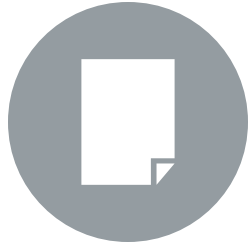




Print Proof Checklist



Designer's Proof

- Is the contact info or other boilerplate info correct? (These are quick to be overlooked, so mistakes are often found here after the fact.)
- Are the pages, or is the piece, sized correctly? (Hover your cursor over the bottom left of the open document in Acrobat to see the size.)
- Are the pages numbered correctly (if applicable)?
- Does the content appear in the correct order?
- Are the running headers and footers (if applicable) correct for not only the entire book but for any individual chapters or sections?
- Are the correct Pantone colors (if applicable) being used?
- Are any folds and perforations marked as such and correct?
- Does the postal indicia (if applicable) show the correct information?



Printer's Proof

- Are the pages, or is the piece, sized correctly?
- Are the pages numbered correctly (if applicable)?
- Does the content appear in the correct order?
- Do the pages back up correctly (head to head [top to top], head to foot [top of one page aligns with bottom of the other side])?
- Are all logos and images clear?
- Are the correct Pantone colors (if applicable) being used?
- Are any folds and perforations correct?
- Is the postal indicia (if applicable and applied by the printer or mailhouse) correct?
- Is the diecut (if applicable) correct?
- Circle any blemishes on the proof.