

# Folder Order Form Instructions

Please fill in your school name at the top of the order form.

*Custom imprinted orders will not be accepted by fax.*

**#1 PREVIOUS PRODUCTION NUMBER** – If you are reordering, please include the production number of your previous folder. The production number has been printed on the left pocket glue tab next to the Ritefolder® logo. If you are ordering for the first time or are not able to locate your production number, please disregard this line.

**#2 QUANTITY** – You may order any quantity above the minimum of 100. It is not necessary to order in multiples of 100. Because of the complexity of manufacturing your custom order, all imprinted orders are subject to a **5% overrun or underrun**. This means that you should order sufficient quantities to allow for either possibility. Actual number shipped will be billed to the customer.

**#3 PRICING** – Check the box that corresponds to the column from which you figured your price. Please write the total amount from the catalog. If you require rush service, please call 800.365.3377 for ship dates and pricing.

**#4 TYPE OF FOLDER** – Please check the box that corresponds to the folder you desire. **Check one folder style only.** Check the appropriate box to indicate reverse or standard cover (see example at right) if ordering a one-color folder. A standard cover has a white background with text and artwork in the imprint color. A reverse cover has a background color with the text and artwork in white or screened colors.

**#5 CUSTOM FRONT COVER DESIGN** – Fill in this line only if you **DID NOT** select Stock Full-Color RITEShape™ Folders, Stock Ritefolder®, or Stock Full-Color Rules Handler in Line #4. Suggested styles of front covers are shown on page 29 of this catalog. Check the first box and insert the letter corresponding to the style you desire. If you choose a mascot from Progress Publications® website, insert the name and number corresponding to the mascot you desire. Check the second box if your custom front cover does not match any of the styles on page 29. Remember to include a mock-up of your design with your order.



This is a Reverse Cover



This is a Standard Cover

**#6 INK COLORS** – Please enter your requested ink colors. All paper is white; therefore, white is not an ink color. Stock background colors are listed below.

- Medium Red
- Orange
- Light Brown
- Dark Green
- Silver\*
- Antique Gold\*
- Medium Blue
- Teal
- Dark Red
- Medium Purple
- Maroon
- Black
- Medium Green
- Dark Purple
- Dark Blue
- Gray\*
- Yellow-Gold\*

\*Those colors shown with an asterisk cannot be used as text colors.

There will be a \$50 charge for any color not on this list. If you require an exact match to a sample provided, the charge will be \$100.

**#7 FOIL COLOR** – If you choose to have foil, please enter your requested foil color.

- Shiny Blue
- Holographic Red
- Shiny Silver
- Holographic Blue
- Shiny Gold
- Holographic Silver
- Shiny Red
- Holographic Gold
- Holographic Stars

**NOTE: If you request an e-mail proof, the foil area will appear pink.**

**#8 FINISH** – Check the appropriate box. Acrylic coated and laminated folders allow for greater weather resistance. All folders will be acrylic coated unless you specify otherwise.

**#9 INSIDE POCKETS AND TRI-PANEL PUNCH CARDS** – Check all boxes that apply. If stock pockets are used, please indicate correct code number as shown on page 30. Fill in all necessary tri-panel punch card information (shown on page 27).

**#10 INSIDE ABOVE POCKETS** – Check the appropriate box to indicate if there should be printing above the pockets. Pricing will be from column B (Handbook).

**#11 BACK COVER** – Check all boxes that apply.

**#12 COPY SUBMISSION** – There are five options to submit your artwork and text copy.

- 1.) Camera-Ready (page 32)
- 2.) Copy to be typeset (page 35)
- 3.) Upload to progresspublications.com/artwork (page 35)
- 4.) Disk or CD (page 35)
- 5.) Highlighted changes supplied with folder

**PROOF REQUESTED** – Please refer to the back of the order form to request a proof. **If you request a proof, your order will not be completed until you have given final approval to our office** (refer to "PROOFS" on page 32). **If you do not request a proof, you accept all responsibility for printing errors. You are responsible for receiving and responding to your proof. We cannot be responsible for proofs that are received but not responded to on time.**

## CAMERA READY/UPLOAD COPY

We accept camera-ready copy for your folder, but we ask that this copy be sent on clean, white paper typed in very black ink. We may have to reduce the copy to fit our predetermined copy areas. Also, please clearly indicate that your folder copy is camera-ready, otherwise it will be recreated by the typesetting department. There is no additional charge for typesetting English text. Upload copy to [progresspublications.com/artwork](http://progresspublications.com/artwork) making sure to indicate the name of the school in the comments box and on order form.

## CHANGES OR CANCELLED ORDERS

Changes to orders in process may or may not require additional cost and are determined on an individual basis. Cancellation after your order is in process will require payment for actual work performed (to be determined by Progress Publications®).

## COATING

This is a thin, liquid coating which adds high gloss and weather resistance to the folder. The front and back cover and the inside pockets are coated. However, if you will be writing on the pockets, you may want to request not to have your pockets coated.

## COLORS

Our Standard Ink Colors are shown on the inside front cover. Also, on page 31, you will find a listing of the colors and which of these can be used as text or background colors. You will notice that white is not listed as a color. This is because all our paper is white; therefore, white is not an ink color.

All text and graphics which appear inside and on the back cover of your folder will be printed in the imprint color, which is why some ink colors cannot be used as imprint colors.

On two-color folders, the text color will always be the darker of the two colors.

### Front Covers

The Imprint Color is the color you choose to appear on your one-color folder. The Background Color is not applicable on a one-color folder.

On two-color front covers, "imprint" and "background" may not apply. Always indicate on your graphic where you would like your colors to be placed.

## EXACT REPEATS

Proofs are not available on exact repeat orders that do not require any copy changes. Exact repeats can be sent in at [progresspublications.com/reorder](http://progresspublications.com/reorder).

## REPEAT ORDERS

If you are reordering a similar style folder, please indicate minor changes directly on a copy of your existing folder. If a major area needs changing, cross out the area and place a number, using a black marker, next to that area. On a separate sheet of paper, submit the new or corrected text copy you wish to appear in that area, numbered correspondingly. To delete major areas, cross those areas out.

**Please do not submit your entire folder copy without clearly noting the location of any changes in your text. This will cause a delay in producing your order.**

## FAX ORDERS

Faxed orders are only accepted on unimprinted items or exact repeat orders. If you choose to fax your order, please be sure to follow up that it was received in our office. Progress Publications® cannot process orders with incomplete billing or shipping information. Our fax number is 800.572.5163.

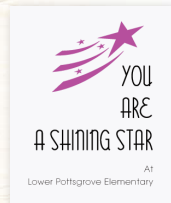
## FOIL STAMPING

Feel free to create your own custom foil design. Custom foil up to 36 contiguous square inches is included in the "LAMINATED with FOIL" price. For areas over 36 sq. in. and less than 49 sq. in., add \$134.80 to the "LAMINATED with FOIL" price. These prices cover die rental only. All dies remain the property of Progress Publications®.

Foil stamping is not available on assignment planners. The foil area on your PDF proof will be represented in pink.

## LAMINATING

Laminated folders are covered on the front and back outside panels. This film enhances not only the beauty of the folder but its durability as well. Keeping the pockets free of lamination allows you to write on them if necessary.



(ex. of pdf proof with star foil, black imprint and white background)

## LANGUAGES OTHER THAN ENGLISH

Text preparation for languages other than English is no additional cost when copy is submitted at [progresspublications.com/artwork](http://progresspublications.com/artwork) or disk. If typesetting is required, contact your customer service representative for pricing.

## PRINTING AREAS

### Front Covers

Normal front cover setup is included in the price of our folders. Stock designs (Full-Color Ritefolders®, and Full-Color Rules Handlers) have limited areas available for your school imprint. Please include a copy of your mascot if you wish to have one used where available. We will size your mascot to fit the area available. Custom designs allow you to use the entire cover area for your school imprint. Sample Custom Designs are shown on page 29 of this catalog. You may use one of these styles, modify a style, or completely design your own cover. Send us a clear drawing in black and white and our art department will prepare the final artwork.

### Reverse Front Covers

Reverses are created by making the background your chosen color and your mascot/graphic and text white. It is not necessary to send reversed artwork as our staff will reverse it for you at no additional charge. Artwork, especially that containing screens (shades of colors), may not look good as a reverse; requesting a PDF proof of a reversed cover or a cover with screens is highly suggested.

### Back Covers

Back cover copy preparation is included in the price of all stock or custom folders.

Floor plans are popular items to include on the back cover and will be prepared by our art department if you supply a clear black and white copy. Please ensure that all room numbers and titles are legible and correct. Stock backs are shown on page 30.

### Inside Pockets

Copy preparation for the inside pockets is also included in the price of all stock or custom folders.

You may submit your own copy or select from the stock pockets shown on page 30. It is also possible for us to modify, to your liking, any of the stock pockets shown on page 30. Please indicate your choice of stock pockets in the area provided on the order form.

### Inside Above Pockets

Copy preparation for the area above the inside pockets is included in the Column B (Handbook) price listed with each applicable folder.

## STUDENT ARTWORK

Signed artwork cannot be duplicated without permission from the artist. Please include permission with your order to avoid any delays.

## PROOFS

It is often difficult to visualize what a completed product will look like; therefore, upon your request, we will send you a proof of your copy prior to your requested shipping date. (Proofs not available on camera-ready copy, exact repeats, or on some rush orders.) It is important that you proofread this copy before accepting it. **After your approval of the proof, we will accept no responsibility for any typographical errors.** Call our toll-free number, and we will take your corrections right over the phone or respond via e-mail. Of course we will correct all of our typographical errors free of charge. However, if you make alterations from your original copy, the charge will be an additional \$3.25 per column inch. Since we realize school boards love to change policies after you have sent us copy, we allow you three column inches of alterations at no charge.

If you are ordering in the summer, please make sure you identify where you want your e-mail proof to be sent. **Also, when you request an e-mail proof, please provide an alternate e-mail address you have access to over the summer.** If we do not get a telephone response to our proof, **your order will be placed on hold.** This will result in a delay of your shipment date. If you are not available to review your proof, we do not assume responsibility for late shipment.

We send e-mail proofs in a .pdf format which will require Adobe® Reader® be installed before viewing. When requesting .pdf proofs of your order, **please make certain that your level of technology and e-mail account will allow you to receive and view the proof.**

On stock covers your proof will only show your imprint.

We discourage the use of fax proofs due to decreased readability.



(ex. of proof w/ stock cover)

(Continued on Page 35)