

Preflight & Mailpiece Design Checklist

for Dillon Mailing & Printing

job #:	preflight by:
customer:	date: / /

FORMAT:

- File naming meets conventions (Windows or Mac compatible file names)
- Folder created for job including sub folders for documents, fonts & graphics

FONTS:

- All fonts have been embedded or have been converted to outlines
- All fonts are PostScript Type I (TrueType is acceptable if properly embedded)
- All fonts/characters match laser proof, including fonts with symbols or other special characters

TEXT/PAGE CONSTRUCTION:

- Document is spell-checked if able to do so
- Text matches laser proof
- Bleed is sufficient (1/8") for applicable elements; non-bleed elements are min. 1/4" from trim
- Trim size matches work order specifications
- Colors match work order specifications
- Multiple panels are set up to fold properly

GRAPHICS:

- Images are appropriate color model (grayscale or CMYK, not RGB or CIE L*a*b*)
- Raster images have sufficient resolution (lines: 900-1200 dpi, tones: 300 dpi)
- Images linked within document are provided with accompanied artwork

COLOR:

- Color space has been defined properly as either PANTONE/spot color or as CMYK or grayscale
- PANTONE/spot colors have been defined if applicable

Mailpiece Design:

- Address will fit correctly in OCR Read Area
- Valid permit is on the piece
- There is sufficient room for a barcode (Postnet = ~3.5" - 4")
- The piece size is the correct orientation (letter vs. flat)
- There is a valid return address for Nonprofit & First Class Mail
- When designing return envelopes for an automation mailing, be sure that it has the proper barcodes

Missing/Required Elements: _____

