



Checklist — Printer Proof Review

Once a newsletter has been printed, it's too late to make any changes and you're left with an incorrect run of your publication. Use the following checklist (or create your own) when reviewing proofs from the printer to make sure your materials are error-free.

- Trim size is correct.
- Type and graphics are correct and crisp.
- Photos are positioned, cropped and scaled correctly.
- The fold is correct.
- Borders and alignment are correct.
- Bleeds and perforations are correct.
- No dirt marks.
- Colors are correct and spot colors are properly displayed.
- Pagination is correct.
- Screen values are correct.
- Encourage the printer to run a final spell check.
- Check all changes that the printer is asked to make.
Communicate your needs to the printer and make sure those needs are understood.
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Producing Newsletters That Get Results.

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