

What is a Proof?

If you have anything sent off to the printer, a quality professional will ask you to review a “proof”. But what are you really looking for? What does it really mean?

A Proof is a sample of your art work that has been re-created for production on the printing press. This copy can be electronic, called a soft proof or on paper, called a hard proof. When you request a price for a printed product you should determine how you would like to receive a proof. There may be a fee associated with a hard copy.

When you receive your proof, because it has been re-created for production, your responsibility is to review this “proof” for accuracy.

- Spacing
- Placement on the paper
- Spelling
- Typographical errors
- General color
- Anything that does not look right

Even if a perfect sample of the product has been supplied to the printer because the product must be re-created your review of the final copy (proof) is essential. This proof is the exact prototype of what you will receive and be billed for. Once it is approved you are accepting responsibility for payment of this product.

We encourage you to print your proof when you review it. Read it backwards to double check spelling and number sequences. Place a check mark by each area as you review it. Then sign your proof and fax it back to your printer. Keep your signed proof for your own records. Following this process will ensure that you receive exactly what you are looking for each time you order.

A more detailed description can be found at:
<http://www.piamidam.org/printbuy.php#anchor116730>



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