

UNIVERSITY
PUBLISHING
SERVICE



THE UNIVERSITY OF
SYDNEY

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**UPS IS STATIONERY
ONLINE!**

- Order printing
- Online proofing
- Track jobs

For over 30 years the University Publishing Service (UPS) has provided the University expertise in document print management and production within our unique educational environment. This experience enables us to tailor department-specific solutions to the University community while offering fast, high quality and affordable printing.

OUR AIM is to provide the University community value, exceptional service and uncompromising quality within your deadlines.

OUR VISION is to use technologies to increase quality, process and delivery times while driving print spend down and increasing your product range to include digital options and new media solutions.

Our first step towards a more user-friendly and efficient ordering and quoting mechanism is our new online system. In the first phase of its implementation we offer online stationery ordering. Refer to our website sydney.edu.au/ups regarding progress updates.

Through strong relationships with our multiple suppliers, UPS is able to offer you value pricing and fast turn around on a diverse range of products. Whether your job is large or small our staff will ensure that you receive a quality product and a value-driven price.

Additional benefits of using UPS:

- Fast in-house design
- University-owned business
- Seamless internal invoicing

The UPS client services team is industry-trained and understand your unique needs as an educational institution. We guarantee you will always receive a personal level of service, working with you not only on individual printing projects but also on your total design, print and marketing requirements. We understand that your day is hectic and your deadlines are tight – our aim is to make your print experience enjoyable. Located within the University we offer fast delivery times and can come to you for print consultations.

Contact us on
+61 2 9351 2004
 or ups.info@sydney.edu.au

OUR CLIENT SERVICES TEAM AND THEIR EXPERIENCE

TRACY LAI

Client Relationship Manager

10 years combined industry experience in account management, contract management, sales and marketing, production management of medium to large volume sheet fed flyers, booklets, postcards, stationery; large volume web offset magazines and catalogue printing; small run digital print flyers, brochures, booklets and stationery.

ROBERT FLICKER

Client Relationship Coordinator

15 years extensive offset experience working on SRA3, Heidelberg and large format B1 presses, plus substantial finishing experience including booklet making, perfect/burst bind, numbering, perforating, scoring, quarter binding and laminating. Two years digital print experience in customer service, sales and marketing.

PATRICK GRIMES

Client Relationship Officer

40 years of specialised industry experience in customer service, estimating, workflow management and pre-production print management for small run flyers, booklets, postcards, stationery. Patrick also established and owned a commercial prepress company for 18 years.

The UPS design team has over 20 years combined national and international design and desktop publishing experience. We produce a wide range of University publications and marketing material for promotions and events, as well as book covers and layout design.

We excel in meeting your time-sensitive deadlines and designing a product to your specifications.

OUR DESIGN TEAM AND THEIR EXPERIENCE

JACQUI OWEN

Design Manager/Graphic Designer

Extensive print design experience specialising in logo design, magazines, flyers, corporate identity campaigns

MIGUEL YAMIN

Graphic Designer

Extensive print design experience, web site design, audio engineer, 2D and 3D animator.

EVAN SHAPIRO

Graphic Designer

Extensive print design experience, web site design, corporate identity, video production and editing.

OUR QUALIFIED DESIGNERS CAN HELP YOU CREATE:

- Logos and conference packages
- eBooks
- Layout and publication presentations
- Advertising and promotional material
- Brochures
- Posters
- Newsletters
- Journals
- CD/DVD burning
- Books
- Stationery
- Student notes
- Handbooks
- Banners
- Merchandising
- Email marketing campaigns
- CMS Updates (for your website)

Whether it is a DL flyer or a two hundred page annual report we will work with you to ensure your job can be completed efficiently and within your budget. No job is too big or too small. We pride ourselves on our capability to consistently deliver great design within tight deadlines as required. As well as designing to individual specifications, our experienced design team is completely conversant with the University's style guide.

PRINTING

UPS Print Sustainability philosophy is to engage with suppliers who have:

- ISO 14001, PEFC and FSC certification
- Sustainability through management processes, policies and practices, and the implementation of carbon foot printing

UPS recommend and quote on environmentally sustainable paper. 70% of the paper printed on has recycled content or is environmentally friendly.

ADMINISTRATION

- 97% of all paper waste including all office paper is recycled. All desks have a recycling bin.
- All quotes etc are sent via e-mail.
- Recycling of toner cartridges through Planet Ark.
- Energy saving practices are in place with our employees

PRE MEDIA AND DESIGN

- Water efficient equipment for plate production, environmentally friendly and low volatility chemicals in the production process.
- All proof folders are produced from recycled materials and are re-usable.
- Ongoing review for recyclable proofing materials,
- Shift towards soft proofing to reduce the carbon foot prints generated by production of paper based proofs

PRINTING AND BINDERY

- We use environmentally friendly toners and recycle all toner cartridges through Planet Ark.
- Use of soy-based printing inks.
- Recycling of all aluminium plates.
- Recycling of all plastics and paper wastage etc including ink canisters, pallet wrapping, blankets.
- All packaging boxes are made from recycled cardboard

Be a part of this revolutionary change in digitizing your marketing material, course notes, conference material, faculty publications.

UPS eBooks takes your static print documents and gives the user the ability to search and flip through the publication in an online environment.

The eBook analytic feature also gives the ability to track your users experience, from web traffic , digital usage and ultimately the success of your campaign.

See the immediate benefits of converting your hard copy publications into eBooks. These include:

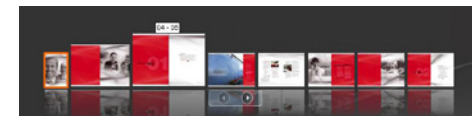
- Increasing you market reach
- Real time delivery
- Decrease your mailing cost
- Decrease the carbon footprint generated from the production of your hard copy material
- Increase your environmentally sustainable business practices
- Easy updates to your faculty information
- Cost effective updates
- Analytics

FEATURES OF EBOOK INCLUDE:

- Multiple navigational options for ease of use
- Keyword or phrase text searching
- Automatic hyperlinking
- Single click zoom
- Full screen zoom
- Text view
- Print pages
- Save pages
- Social networking
- Email a friend
- Direct page linking
- Listen
- Sticky notes
- Bookmarking
- Page auto flip
- RSS feed
- Podcast
- Multiple device compatibility
- Archiving
- Search Engine Optimisation (SEO)
- Analytics

See the the link below for an example:

- E&B Connect

**CONTACT US FOR A CONSULTATION**

Tracy Lai

tracy.lai@sydney.edu.au

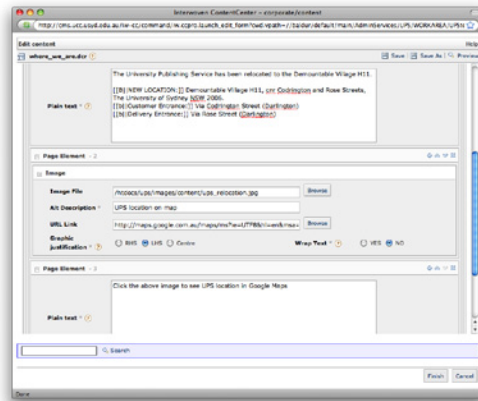
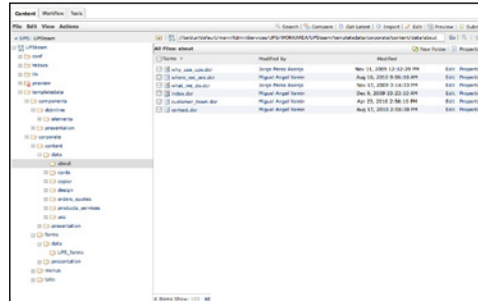
T +61 2 9351 5373

Robert Flicker

robert.flicker@sydney.edu.au

T +61 2 9036 6170

UPS also offers Content Management Services. If you require updates to your university website email through your changes on a WORD document to ups.info@sydney.edu.au for a quote or speak to our web master trained designers for a consultation.



UPS offer an internal scanning service for documents. We can help you with:

- OCR Scanning
- Scan to "Trim" (for Records Online)
- Scanning of Contracts, invoices, employee files
- Comprehensive sorting and cataloging for scanning jobs
- Scan and emailing of documents (loose documents)
- Remove the spine from bound documents then scan and email

SCANNING CAPABILITIES

- All documents are scanned on a Kodak I620
- We can scan A4 (297mm X 210mm) size or up to Folio Size (328mm X 215mm)
- Colour, black and white or greyscale scanning
- Scanning resolution 300 – 600 dpi



NEED YOUR CD'S COPIED OR INFORMATION BURNT TO CD?

UPS can provide all your CD and DVD creation requirements. We can help you with any size project, from design and supply of cases to CD cover inserts, inserting and disc printing. Follow these steps to work out your requirements or contact our client service representatives for more information.

STEP 1. CHOOSE YOUR DISC SIZE

- 700 Mb CD (80 mins) – \$0.80 each
- 4.7 Gb DVD – \$1.00 each
- 8.5 Gb DVD dual layer – \$2.50 each

STEP 2. CHOOSE YOUR PACKAGING

- CD clear jewel case – \$0.75 each
- DVD black plastic case – \$0.75 each
- DVD black plastic 2-disc case – \$1.00 each
- CD clear plastic sleeve – \$0.50 each

STEP 3. DO YOU NEED TO PRINT ON THE DISC?

- Black and White printing
\$1.00 each
- Coloured printing
\$1.75 each

STEP 4. EXTRAS

Does your case need a cover?

DVD and CD Slicks or booklets can be printed and inserted into the case. UPS can provide design services for disc cover or booklets. Please contact client services for a quote.

Setup charge for supplied design printed disc proof – \$25.00

Printed disc proof (hard copy) – \$10.00 each

STEP 5. PLACE YOUR ORDER

After finalising your requirements contact UPS on **+61 2 9351 2004** or **ups.info@sydney.edu.au**

PACKAGING CASES

CD CLEAR JEWEL CASE – \$0.75 each

DVD BLACK PLASTIC CASE – \$0.75 each

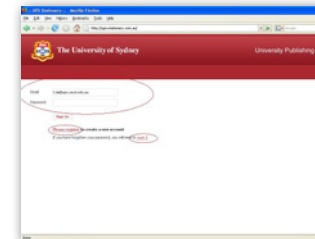
DVD BLACK PLASTIC 2-DISC CASE – \$1.00 each

CD CLEAR PLASTIC SLEEVE – \$0.50 each

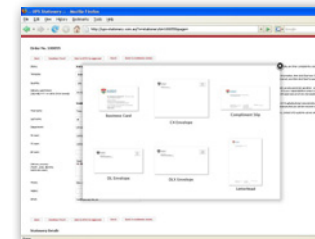
The following instructions are an example of ordering business cards. Apply the same steps when ordering with compliment slips, envelopes and letterheads.



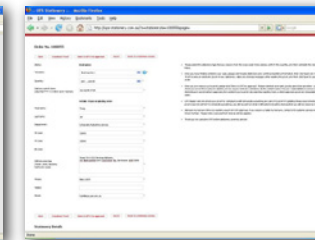
1. Go to sydney.edu.au/ups
2. Click on 'online stationery order' on the right hand side
3. Download stationery instructions
4. Click on 'start online ordering' on the right hand side



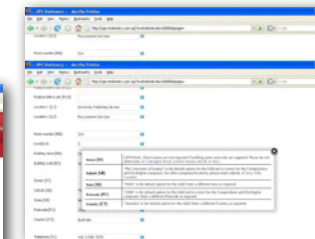
5. Existing user: type in email address and password
6. New user: type in email address and click on 'Please register'.



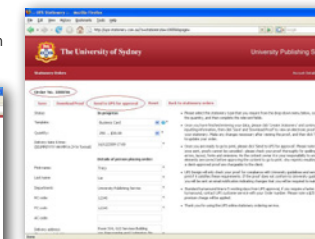
7. Click on 'Create Orders'
8. Select 'template' and choose your required product



9. Fill in your invoice and delivery details. Click on 'Save'



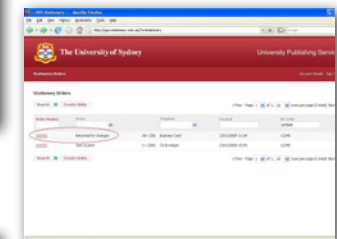
10. Click on 'Create Stationery' under 'Stationery Details'
11. Click on blue question marks for instruction prompts if you require any assistance



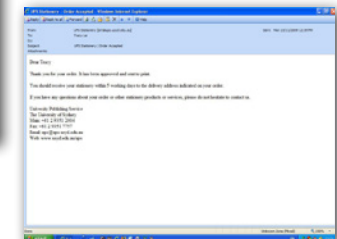
12. Fill in the details you require on your product.
13. Click 'Save'. Click 'Download Proof'



14. Check details on proof. If details are correct click on 'back to order' then 'Send to UPS for approval'.
15. Read the acknowledgment message and click 'OK'
16. If you need to make changes to the screen proof close the PDF and repeat steps 12 and 13.



17. If your submitted job has not met brand requirements UPS designers will contact you explaining any necessary changes.



18. If your card is brand compliant you will receive an email indicating it has been sent to print. Your stationery status window will indicate 'sent to print', then change to 'sent to production' within 24 hrs

A. QUOTING

- Email (ups.info@sydney.edu.au) or fax (+61 2 9351 7757) your quote request through to UPS Client Services

B. ORDERING

- Go to our online system (stationery): sydney.edu.au/ups or
- Fill out a print requisition Form (all other products)– downloadable from the UPS website or contact customer service to receive a digital copy (+61 2 9351 2004 or ups.info@sydney.edu.au).

The requisition form can be returned to UPS by:

- Email: ups.info@sydney.edu.au
- Fax: +61 2 9351 7757
- In person

Please include the following information on your requisition form:

- Account code
- Your contact name, phone, fax and email
- Delivery date and time required for the job. If the job is urgent please contact customer service to discuss the feasibility of the delivery date and indicate 'A MUST' on your order
- Authorisation signature
- Job description, quantity, UPS quote number

C. ARTWORK

- You can submit your artwork by emailing directly to client services at ups.info@sydney.edu.au or uploading via FTP (<http://lft.ucc.usyd.edu.au/>)

- For design requirements we will put you in touch with our design team for a design brief and consultation. They will create print-ready artwork and arrange for proofs for you to sign off on prior to printing.

D. APPROVAL & PRINT

- Once final copy has been approved, UPS sends your files to print and then monitors the production process through to delivery

Binding is one of the most critical elements for jobs with time-sensitive deadlines. Finishing is the general term used to define anything done to a job after it is printed and before it is despatched. It is considered a value-added process and includes:

- Stapling
- Saddlestitching
- Perfect binding
- Wiro binding
- Comb binding
- Thermal binding
- Hardcover binding
- Folding and scoring
- Pads, including perforated sheets
- Shrink wrapping
- Trimming and guillotining
- Scanning
- Clean-up/enhance documents
- Mail merge and labelling
- Laminating
- Drilling and collating for loose-leaf binders
- Spot laminating
- Metallic foiling
- Raised printing
- Embossing
- Diecutting
- Machine varnishing
- Celloglazing

FORMAT	DIMENSIONS (MM)	SUITABLE FOR
DL	110 x 220	A5 folded once, A4 folded into thirds, DL flyers (99x210mm)
DLE	114 x 225	
DLX	120 x 235	Easier and quicker insertion, more documents than DL size
C6	114 x 229	A6, A5 folded once, A4 folded in half twice
C5	162 x 229	A5, A4 folded once
C4	229 x 324	A4 unfolded
C3	324 x 458	A3 unfolded

FLAP STYLES

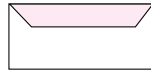
Pocket

An envelope that opens on the short edge.



Wallet

An envelope that opens on the long edge.



CLOSURES

Lick and stick: Requires moisture to close.

Peel and seal: Remove plastic strip, fold over and press to close.

Self seal: Pre-gummed bottom flap for ease of closure, no moisture required, no plastic strip

INTERNAL LINING

Non-secretive: Plain paper, the envelope could be see-through.

Secretive: The paper has a printed internal pattern that prevents it from being see-through.

FACE

Plain face: No windows.

Window face: Has a clear window on the front. Recommended for mail merge.

Due to increased automation in mailing processing, Australia Post applies limits on the size and shape of articles that qualify for the standard postal size. Australia Post provides a free letter gauge that indicates if articles fall into the standard category.

Non-standard envelopes will incur additional charges. For rules and regulations regarding postage please refer to: www.austpost.com.au

UPS offers a mailout service ensuring you receive the best possible value on your job.

BOOKLETS, FLYERS, INVITATION SIZES

Size	Millimetres
DL	99 x 210
A4	210 x 297
A5	148 x 210
A6	105 x 148
A7	74 x 105
A8	52 x 74
A9	37 x 52
A10	26 x 37

BOOK SIZES

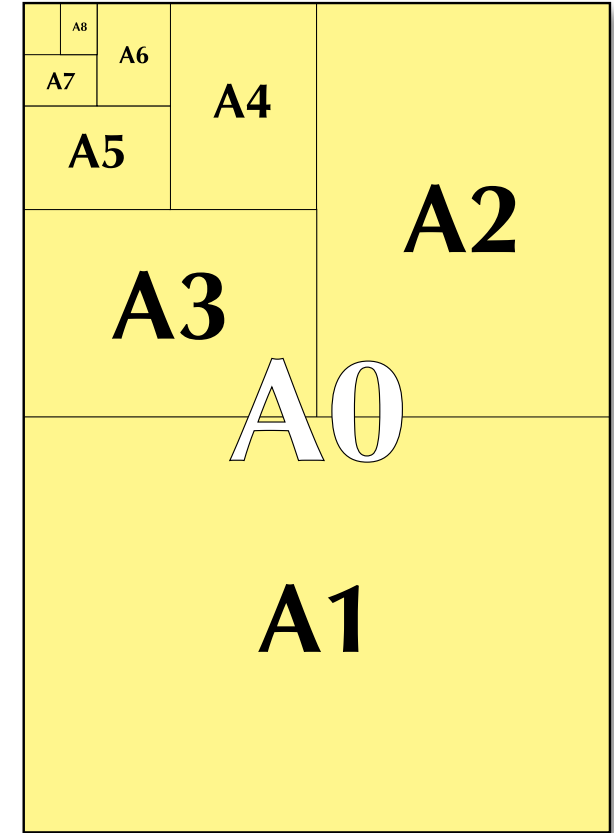
Size	Millimetres
A4	210 x 297
A5	148 x 210
B5	176 x 250

POSTER SIZES

Size	Millimetres
A0	841 X 1189
A1	594 x 841
A2	420 x 594
A3	297 x 420

PULL UP BANNERS

Size	Millimetres
1	2000 X 850



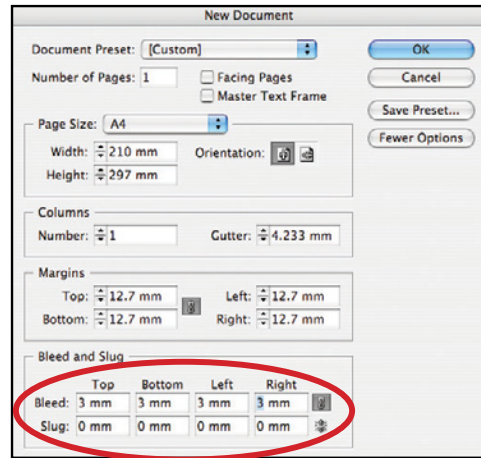
WHAT TYPE OF FILE DOES UPS ACCEPT?

If your work is ready to print please provide a **press ready PDF** with bleed and crop marks (see below). UPS also accepts print-ready files in any of the following formats:

- InDesign (packaged)
- Illustrator
- Photoshop.

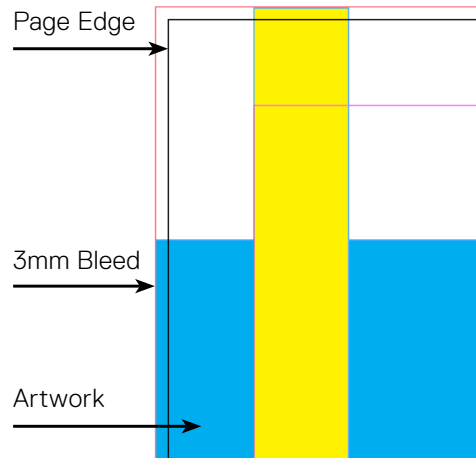
As Microsoft Office software is not designed for commercial printing, UPS accepts Word files as copy for layout jobs only. If the Word file is ready to print, please create a PDF and email the PDF document rather than the Word document. This also applies for PowerPoint and Publisher files. Please do not hesitate to contact our designers for specifications prior to creating artwork.

BLEED



When artwork extends all the way to the edge of the printed page, it is common to use a 'bleed'. This means extending the ink past the crop mark. By doing this you ensure that slight movement that may occur whilst trimming does not produce an unsightly white line along the edge of the artwork. All artwork must have 3mm bleed if you require the image to bleed off the edge of the paper.

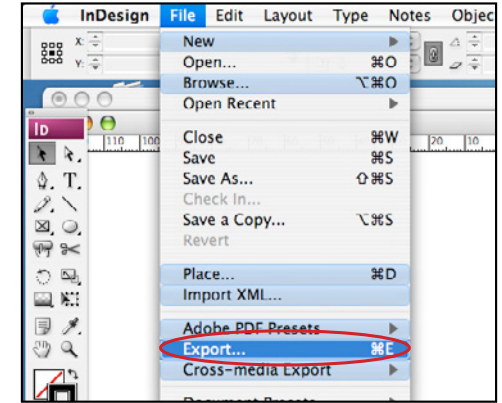
Page-layout programs, such as Adobe InDesign can easily handle 'bleeds' and can automatically place crop marks. When setting up a new document in InDesign, you can add bleed in the New Document panel.



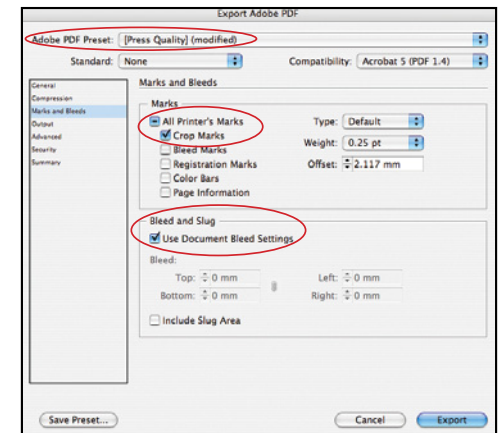
PRODUCING A PDF WITH CROP MARKS

Your optimum submission format is PDF. The easiest way to produce this file format is by exporting from InDesign. You can also add crop marks in this process. Crop marks indicate where a page will be cut (or trimmed) after printing. They should be 3mm long, 3mm outside of the page area and coloured in the colour 'registration' to ensure they appear on each colour separation.

To produce a PDF simply go to the File Menu in InDesign and select EXPORT.



In the PDF present menu select Press Quality. In the left hand column, select Marks and Bleeds and tick the Crop Marks box and make sure that the 'Use Document Bleed Settings' is selected.



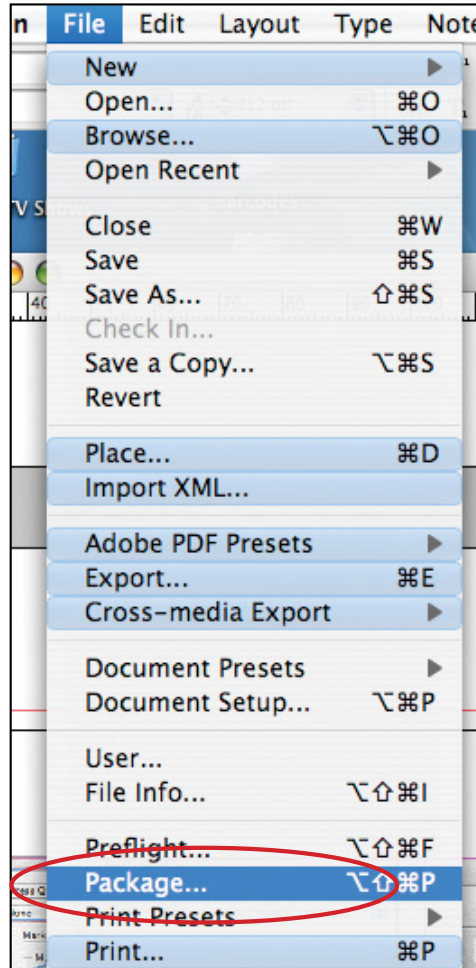
SUPPLYING INDESIGN FILES.

When providing us with an InDesign file, you must also supply us with all the fonts and images you have used. This is why it is often easier to simply provide us with a press ready PDF file.

However, if you do provide us with an InDesign file you will need to 'Package' it. To Package an InDesign file select package from the File menu and save it to a newly designated folder (ie, on the desktop) When you do this, InDesign will automatically collect all the fonts and images used and save them in the same folder.

You can then simply compress this folder and email/FTP it to us.

(FTP: <http://lft.ucc.usyd.edu.au/>)



Artwork: a general term describing photos, drawings, paintings, text used for printed products or electronic media communication.

Author's corrections: these are client corrections or type changes made at proofing stage. As these are not due to printer error they are deemed chargeable to the client. Therefore it is recommended files are to be checked thoroughly prior to sending off to the printer.

Bleed: this refers to images, colour or text that prints off the edge of a trimmed page. Bleed illustrations are usually imposed to print beyond the trimmed page size. An image, text or border may bleed at the head, front, foot or gutter (back) of a page.

Press ready artwork: material given to the printer that needs no further work before being printed.

Celloglazing: a laminating finish which prevents scuffing or marking and enhances the printed job.

Crop marks: marks along side the margins of an illustration (or photo) which are used to indicate the portion of the illustration to be reproduced.

Diecut: process by which shapes are cut into printed material.

Embossing: a process performed after printing to stamp a raised or depressed image (artwork or typography) into the surface of paper, using engraved metal embossing dies, extreme pressure and heat. Embossing styles include blind- and foil-embossed.

Quote: a price provided to a customer based on the specifications requested. It is normally

sent prior to entry of an order and prices may change if the order specifications are not the same as the quote specifications. Quotes are valid for 30 days from date of submission.

Foiling: metallic foil that is stamped on and not printed.

Font: a graphic design applied to all numerals, symbols and characters in the alphabet. A font usually comes in different sizes and provides different styles such as bold, italic and underlining for emphasising text.

Four-colour process: The four basic colours of ink (cyan, magenta, yellow, black: CMYK). These are used to produce full colour photographs or art.

Halftone: Picture with gradations of tone that are formed by dots of varying sizes.

House errors: Any corrections or changes made due to printer errors as opposed to changes made by the author, clients or editors. The cost of house errors are absorbed by the printer or typesetter.

Justified: Describes text copy that is typeset flush to both the left and right margins.

Offset: A method in which the plate or cylinder transfers an ink image to an offset or transfer roller, and then to paper.

Perfect binding (Adhesive binding): a finishing technique in which the pages are glued and not sewn to the spine. Used primarily for paperbacks, small manuals, phone books and magazines with a flat spine.

Ream: five hundred sheets of paper.

Leaf: one sheet of paper (contains 2 pages).

Page: one side of a leaf.

Register marks: Crosses or other marks applied to original copy prior to photography used for achieving perfect alignment (register) between negatives and colour separations.

Reverse: Type appears white on a black or coloured background or in a dark area of a photograph.

Saddle stitch: A binding process for pamphlets or booklets in which paper is stapled through middle fold of the sheets (with 2 wires/staples).

Score: To press a mark in a sheet of paper, usually cover stock. This makes folding cleaner and easier. Often necessary when folding against the paper's grain to avoid cracking on the spine.

Screen ruling: the number of lines or dots per inch in both directions on a contact screen to make halftones or separations. Screen rulings are available from 65 lines per inch to 200 lines per inch. For colour separations, however, it is best to use 175 lpi for best press control and visual resolution.

Solid: An area completely covered with ink or the 100% usage of a given colour. Or in composition, any type set without space (leading) between the lines.

Varnishing:

Machine Matt: a matt protective coating

Machine Gloss: a glossy protective coating

UV: A glossy protective coating.

DEMOUNTABLE VILLAGE H11,

cnr Codrington and Rose Streets, The University of Sydney NSW 2006.

Customer Entrance: Via Codrington Street (Darlington)

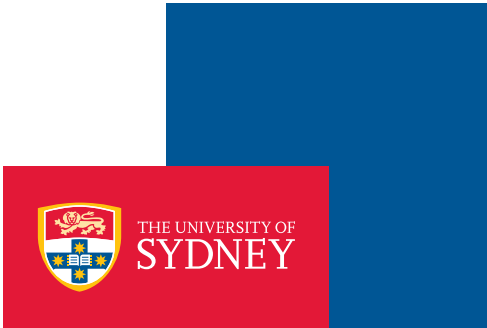
Delivery Entrance: Via Rose Street (Darlington)



Click on the map to see UPS Location on Google maps

UNIVERSITY PUBLISHING SERVICE

Demountable Village H11
Corner Codrington and Rose Streets
The University of Sydney
NSW 2006 Australia
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E ups.info@sydney.edu.au
sydney.edu.au/ups



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contained within this publication without notice.