

Proof Checklist

- Are all pages included in the proof in the proper order with correct page numbers?
- Are all pages the correct size?
- Are there bleeds & do they extend beyond trim marks?
- Are all images included, linked and purchased?
- Are all images in proper placement?
- Are photos cropped correctly & facing the correct direction?
- Do photos & graphics/logos have good contrast & are high resolution?
- Are all fonts correct with no overset text?
- Is the text crisp & spaced properly (no double spaces)?
- Are the margins & page alignment(s) correct?
- Is all text far enough from edges?
- Double check all names, addresses, email & web addresses, & telephone numbers
- Double check spelling & punctuation
- Are there any missing characters or broken type?
- Are there dust spots, printing marks, or dirt marks?
- Check color placement & color consistency throughout the pages.
- If you have received a color accurate proof, are the colors correct?
- Measure the final trim size & check folds for accuracy
- Verify any finishing elements like die-cuts, embossing, foils, varnishes, etc.
- Confirm the weight & color of the final paper stock

DESIGN IT. WRITE IT. PRINT IT. PERSONALIZE IT. MAIL IT. DEVELOP IT. AUTOMATE IT.
Marketing Tech DOES IT!



2495 Main St #220, Buffalo, NY 14214



716-332-4369
800-591-5685 (Toll Free) 716-332-4374 (Fax)



info@marketingtechonline.com