

## **PROMOTIONAL PRINT - WEB OFFSET**

### **You Need to Supply**

- One copy of the final product.

### **Please Provide Detailed Information On**

- Origination – CTP or Film work
- Stock and web width
- Type of press and configuration
- Number of units
- Pages per section
- Register guidance systems if used
- Length and speed of print run.



### **Judging Criteria**

- Judging is based on the technical excellence in all facets of the production process and allows for specialists to make a judgement based on the potential and the limits of that process
- Each entry submitted is individually assessed and has an equal opportunity of being recognised with a Pride In Print Award
- If any part of the job is produced using a different process – this forms part of the entry and experts from that area will judge that portion of the entry.

### **The following aspects are important to the judges considering each entry**

#### **Coldset**

- Registration
- Set off
- Catch up
- Emulsification
- Wash out
- Backup
- Piling
- Hickeys
- Colour consistency
- The degree of difficulty in producing the entry, taking into account the limitations of the stocks and technology used.

#### **Heatset**

- Registration
- Set off
- Catch up
- Emulsification
- Wash out
- Backup
- Piling
- Reverse image piling
- Hickeys
- Line-ups in general
- Gluing
- Striping
- Cording
- Density levels and colour consistency
- The degree of difficulty in producing the entry taking into account the limitations of the stocks and technology used.

#### **Finishing**

- Spine condition
- Squareness of trimming
- Creasing
- Line-ups
- Foreign marking

## PROMOTIONAL PRINT - SHEETFED PRINTING

### You Need to Supply

- If you choose to mount work a loose sample must be supplied, judges must have access to the back and front of entries. Section (B) of the entry form can be attached to the back of the mount.



### Please Provide Detailed Information On

- Stocks used and weight of those
- Origination – film or CTP
- Production method
- The number of colours used
- Print equipment used including the number of press passes
- Print run length.

### Judging Criteria

- Judging is based on the technical excellence in all facets of the production process and allows for specialists to make a judgement based on the potential and the limits of that process
- Each entry submitted is individually assessed and has an equal opportunity of being recognised with a Pride In Print Award.

### The following aspects are important to the judges considering each entry

- Registration
- Hickies
- Scuffing
- Colour consistency
- Set off
- Cracking
- Ghosting
- Catch up
- Roller marks / damper marks, mottle and over/under inking
- Line up cover and text pages
- Creasing
- Embossing / foiling
- Uniformity of borders
- Trimming / nicks
- Stock issues
- Die cutting / nicks / creases
- The degree of difficulty in producing the entry, taking into account the limitations of the stocks and technology used
- Suitability for purpose.

### Finishing

- For entries that include any binding, foiling, embossing, die-cutting or thermography, these processes all form part of the entry. Please refer 'Finishing' for what the specialist judges will be considering when assessing your entry.