

glossary

terms

Back Up/Backer –

1. To print on the second side of a sheet already printed on one side.
2. To adjust an image on one side of a sheet so that it aligns back-to-back with an image on the other side.

Bindery – A department within a printing company responsible for collating, folding and trimming various printing projects.

Bleed – Extending an image beyond the finished trim size so that when the printed product is trimmed, the image runs to the edge of the page.

Bound Printed Matter Service – Is a cost efficient way to mail permanently-bound sheets of advertising, promotional, directory or editorial material such as catalogs and phonebooks.

Broadsheet - One or two sections – standard size newspaper

Bulk Mail – Refers to quantities to mail prepared for mailing at reduced postage rates. The term means discounted First-Class Mail and advertising mail (called “Standard Mail” by the Postal Service). Discounted rates are available for other classes of mail, too. The Postal Service uses the terms “bulk” and “presorted” interchangeably.

CASS – Coding Accuracy Support System – USPS mechanism to ensure that addresses are correct and that the finest level of Zip + 4 is included. CASS certification documentation is required for all mail claiming automation discounts.

C1S and C2S – Abbreviations for coated one side and coated two sides.

CMYK – (cyan, magenta, yellow, black) the subtractive primary colors also known as process colors, used in color printing.

Centerspread - The pair of pages in the center of a folded section.

Cheshire Label - These labels look like normal white computer paper, but a special Cheshire machine cuts the paper into label-sized strips and glues them onto mailing pieces.

Coated Paper – Paper with a coating of clay and other substances that improves reflectivity and ink holdout. Coated paper is produced in for major categories – cast, gloss, dull and matte.

Collate – To organize printed matter in a specific order as requested.

Detach Card – Also know as D-Card, DAL or DAC. A card which remains outside of the mailing package. It is only available to be sponsored with advertising on one side as the other side contains the mailing information. This product has the same benefits as solo mail – but, without the expense. Size available is 5 ¼” x 8 ½”.

Dot Gain – the dot size increase from film to printed piece. Dot gain can be simulated on a video monitor by adjusting the white point and contrast. Dot gain is the physical enlargement of the dot caused by plate exposure image spread, by the pressure between the plate blanket and impression cylinder of a press, or by ink spread as it penetrates the paper. A dot gain of 15 to 18% is normal on sheetfed offset printing, and 25 to 30% is common web presses.

Drop Shipment – Mailable items transported by the mailer to another city or post office for delivery in that town or delivery area.

Dull Finish – Flat (not glossy) finish on coated paper; slightly smoother than matte. Also called velour finish and velvet finish.

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File – A complete, named collection of information, such as a program, a set of data used by a program or a user-created document. A file is the basic unit of storage that enables a computer to distinguish one set of information from another.

Finished Size – Size of product after production is completed. Also called trimmed size.

First-Class Mail – The type of mail the average citizen sends every day. First-Class mail receives fast delivery service at a high postage and includes Priority, post cards, letters, and sealed parcels. Mail that is personal correspondence, bills and statements of account are First-Class mail.

Flat Size – size of product after printing and trimming, but before folding, as compared to finished size.

Four-color Process - The process of combining four basic colors to create a printed color picture or colors composed from the basic four colors.

Gang Run – Printing more than one job on the same press at the same time. Printing two or more jobs with the same set-ups (paper, page count, color and format) on the same press one after another.

Gate Fold – A sheet that folds where both sides fold toward the gutter in overlapping layers.

Gloss – A shiny coating on a paper is called a gloss finish.

Glue (glue & trim) - Binding pony tabs using glue instead of staples.

Half-fold - A type of fold where the piece is folded in half.

Head(er) – At the top of a page, the margin.

House List – Company-owned list compiled from inquiry, buyer action, etc., used to promote products and services.

House Sheet – Paper kept in stock by a printer and suitable for a variety of printing jobs. Also called floor sheet or house stock.

Image Area – The actual area on the printed matter that is not restricted to ink coverage.

Imprint – To print new copy on a previously printed sheet, such as imprinting a name on business cards. Also called surprint.

Indicia – The preprinted information on the envelope or self-mailer. Preprinted indicia contains the class of mail and permit number of the mailer.

Inkjet – Names and addresses are imprinted directly onto the mailpiece.

Inserts – Within a publication, an additional item positioned into the publication loose (not bound in).

K – Abbreviation for black in four-color process printing. Hence the “K” in CMYK.

Lettershop – A business specializing in handling details or mailings.

Letter Paper – 8 ½” x 11” sheets

List Maintenance – The ongoing process of keeping a mailing list up-to-date by adding, editing a data.

Marriage Mail – A scheduled bulk mailing in which the cost is shared between a group of advertisers. The advertisements are “married” into a package that is delivered straight to the client’s mailbox. Also known as Share Mail.

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Matte Finish – A matte coating is not shiny like a gloss, but still keeps much of the ink from being absorbed by the paper and provides an excellent print image.

Merge - Combining two or more lists into a single list using the same sequence then sorting them usually by ZIP code.

Merge/Purge – Combining two or more data files and deleting duplicates.

Metering – The process of running mail through a machine that applies the correct amount of postage to the mail piece.

Page Count - Total number of pages that a publication has including blank pages.

Paper Types -

- **Newsprint** (30# basis weight)
- **Hibrite** (35# basis weight, available in 70 or 75 brightness)
- **Alternative Offset** (35# or 50# basis weight, available in 80 brightness)
- **Offset** (50# or 60# basis weight, available in 92 brightness)
- **Adwrap** (55# basis weight)

Perforating – Taking place on a press or a binder machine, creating a line of small dotted holes for the purpose of tearing-off a part of a printed matter (usually straight lines, vertical or horizontal).

Periodicals - This class of mail is generally reserved for the distribution of magazines and newspapers. Special rates apply to both editorial and advertising content. All periodical material must first meet USPS criteria before approval to mail in this class.

Personalized Laser Letter – A document printed on a laser printer where each page has some form of personalization.

PMS – The correct trade name of the colors in the Pantone Matching System is Pantone colors, not PMS colors.

Pony Tab – Magazine format

Presort - Usually refers to First Class Presorted mail. However, “Presort” can, and often does, mean that the mail has been sorted to USPS regulations prior to entering the USPS system.

Pressure Sensitive Labels (PSL) – PSLs peel off a backing and stick onto a mail piece.

Process Colors – (CMYK color system – Cyan, Magenta, Yellow & Black) The subtractive primary color, or process colors, used in color printing. When dot screens of these four colors are combined in different densities, a wide range of colors are possible. Also called Four Color Process – 4 C

Quarter-fold – A type of fold where the piece is folded in half and then folded in half again. The fold is parallel to each other. Also known as a double parallel fold.

Registration – Putting two or more images together so that they are exactly aligned, and the resulting image is well defined.

Saddle Stitch – Binding procedure where the cover (if used) and the various pages of a catalog or magazine are stapled together in the spine fold.

Saturation - Mailings that send one piece to each residential stop a letter carrier makes on each route in the mailing. (Qualifies for Walk Sequence Rate).

Score – A shallow crease where a sheet of paper will be folded. This keeps the ink (and paper) from racking at the edge of the fold.

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Self Cover – Using the same paper as the text for the cover.

Self Mailer – A printed item independent of an envelope. A printed item capable of travel in the mailing arena independently.

Share Mail – See “ Marriage Mail”

Signature – Printed sheet folded at least once, possibly many times, to become part of a book, magazine or other publication.

Specifications - Complete and precise written description of features of a printing job such as paper grade, quantity, printing, binding method, etc.

Spot Color – Single color ink applied to printed material. Primarily used when process colors are not appropriate. The effective use of spot color add heightened interest to printed materials without incurring the cost of process colors.

Standard - Formerly Third Class Mail. As of 7/1/67, the class name was changed. This class is for mailpieces weighing under 16 oz., and are primarily advertising or informational in nature. No specific personal items (bills, invoices, statements, etc.) are allowed.

Tabloid – Using a broadsheet as a measure, one half of a broadsheet.

Trim Size – The final size of one printed image after the last trim is made.

Uncoated Paper – Paper without a glossy or shiny finish. Uncoated papers absorb more ink than coated papers and images require appropriate compensation for this when output to film for printing. Also called offset paper.

UV Coating – Liquid applied to a printed sheet, then bonded and cured with ultraviolet light.

4/0, 4/1, 4/4 – Grade designations for a printed piece with four colors (full color) on one side and no printing on the back side, four color one side with one color on the back and four color printing on two sides respectively. Pronounced four over zero, four over one, and four over four.