

# Print Bid for Stationery

### Assignment

The design for a clients stationery has been approved and is now ready to be put into production. You're tasked to communicate to the printer of your choice and coordinate the print production of the stationery projects. Stationery will include a **business card** (front and back), **letterhead** (front and back) as well as a converted **envelope**.

**Note:**  
Stationery is typically printed on uncoated paperstock

Use the \*paper stock sample books available in the classroom to choose the card or paper stock for each piece of collateral, noting any of the items listed below.

Design a layout of a one page print bid to deliver a specific printer.

### Specifications (Specs)

**Note:**  
#/# refers to how many ink colors are on each side of the printed piece. So 4/4 means that there are four colors on the front and four on the back of the printed piece.

### What to include

- Design contact
- Printer
- Quantity
- Size
- Page count & kind
- Ink colors, \*(4/4,4/0,2/2,2/2?)
- Bleed vs. non-bleed
- Binding (if applicable)
- Turnaround time
- Special Treatments (foil, letterpress, varnish?)

Type of paper	Available weights	Common uses
Bond paper	16, 20, 24, 28, 32, and 36 pounds	<ul style="list-style-type: none"> <li>• Office copiers, printers, letterhead, and stationery</li> <li>• Lighter-weight bond paper for faxes, printing emails, tracing, and use in high-speed copiers</li> <li>• Mid-weight bond paper for reports, presentations, double-sided printing, legal documents, and proposals</li> <li>• Heavier-weight bond paper for double-sided printing, presentations, signs, fliers, contracts, and resumes</li> </ul>
Book paper	30 to 115 pounds	Print books, booklets, catalogs, magazine publications, and posters
Cover paper	60 to 120 pounds	Business cards, door hangers, menus, invitations, postcards, rack cards, report covers, self-mailers, and sketching
Index paper	90, 110, and 140 pounds	Index cards, postcards, tabs and dividers, manila folders, and sketchbooks
Tag paper	50, 60, 70, 80, and 100 pounds	Retail signage, price tags, table tents, file folders, door hangers, direct mail postcards, menus, posters, and time cards
Text paper	50, 60, 70, 80, and 100 pounds	Commercial printing operations for brochures, letterhead print jobs, stationery, internal memos, and thesis papers

### What to turn in:

In the Dropoff folder, name the folder containing your native files lastname\_firstname\_ex9 into the exercise>ex9 folder.

**This exercise is due at the beginning of class on Tuesday, November 28th, 2019.**