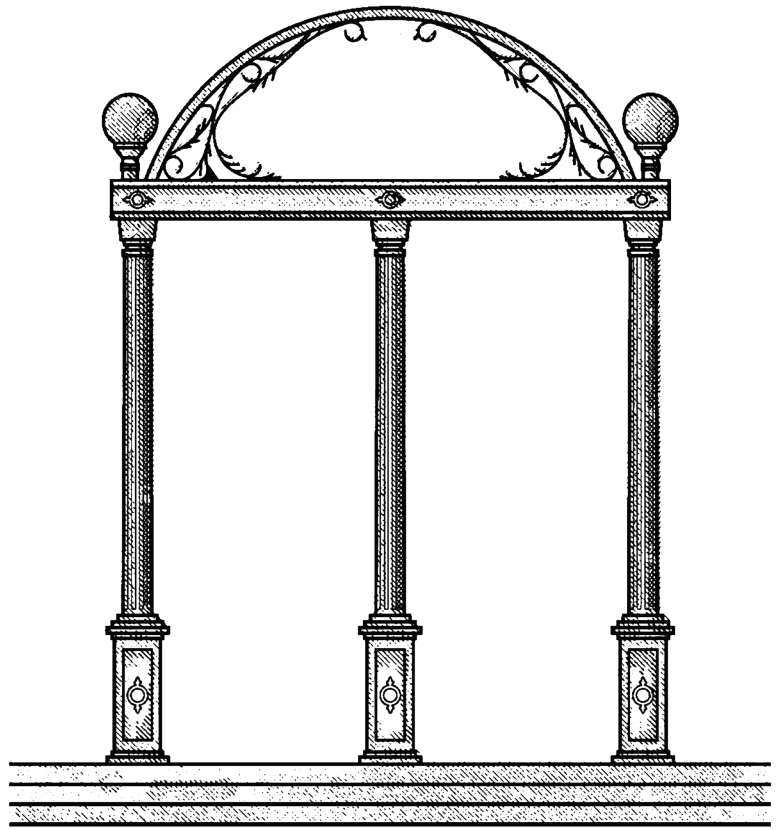# PROPOSAL PRINTING GUIDE

If you're interested in getting your proposal professionally printed, this guide can help streamline that process for you. Whether you're looking for something that feels like a business document with sharp color photos or you want a weighty, glossy document that's sure to leave an impression, this guide will give you options and direction.

All the options available to you when getting something professionally printed can be overwhelming. This printing guide simplifies the process by providing you with four options for printing your proposal document. Each page highlights an option, with the specs for each page at the top so you can quickly reference what to tell your print shop to make sure you get the product you want.

While DARCOMM recommends using Bulldog Print & Design (printing.uga.edu) for these projects, these instructions can be used at any print shop to ensure quality. Prices for each option are estimates from Bulldog Print and Design quotes and may be different at other print shops.

An important note about color: documents created by way of the Proposal Toolkit's PowerPoint templates are made using RGB colors. While this is not typically ideal for print jobs, they are internally consistent and fall within expectations for the look of the UGA brand. If your printer mentions the color difference, let them know you're aware and that the RGB colors are by design. If they would like a reference for UGA brand colors, it can be found at brand.uga.edu/color.

WORKING WITH PRINT SHOPS

- When printing proposals, submit only PDFs. You can find a reminder on how to create a PDF from Proposal Toolkit templates in the Template Tips file located in the Proposal Toolkit's Support Documents section. Most print shop websites have pages instructing how to upload and submit files to them.

- Submit your print job at least 5 business days before you'll need it. Although these will typically be smaller jobs, it's best to give the shop as much lead time as possible to allow for potential busy stretches, printing complications, delivery time, etc.

- If you're submitting to Bulldog Print and Design, make sure you submit a new job request each time you place an order for printing, and work with your accounting office to ensure you're charging the job to the correct account number, speedtype number, and/or chartfield 1 number.

SELF-PRINTING TIPS

If it's critical that your document have the highest quality print, a print shop should be used to create your document. But if you're just interested in creating the best possible document using your own printer, here are a few tips.

- If you're concerned that your printer isn't producing color the way you want, begin by contacting your IT professional and asking to have your printer and monitor calibrated or reset to factory settings.

- If they (or you) need a reference on monitor and printer calibration, begin here: https://www.lifewire.com/calibrate-your-printer-1073954
  - Note that the article recommends most users calibrate visually. It is highly recommended that you not invest in calibration equipment unless you will be printing high volumes of a variety of materials across a number of paper types.
  - You can find a test image for calibration here: http://www.digitalmasters.com.au/Calibration%20Print%20-%20Adobe%20RGB.html
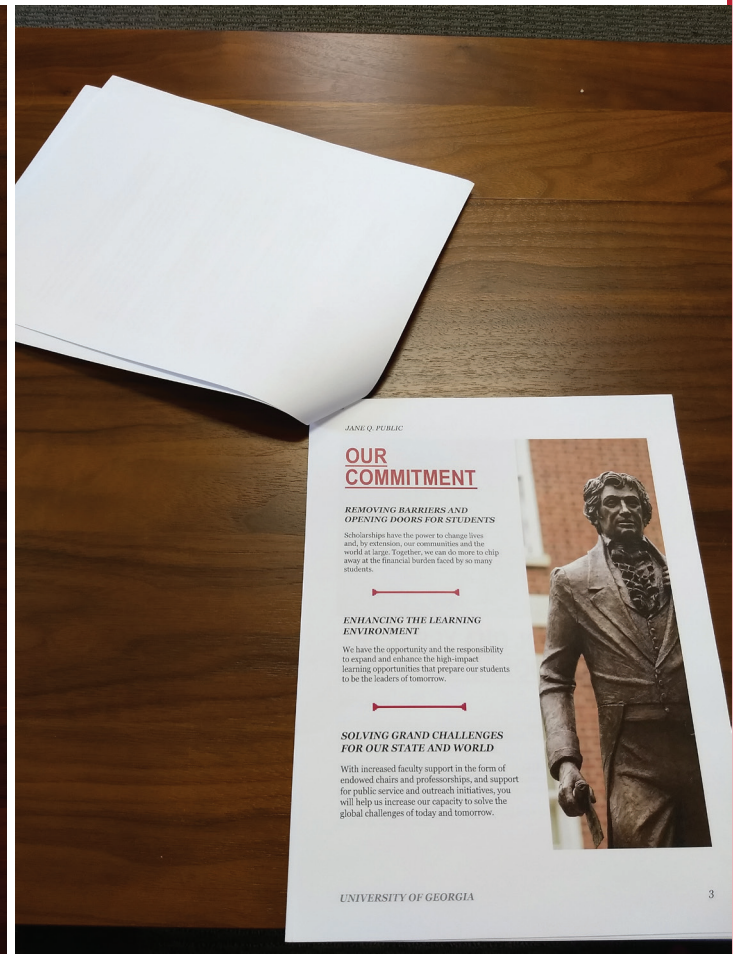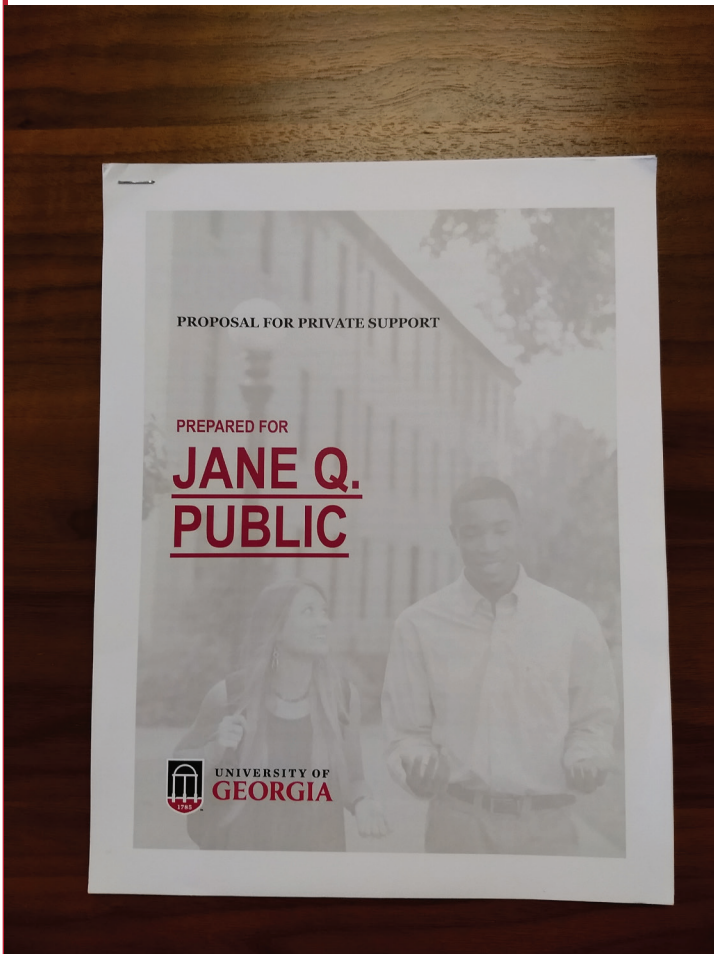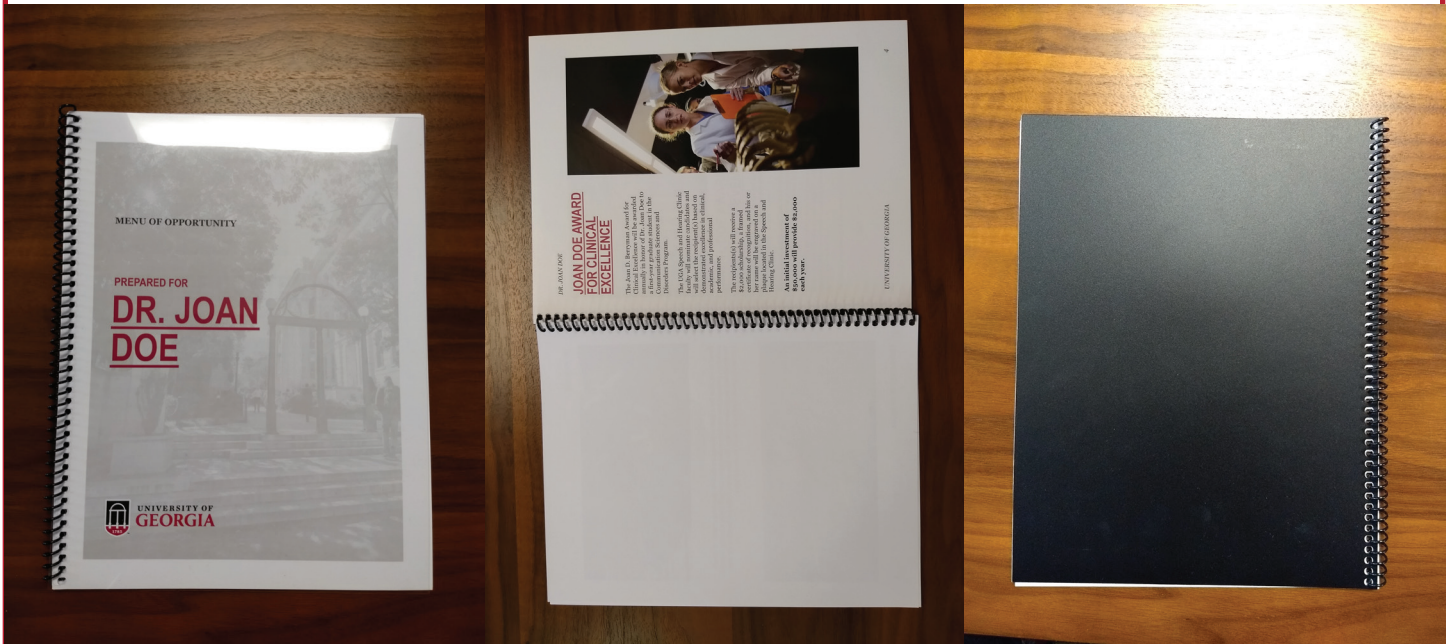
Option A

~$2.19 per unit

- Heavy text paper stock
- Cheapest option
- Simple presentation can feel more like a business document than a marketing document
- Because document is composed only of proposal pages, it feels "complete" at any size (as opposed to Option B)

Option B

~$3.48 per unit

- Heaviest text paper stock

- Glossy cover, vinyl back, coil binding and heavy paper create impactful presentation that sits somewhere between business document and marketing material.

- If document is only a few pages long—because of cover, back and binding—this option can make document seem thin or incomplete. Recommended for documents of 8 pages or more.
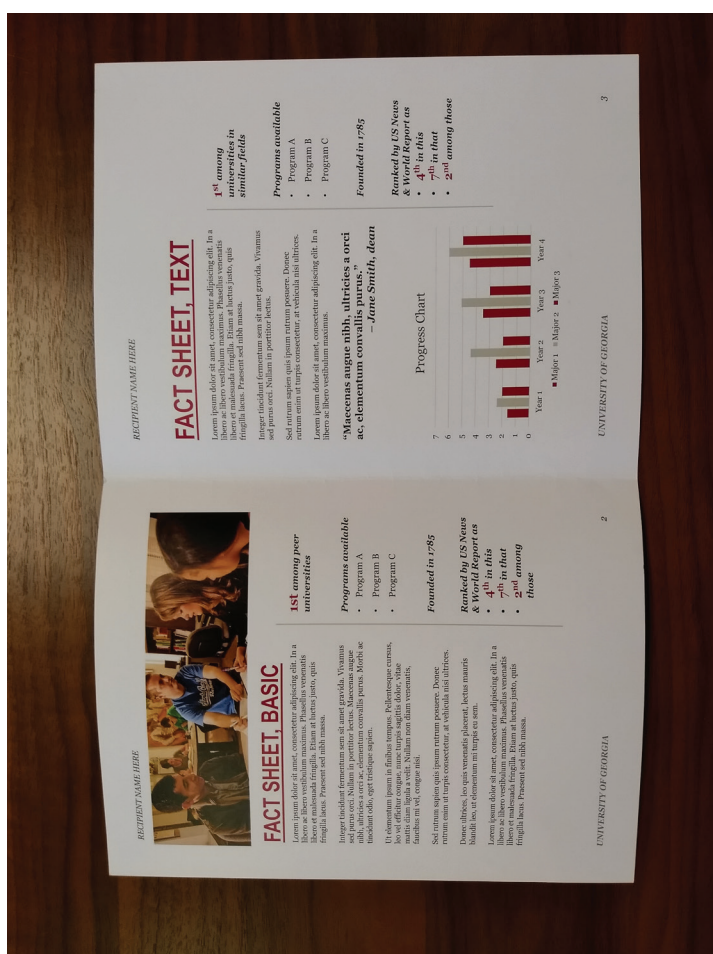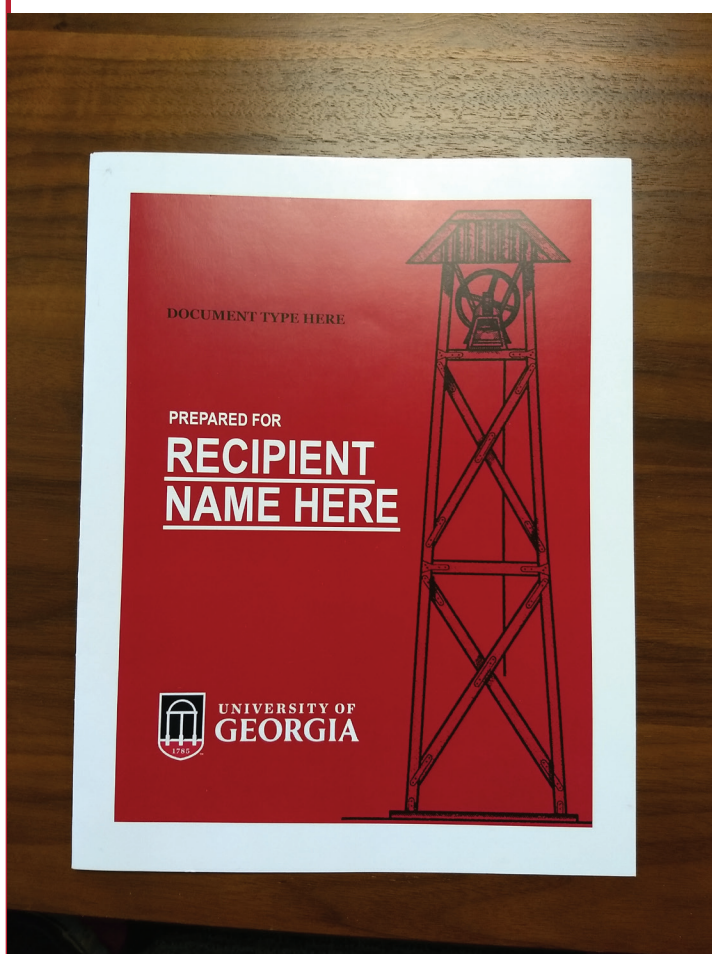
**$5.00 for 1, $10.00 for 5,
$14.00 for 10, $22.00 for 15**

- Paper is card stock, but light—think business card

- Great for leave-behinds describing a single fund or initiative (can take advantage of variable data to print many copies of a lightly personalized document*)

- Printed onto a single 11x17 sheet and folded, so documents must have a minimum of 3 pages, maximum of 4

* for information on variable data in printing, contact Clarke Schwabe, ccschwabe@uga.edu

Paper: 80 lb. card cover/100 lb. text interior
Saddle staple • Two-sided print • Color
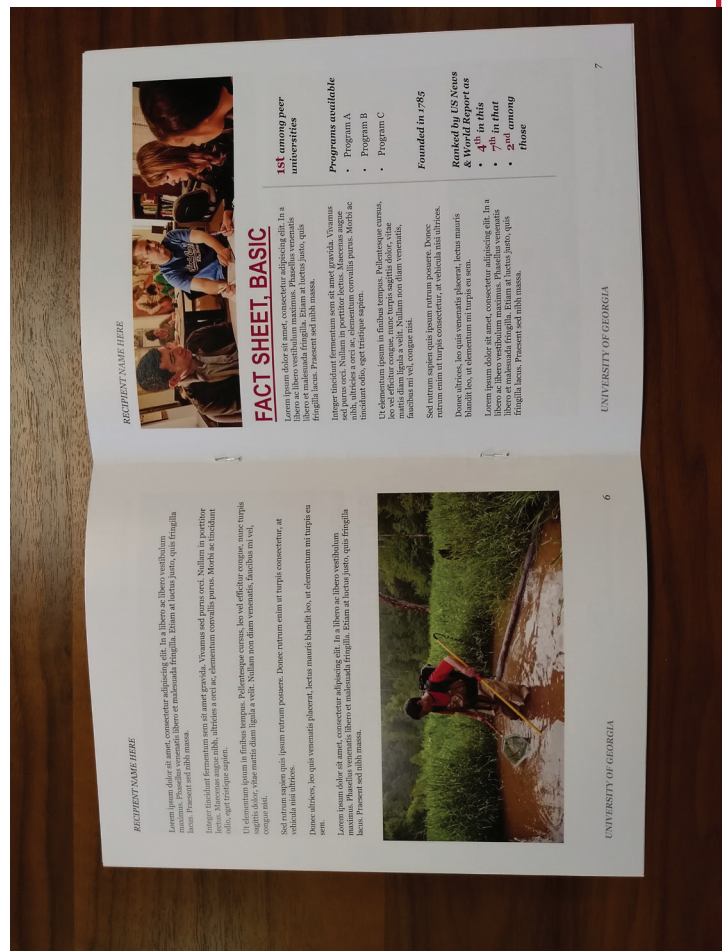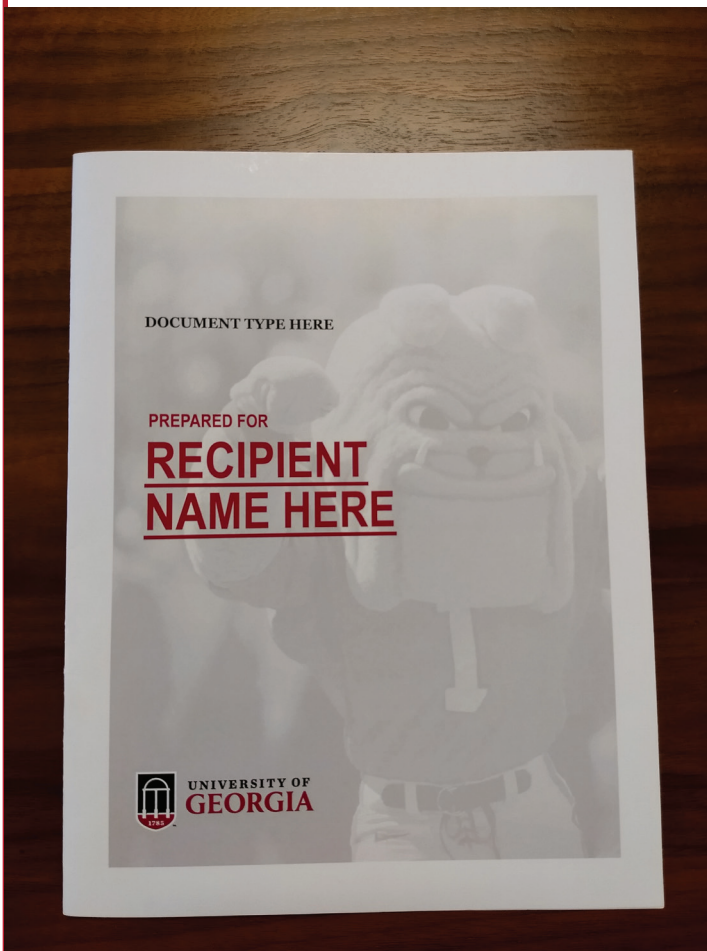
~$2.48 per unit

- Mix of paper types gives cover a slightly heavier feel than interior (80 lb. text for interior pages accentuates this difference as an acceptable alternative)

- Cover and interior weight differences with saddle stapling creates a clean, booklet look

- Print shop may have to insert blank pages at beginning or end to maintain page order and fill booklet.

- Recommended document length: 10 pages, minimum