

Common Misunderstandings

- Turnaround time starts from receipt of all components/approvals not upon receipt of purchase order.
- No media (CD, video and audio) will be manufactured until the graphics are received unless prior arrangements are made with scheduling.
- When turnaround time is quoted, please remember the “process time” it takes to enter an order and specs checked on components. Process time to include: IP check of the master, output of electronic art files with approvals, outputting film and color proofs if necessary. Please remember to add shipping time (2 days) in for color chrome requests.
- Color Proofs: Color Proofs are only required when the job is printing 4C/P – Items printing 1, 2 and 3 colors are not required to have color accurate proofs. Jobs printing in PMS or spot colors do not require chromes due to the fact we cannot make color accurate proofs from PMS colors.
- An AMI Agreement is required before the master is moved to production, until it’s received, it is held in the IP department. This is an official part of the IP process.
- When receiving a disk, zip disk or e-mail for all artwork, a black/white is printed and faxed to the customer for approval before we proceed with making film/color proof (1-2 days).
- When paying by credit card, the cost for the entire order is charged to the credit card before production begins.
- Internal AMI Note1: When sending an e-mail direct to prep, please have the customer reference (cc) a customer service rep and a customer name so the e-mail does not sit. No artwork should be sent to prep with out customer service knowledge, or without purchase order or SF #.
- Internal AMI Note2: Purchase orders must be submitted with all pertinent information such as: pricing (for all materials including film, plates, etc) shipping instructions (address and shipping method) actual requested SHIP date, not delivery date.