

transcript

transcript:
printing / proofing / web
and other pre-press
services for designers.

pricelist
www.transcript.co.uk

intro

Whatever your needs are in pre-press or repro, we can supply the following services; film or bromide output, scanning, typesetting or page make-up, proof-reading or PDF creation, CD writing, Canon-Fiery colour or Rainbow Dye-Sublimation proofs, Matchprints, Epson 5000 or HP-poster proofs, ISDN or e-mail send/receive, EPS amendments or image manipulation. We will provide the service courteously and efficiently.

Our normal turnaround time is 2-3 hours which coupled with in-house despatch means you are sure of on-time delivery of your work. Clients comprising designers, ad agencies, charities, printers, publishers, magazines, broadcasters and record companies reflect our ability to service a broad spectrum of work. Our contact staff can arrange onward deliveries direct to your client or can pass you through to experienced operators who will give advice on how to set up files or on specific problems.

history

Transcript has produced pre-press work since its establishment in 1981. A traditional typesetting and artwork studio for ad agencies and designers with a strong typographical eye, Transcript has since evolved to become a major supplier of pre-press work, maintaining the highest standard of quality control and accuracy.

address

31-35 Kirby Street London EC1N 8TE
Tel: 020 7242 4334 Fax: 020 7242 3629
ISDN: 020 7831 5547 Modem: 020 7242 3649
www.transcript.co.uk sales@trans.demon.co.uk

delivery

Free pick-up and delivery between 08.00 and 18.00 using our own in-house bikes to: **EC1, EC2, EC3, EC4, W1, WCI, WC2** except for 'next on service' when despatch will be charged.

We use Guaranteed Post or Redstar for next day delivery of work.

accepted media

Disk formats accepted: Floppies; SyQuest 44Mb, 88Mb;

Optical disk 128Mb, 230Mb, 650Mb, 1.3Gb; Zip 100Mb, 250Mb;

Jaz; 1Gb, 2Gb and CD/DVD-ROM.

next on / rush service

If your work is needed on a rush basis we offer a 'next on' service which means that your job is processed immediately.

A **50%** surcharge will be added for this service.

The cost of a rush bike is also charged.

web site

For up-to-date information please access our web site.

If you have any specific enquires please e-mail and we will post answers to the web site or reply individually.

www.transcript.co.uk



A4

£9.50

A3

£17

A2

£32

10% discount for over 20 films

20% discount for over 50 films

advice

- Check all pics are showing 'OK' in picture usage.
- Do not spec 'hairline' rules, minimum should be .25pt.
- Use CMYK images not RGB or Indexed Colour for print work.
- Avoid PICT files, these take forever to print and are often low-res.
- Maximum film & bromide sizes; 395 x 558, 652 x 558, 305 by any length.
- Scale & rotate all EPS/TIFF files in their native applications (ie photoshop).
- Do not embed EPS files into other EPS files unless orig. pics can be included.
- Photoshop EPSs must have 'use printers default screen' in page set up.
- Use Type-one fonts from a good library, Truetype fonts take longer to print.
- Remember: if your font requires you to use the style menu to **embolden** or *italicise* the font etc. be certain you have the **exact** printer font required.
- Supply a composite laser with spot work, separated lasers with colour work.
- Check duotones have different screen angles and are consistently named.
- Check white type on any background is on 'knockout' in trap information.
- Remember to create paths for any image that has no background and is brought into a Quark picture box which is coloured 'none'.
- Avoid font problems in your EPS files (Illustrator, Freehand) by converting text to paths, though this sometimes makes longer print times.
- Be very careful when saving Quark 4 documents as Quark 3 versions, any custom features in Quark 4 could be lost (eg. trapping, custom paths, etc). This also applies to saving/opening Quark 3 documents into Quark 4.
- Always run out separated lasers – this is the most important but most ignored advice, but it will usually prove that your job separates correctly.



imulation rainbows

A3

Original	£25	10+	£23
Duplicates	£20	10+	£18

advice

- Image area is 302mm by 436mm.
- Avoid exposure to direct sunlight.
- All files and scans must be CMYK.
- Often considered as a digital 'Contract Proof'.
- Any RGB scans will print out in a black or muddied proof.
- Avoid contact with plastic inserts when presenting or storing.
- Adhesive backed materials available with clear or white background.
- Pantones are supported but are CMYK based so do not match exactly but are the Process equivalent.

imulation matchprints

A4 £35 **A3** £50 **A2** £85

Pantone colours available.

advice

- Industry standard contract proof, providing accurate colour. The proof is physically made from a set of 4 colour films (CMYK), for the printer to match against. Highly recommended.



colour lasers

colour lasers

	1st original from file	Run-ons
A4	£8	£2
A3	£12	£4

Colour lasers from flat artwork (colour photocopies) are charged as run ons.

10% discount for over 20 run-ons

20% discount for over 50 run-ons

50% discount for over 100 run-ons

fiery4

advice

- TIFFs give best results in Quark.
- Image area for A4 is 191 x 280mm.
- Image area for A3 is 280 x 404mm.
- An industry standard low cost proof.
- EPS files in Pagemaker give best results.
- DCS (5-part) files print only low res image from Quark.
- These proofs are CMYK-toner based so best results are from CMYK files.
- Use EPS files in PowerPoint, TIFF or PICT files may cause problems.
- Printed usually on 105 gsm Brilliant-white Mellotex, 135gsm is available.
- Not to be relied upon for absolute colour accuracy but copier and Fiery RIP is calibrated on a regular basis so will give reasonable colour accuracy.



epson proofs

1st original from file

£15

Run-ons

£10

advice

- All images must be CMYK.
- Paper size is 329 x 483 mm.
- Proofed on matt or gloss paper.
- Colour rendition is very accurate.
- Maximum image size is 323 x 466 mm.
- Each A3+ proof takes 10-15 minutes to print.
- EPS files using JPEG encoding will not print correctly.
- Resolution is 1440dpi which makes for very good quality proofs, type is especially sharp at this 1440dpi resolution.
- Each A3+ proof takes 5-10 minutes to RIP depending on file size.
- Epson's look-up tables for conversion of Pantones can be very accurate.
- We use the "Best" rip-software and "Best" manufactured paper which we have found to be excellent, we have ICC-profiled our Matchprint analogue proofer and use this profile as our target.

cd authoring

CD to max of 650Mb: **£25**

Scans burnt to CD as part of scanning service: **£15**

Formats supported are: Mac Files & Folders, Mac Volume, ISO 9660, Mac/ISO Hybrid, Audio CD, CD-i, Enhanced Music CD, Video CD, SCSI Copy, Disk Image, Multitrack CD-ROM XA, Mixed Mode.



		B/W	Colour	Average file sizes at 300 ppi
A7	(74 x 105)	£10	£12	4 Mb (Greyscale 1Mb)
A6	(105 x 148)	£12	£16	8 Mb (Greyscale 2Mb)
A5	(148 x 210)	£16	£22	16 Mb (Greyscale 4Mb)
A4	(210 x 297)	£24	£35	32 Mb (Greyscale 8Mb)
A3	(297 x 420)	£32	£45	64 Mb (Greyscale 16Mb)
A2	(420 x 594)	£40	£60	132 Mb (Greyscale 32Mb)

advice

- We can provide CMYK or RGB scans if required.
- Objects to a maximum height of 25 mm can be scanned.
- Scan bed takes originals to maximum size of 440mm by 310mm.
- Scans to be twice ppi of screen (lpi); i.e. 300ppi for 150lpi, 400ppi for 200lpi.
- Scans can be increased in an application by 30% before adverse affects occur.
- Usually scans are sharpened but we can leave them unsharpened if required.
- Use file size tables (see above) to check media needed to save scans on to.
- Scans copied to your supplied disk. If no disk is supplied we can burn to CD for a charge of £15, or copy to a new Zip disk for a charge of £15.
- Scans for print must be CMYK, RGB for screen/internet presentation.
- Check when placing scans in eps's that all images are CMYK, often eps's contain RGB pics.
- Line Art scans should be half the resolution of a typical imagesetter which is 2400dpi so line art should be 1200ppi.
- Extensive logo store held for reference.
- Scans are held for up to six months.
- **We do not supply loan disks.**



posters

	Original	Run-ons		Original	Run-ons
A4 210 x 297	£25	£15	30x40 ins	£90	£60
A3 297 x 420	£30	£20	60x22 ins	£110	£75
B3 350 x 500	£33	£22	60x40 ins	£145	£100
A2 420 x 594	£35	£24	885x1800	£157	£103
B2 500 x 700	£43	£30	885x2100	£183	£120
A1 594 x 841	£50	£35	885x2400	£210	£138
B1 700 x 1000	£70	£50	1350x1500	£174	£115
A0 840 x 1188	£90	£60	1350x2000	£180	£118
B0 1000 x 1400	£125	£82	1350x2750	£230	£150
2A 1188 x 1680	£142	£94	1350x3000	£315	£205

advice

- Auto calibration ensures consistent output.
- True 600 dpi on text and images. Dark, rich blacks.
- Paper width is 5ft (image area 1350mm x any length).
- Images can be RGB, CMYK or Duotones as EPS or Tiff.
- Line widths as small as .08mm (1 pixel) can be printed.
- Resolution lower than 75 ppi will pixelate and look blocky.
- Preferably set up documents to half size or in pro to final size.
- Media choices are 160gsm HP gloss, or semi-gloss or 130gsm matt.
- HP UV inks give you enhanced light-fastness and outdoor durability.
- Scaling A4 to A3 is 141%; to A2 is 200%; to A1 is 283%; to A0 is 400%.
- Image resolution should be between 100 and 150 ppi at final output size.
- When saving Photoshop EPS's don't include screening, or use JPEG encoding.
- Images that have **ever** been JPEGed may 'posterize' in light/quarter-tone areas.
- Photo-quality images with millions of brilliant smooth colours and subtle skin tones. Sharp detail, smooth fills.
- HP heavyweight coated using HP dye-based ink. Tyvek, self-adhesive vinyl and other media available, please call for a quote.



finishing

	2mm Display Card	5mm Foamboard	3mm Foamex	Laminate	Encapsulate
A0	£28	£40	£55	£30	£35
B1	£18	£28	£35	£20	£30
A1	£14	£22	£26	£14	£20
B2	£11	£15	£18	£9	£15
A2	£9	£14	£15	£7	£10
B3	£7	£9	£12	£6	£5
A3	£4.50	£6	£7.50	£5	£5

All other sizes by quotation

Our normal service for Finishing is 24 hours

advice

- A charge is made for trimming to size.
- Encapsulation provides complete durability.
- Matt laminate is preferable where bright lighting is in place.
- Crops & registration marks are printed to allow accurate trimming out.
- Small posters for lamination should be mounted on 2mm card to avoid curl.
- Posters for lamination are output on 130 gsm HP Heavyweight Coated Paper.
- Posters used repeatedly should be mounted on 3mm foamex and laminated for durability. Velcro can be supplied when requested.



opening hours

Our normal hours are 08.00 to 23.00.

Our ISDN line is on a standalone mac and is open 24 hours a day to receive work.

Week-end and late working by arrangement.

pdf service

We offer a PDF output service. Our printers are PDF compatible and we can convert your files (Quark, FreeHand etc) into high and low resolution PDF files, either for remote screen checking/proofing or for web or print.

We can also create **'interactive'** PDF files for use on the web or as standalone PDF documents (eg order forms, sounds etc).

PDF is not a 'mature' or 'standard' format, it is variable and needs to be set up correctly.

Standard charge for converting documents to PDF files: **£15**

Creating interactive PDF files: **£60 per hour**

You can find our Acrobat Distiller Settings Files on our website (www.transcript.co.uk) for converting documents for web/print use.

other services

Webwork, typesetting and page make-up: **£60** per hour

Proof-reading: **£30** per hour

Modem and e-mail file transfers: **£15**

ISDN up to 10Mb **£15**, thereafter **£1** per Mb (UK only).

Please phone for an overseas quote for ISDN costs.

Disk copying, file transfers and disk conversions: **£20**

Enhancement of artwork or Photoshop files: **£60** per hour





where to find us; the nearest tube station is farringdon (circle, hammersmith, metropolitan and thameslink lines). come out of the tube station turn right, cross farringdon road and walk up greville street, then turn right into kirby street.

price list produced in-house

designed by stuart green.

transcript: a written or recorded copy.