

How To Prepare Camera Ready Copy For Offset Printing

“Camera ready” means just what it says. Your copy must be ready for the printer to photograph. From this photograph, he prints as many copies as you want. Don’t expect him to shrink or enlarge your copy, or any part of it. He can’t, except by special arrangement and extra expense.

Your copy must be pure black and white.

In some cases a printer can “shoot” other colors, but you’re better off to check with him first. Red ink on white paper is OK, as the camera sees red as black. Use liquid paper to white out dirt, smudges, or anything you don’t want to show up. Don’t erase. Leave at least 1/2" margin around the outside edge.

“Half-tones” (pictures previously printed and composed of hundreds of tiny dots to simulate grey areas) don’t print too well. Remember, the camera picks up exactly what it sees. It will not clean up your sloppiness. You must be neat and clean.

A MUST KNOW TRICK TO MAKING GOOD COPIES:

Ever buy reports just to find the copy from the back side bleeds through to the front side making it hard to read and impossible to make good copies.

If you are going to make copies of something and there is something printed on the back side, you don’t want it to bleed through and make it impossible for your customer to make good copies of the circular or flyer.

This common problem can be prevented by placing a piece of “Black” Construction paper on the back side BEFORE you make copies. This will hide all the type on the back side of your flyer in the Black Construction paper you placed on it before putting in the copy machine.

The copy machine can not see the black type on the back side because the black paper is hiding it. Since the black paper is on the back side, the copy machine doesn’t see the black construction paper either. All the Copy machine sees is the type on white paper on the side it is printing.

Your copies will come out as clean as the side you are copying with no bleed through. Of course, you have to have a good copy to start with.

Your flyers are your salesmen selling your product, service or program. They have to look their best in order to make sales. You only get one chance to sell your item with your flyer. You should make it look the best that you can.