

# SMB Journal Ash Creek Questionnaire

**Publication Name** \_\_\_\_\_

1. How many books will be printed? \_\_\_\_\_
2. Trimmed size of the book you have designed \_\_\_\_\_" x \_\_\_\_\_"  
*Which edge is the binding edge, or spine?*
3. How many pages are there in the book? \_\_\_\_\_  
*Please define a page as one side of one sheet of paper and include all blank pages in your count.*
4. What sort of paper will the book be printed on?  
\_\_\_\_\_ plain white paper                      \_\_\_\_\_ glossy white paper  
\_\_\_\_\_ uncoated colored paper                      \_\_\_\_\_ matte-coated white paper  
\_\_\_\_\_ I don't know what it is, but a sample is attached
5. What sort of cover stock will be used?  
\_\_\_\_\_ plain white paper                      \_\_\_\_\_ glossy white paper  
\_\_\_\_\_ uncoated colored paper                      \_\_\_\_\_ matte-coated white paper  
\_\_\_\_\_ I don't know what it is, but a sample is attached
6. How many ink colors will be used?  
\_\_\_\_\_ on the inside pages  
\_\_\_\_\_ on the cover (a full-color cover uses four colors)
7. Should the cover be varnished to protect it from smudges, fingerprints, etc.? \_\_\_\_\_  
*Uncoated or textured cover stocks normally do not need varnish, but coated or matte-coated only usually do.*
8. Varnish isn't tough enough; we want plastic lamination on our book \_\_\_\_\_
9. Actually, we want dull or matte plastic lamination on our book \_\_\_\_\_
10. Any other special effects? Die-cut windows? Foil stamping? Heavy ink coverage? \_\_\_\_\_  
\_\_\_\_\_
11. Photos
  - a. Approximate number of photos in the book \_\_\_\_\_.
  - b. Of those, \_\_\_\_\_ will be reproduced in color and \_\_\_\_\_ in black and white.
  - c. We're going to scan and place the photos in our own file \_\_\_\_\_.
  - d. We'd like Ash Creed to scan the photos for us \_\_\_\_\_.

\_\_\_\_\_  
Editor

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Editor

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Faculty Advisor

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