the insertion frequency. These deals are usually never made in writing.

SADDLE-STITCHED, STAPLE STITCHED

Saddle-Stitched is a method of securing loose printed pages with staples down the middle of a folded sheaf of papers. Many booklets are saddled-stitched.

SHEET FED PRESS

The sheet-fed press prints on individual sheets of paper, as opposed to continuous rolls of paper used on web presses. Sheet-fed presses come in different sizes. Quick printers often use the small presses, which print on letter size pages. The larger commercial sheet-fed presses handle much larger sheets of paper. Sheet-fed presses can also print on cardstock, plastics, metal, and other substrates. A sheet-fed press may consist of multiple print units that each prints a different color of ink.

SOLID INK

Solid ink printing use wax-like sticks of ink that are melted in the print head, squirted onto a drum, and then applied to the paper. The properties of the solid ink allow for good quality printing. Solid ink printers are generally low-cost to operate, not requiring the more expensive inkjet papers to achieve good results. However, solid ink printing output is still not as high quality as laser or inkjet printers.

SPAM (UCE)

Unsolicited commercial e-mail sent without the recipient's permission. New laws exist to insure recipients right to opt-out and report abuse.

SPREAD

- 1) In order to compensate for minor misalignments on the printing press it is sometimes necessary to slightly overlap touching colors. Spread is one process where a lighter color spreads out and overlaps a darker color.
- 2) A spread refers to facing or adjacent pages in a layout or adjacent pages laid out for printing.

TAPE BINDING, THERMAL BINDING, FASTBACK

A method of securing loose printed pages with a strip of tape or plastic strips fused with heat is known as thermal binding. Thermal binding allows documents to lay flat when opened, is sturdy, and neat.

TRAPPING

When a document consists of more than one color of ink the page may have to pass through the printing press two or more times as each color is applied to the paper. Sometimes the paper or the plates applying the ink may shift. When objects and colors don't align properly there can be little gaps. This is called misregistration. Trapping digital files is the process of compensating for the possibility of misregistration on the printing press by printing small areas of overlapping color where objects meet. Trapping makes those gaps less noticeable, even invisible.

Trapping is accomplished with features built-in to some software programs or with dedicated programs devoted solely to trapping. Many commercial printers prefer to do the trapping themselves.

TRI-FOLD, BUSINESS FOLD, C FOLD, LETTER FOLD

A piece in which the folds will create 6 panels with two parallel folds in a spiral fold configuration (the folds go in on each other). This is a common type of fold for tri-fold brochures. To allow the panels to nest inside each other properly, the folded in end panel is usually 1/32" to 1/8" narrower than the other panels.

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TRIM MARKS, CORNER MARKS, CROP MARKS

Crossed lines placed at the corners of an image or page, to indicate where to trim it, are known as crop marks.

TRIM SIZE

The final size of a printed page after excess edges have been cut off is the trim size. Crop marks to indicate where to cut are printed in the edges that are then trimmed after printing.

URL

Uniform Resource Locator. The unique address assigned to each web page.

WEB PRESS

A web press prints on continuous rolls of paper or other substrates. Some web presses can print on both sides of the paper at the same time. It can consist of several connected units for printing different colors of ink and doing cutting, folding, and punching. High-speed commercial web presses use wide rolls of paper for newspapers, books, etc. and use heat to set the ink (*heat-set* web). Small or *cold-set* web presses handle lower volume printing of forms, direct mail, and smaller publications with paper roll widths as little as 11 inches. Newspaper presses can occupy several floors and contain multiple 4-color and single color printing units as well as a variety of folding sections to handle the different sections of the paper.