



Print Production Checklist

When preparing items for print, it's essential to have a thorough checklist to ensure accuracy and quality.

Here's your handy guide outlining the step-by-step process of producing high-quality print materials, from file preparation and proofing to printing and fulfilment. Check through the list to streamline your print marketing projects and launch your campaigns quicker.

1. File Preparation

- Verify correct file format (e.g., PDF, TIFF, EPS)
- Ensure proper colour mode (CMYK for full-colour printing, grayscale for black and white)
- Embed fonts or convert to outlines to avoid font substitution issues
- Check image resolution (usually 300 DPI for print)
- Include bleed if necessary (typically 3mm or 0.125 inches)
- Set trim marks for accurate cutting.

2. Document Size and Layout

- Confirm document size matches final printed size
- Check page orientation (portrait or landscape)
- Ensure proper margins for text and images.

3. Colour Management

- Verify colour consistency across all elements
- Check for colour accuracy using swatch references or colour profiles.

4. Image Quality

- Inspect images for clarity, sharpness, and proper cropping
- Confirm correct placement and scaling within the document.

5. Text and Graphics

- Proofread all text for spelling, grammar, and punctuation errors
- Verify correct fonts and font sizes for readability
- Check graphic elements for alignment and consistency.

6. Special Effects and Finishing

- Confirm any special effects (e.g., spot varnish, embossing) are properly indicated
- Specify finishing options (e.g., matte or gloss coating, folding, binding).

7. Proofing and Approval

- Review a digital proof or printed proof for accuracy
- Seek client approval before proceeding to print.



8. Printing Specifications

- Specify printing method (digital or offset)
- Select paper type, weight, and finish
- Confirm ink colours and Pantone (PMS) matching if applicable
- Specify quantity and any additional printing instructions.

9. Packaging and Delivery

- Provide clear instructions for packaging (e.g., bundling, shrink-wrapping)
- Specify delivery address and shipping method.

10. Compliance and Legal Requirements

- Ensure compliance with copyright laws for images and content
- Include required legal information (e.g., copyright notice, disclaimer).

11. Contact Information

- Include contact details for the print project manager or responsible party.

12. Deadline and Timeline

- Set clear deadlines for file submission, proofing, and printing
- Communicate turnaround time for printing and delivery.

By following a detailed print production checklist, your business can minimise errors, ensure consistency, and streamline the printing process. This means getting your print project to market faster, resulting in high-quality printed materials to engage your customers and boost sales.

Wait – my project has gone to print. Now what?

Once your project has gone to print smoothly, you'll need a clear plan for fulfilment, postage and delivery. We can help and offer multiple options depending on your campaign type. Plus, take a look at our **Free Postage Audit** to ensure that you're maximising your budget.

Book a Free Postage Audit

Postage can account for about half the cost of a typical mailing campaign, so it's important to analyse your mailings regularly. Are you getting the best postage rates and delivery times?

Book a Free Postage Audit to understand the available options and gain insight into small changes that could make a big difference to your budget. We'll include recommendations for improvement and our recommended next steps to optimise your postage costs.

Book yours [here](#). Fill in the 'Email us' form and select the option for 'Request a Free Postage Audit'. We'll get in touch to confirm the details of your audit.



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