KEHOE BROTHERS PRINTING
Established 1936

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DIGITAL ASSET MANAGEMENT & PRE PRESS SERVICES

WHAT IS IT?

Digital pre-press, typesetting and design services and the maintenance and retention of files on our servers and backups.

All documents and corresponding art and fonts are ultimately developed into electronic formats for viewing, proofing and final output for print production. We utilize QuarkXpress, Adobe CS4 Suite including InDesign, Illustrator, Photoshop, Acrobat Distiller and many other support programs. We can accept Microsoft Word and Excel files, but generally will convert the data into one of the above professional programs. Once that occurs, you will not be able to make your own updates, but we can always work within those new files.

WHAT DOES IT COST AND WHY?

As a print shop, one of our larger investments is in the computers, software and talented personnel that drive this department. We continue to maintain current software to be compatible with industry partners and be able to provide the most current offerings available to our customers. We do not charge our print customers for storing images for work we produce and thus only keep files for active accounts. All of these services require a charge on a base rate of $60.00/hour*. These apply to both new projects as well as changes to existing files and submitted files. Estimates can be given for specific projects. Changes, additional proofs, and author's alterations are charged accordingly beyond initial estimates. Corrections for errors on the typesetter's part and revised proofs are done at no charge.

WHAT ARE THE BILLABLE SERVICES WE PROVIDE?

Typesetting is the act of laying out a document and doing the actual typing to the format and specifications you request. Design goes in a slightly different, yet complimentary direction where creative services and talents are employed to create logos and layouts and are often then combined with typesetting. (Think of a brochure as an example where there is a balance of artistic design, type and making the layout appealing.) Design services are charged accordingly and will vary depending on the project's complexity. Complete services can include full corporate branding packages for new companies or existing businesses that are changing their look or re-branding completely.

Pre-Press functions consist of receiving files for print, adjusting/correcting submitted files to ensure print readiness, color correction, logo and art conversion from format to format, Photoshop corrections for color and balance and ultimately prepping files for final output either for the customer or for our own digital peripherals or direct-to-plate system.

File manipulation – Often a document you provide may need some tweaking, especially a Microsoft product file. We'll let you know if it needs further prep work, which may be as simple as creating a PDF, or as complex as cutting and pasting lots of info into another document and format.

- Additional proofs – PDF or laser copy beyond the original scope of work
- Providing to you or submitting on your behalf existing files/art to 3rd parties
- Burning files to CD

A word about proofs...

Why do we proof, even if the customer created the file? Even in this modern era of technology, we are all still humans fully capable of making mistakes. Couple that with the fact the technology is not always perfect either - and we have at least 2 opportunities for things to go wrong. It's a safe and simple way to make sure we are all on the same page. The proof puts the final burden onto the customer to ensure that all info is correct. It is vital to work together to make each job correct. Bottom line is if the project is approved, but has a mistake, the printer is not responsible for the cost of correcting and reprinting it.

OK – the final disclaimer on proofs:

It is important to understand that proofreading means to very carefully read all copy, check colors and position of type and images. It is ultimately the customer's responsibility for final approval. The printer is not responsible for correction or reprint costs once the customer has made final approval.

We guarantee the quality of work printed and the materials to be printed on.

How can I avoid some of these expenses?

If you are one of those people that can create your own documents, but want to ensure we see what you see, we highly encourage you to visit one of our websites: kehoeprinting.com *or* our web-to-print interface: orders4print.com and use the FREE "Print2Us" print driver. This will enable you to create a high quality, print ready PDF – which will embed your fonts and images for a perfect finish. This print driver is compatible with any desktop publishing program – From Word to InDesign…
Please note that submitting a PDF this way assumes that the job is ready to print and requires no additional pre-press preparation or copy changes. The system will require you to place an order at the time of using the print driver. The proof you receive is a low resolution PDF that is NOT print ready. The print ready file is sent back to us when you approve it. It is ready for high speed digital print or plates for the offset press. Any modifications or changes will be charged accordingly.

- PDF from your Word/Publisher/Excel file and emailed back. - $10.00 minimum

- Proofs - Fax or emailed PDF - $5.00 minimum

- Emailing to your 3rd party - $5.00 minimum up to 1MB

- Conversion to alternate formats - $15.00 – 20.00 minimum

- Burn CD - 1st - $20.00 minimum, additional of the same - $5.00 each Includes CD/Label/Index sheet
   (Shipping Additional)

*Rates subject to change without notice.