Information Needed to Prepare an Estimate

- Contact name & number
- Department
- Title of job
- Number of pages.
- Number of sheets to print "pages".
- Finished size.
- Quantity requested.
- Is design required?
    - If so, to what extent? Minor changes or complete redesign?
- Are you providing the elec. copy or camera-ready?
- Type of electronic file
    - MS Word
    - MS Excel
    - MS Powerpoint
    - Adobe PDF
    - Adobe Indesign
    - Adobe Pagemaker
    - Adobe Illustrator
    - Adobe Photoshop
    - CorelDRAW
    - Other
- Do you want a proof?
- Do you have furnished plates? If so, how many?
- Is the project color or black/white? How many colors? PMS color of ink/inks.
- Does the color bleed off the edge of the paper? If so, how many sides does it bleed on?
- What type of paper, including weight, color, finish.
- Is the printing 1-sided and/or 2-sided

- Bindery options:
    - Collate
    - Staple — Where? Saddlestitch?
    - Punch — How many holes? Where?
    - Fold — Type of fold (1/2 fold, letterfold, 1/4, gatefold)
    - Perfect bind
    - Coil or plastic comb binding
    - Cutting — Indicate finished size.
    - Padding — How many sheets per pad?
- Packing Requirements
    - Wrap — Amount per package?
- Shipping requirements
    - Materials Mgmt Warehouse?
    - Mailing Services?
    - ID mail delivery?
    - UPS delivery?
    - Special shipping needs?
    - Multiple locations?

Additional items you should include:

- Sample
- Comments
- PO number of last printing (if available)