

# Print Price List



**Quality Without Compromise**

111 North Jefferson Street  
Chicago, Illinois 60661  
Phone 312.382.0111  
[www.crosstechinc.com](http://www.crosstechinc.com)

**CrossTech**  
COMMUNICATIONS INC

## File Prep

### Maximum Image Area & Press Sheet

**Indigo:** The HP Indigo 3000 Digital Offset Press has a maximum sheet size of 12" x 18". The maximum live image area is 11.6" x 17.2".

**74 Karat:** The 74 Karat Waterless Offset Press has a maximum sheet size of 29" x 20.5". The maximum live image area is 28.25" x 19.75".

**HP 5500:** The HP 5500 Large Format Ink Jet Plotter has a maximum size of 59" x almost any length.

When building pages, build pages to the final trim size with bleed extending off the page edge. CrossTech will "impose" the job as necessary to achieve optimum sheet coverage and layout for finishing.

### Available Stocks & Coatings

**Indigo:** The HP Indigo 3000 Digital Offset Press can accommodate a wide variety of stocks and substrates. Generally, stocks up to 14 pt run efficiently.

**74 Karat:** The 74 Karat Waterless Offset Press can accommodate a wide variety of stocks and substrates. Generally, stocks up to 24 pt run efficiently. The 74 Karat also has an inline aqueous coater.

**HP 5500:** The HP 550 Large Format Ink Jet Plotter can accommodate a large number of substrates. From coated papers and reinforced vinyls to self-adhesive stocks.

**UV Coating:** UV Coating is available for all printed items (Karat & Indigo). Indigo projects will be coated automatically, unless otherwise requested, with a projective UV coating. UV Coating is available in High Gloss, Gloss, Lustre and Matte finishes.

**Lamination & Mounting:** All projects may be protected with film lamination. A variety of finishes and thickness are available. Large format projects may also be mounted to rigid substrates, including: foamcor, ultraboard and sintra.

Please contact our customer service department or your CrossTech sales rep for more information on stock availability.

### House Stocks

CrossTech uses the following as "house" stocks:

Stock	Weight	Bright	Quality
<b>Coated:</b>			
Porcelain Ultra Gloss Cover	100#	93	#1
Porcelain Ultra Gloss Cover	80#	93	#1
Porcelain Ultra Gloss Text	100#	93	#1
Porcelain Ultra Gloss Text	80#	93	#1
<b>Uncoated:</b>			
Cougar Opaque Cover	100#	96	#1
Cougar Opaque Text	100#	96	#1
<b>Dull Coated:</b>			
Porcelain Ultra Silk Cover	100#	98	#1
Porcelain Ultra Silk Text	100#	98	#1

### Image Formats

Images may be saved in almost any format but EPS and TIFF work the best. Where possible, save images as EPS files with JPEG Maximum Quality encoding. Color images must be saved as CMYK (not RGB). Photoshop Duotones, Tritones or Quadtones must be converted to CMYK.

### Resolution

**Indigo:** The HP Indigo 3000 Digital Offset Press images at 812 dpi. Minimum image resolution is 300 dpi for continuous tone and 800 dpi for line art (at finished size). The HP Indigo 3000 Digital Offset Press typically runs screens at 144 lpi.

**74 Karat:** The 74 Karat Waterless Offset Press images at 2,540 dpi. Minimum image resolution is 300 dpi for continuous tone and 1,200 dpi for line art. The 74 Karat Waterless Offset Press typically runs screens at 175 lpi.

**HP 5500:** The HP 5500 Large Format Ink Jet Plotter images at 300 dpi. Minimum image resolution is 72 dpi for continuous tone and 300 dpi for line art. As these projects are typically larger than conventional print, and will not be viewed as closely, the resolution can be significantly lower than for conventional print.

### Applications

CrossTech can handle nearly any Mac-based graphic application, including: QuarkXPress, InDesign, Illustrator, Photoshop, Microsoft PowerPoint. PC-based applications should be saved as PDF with fonts embedded.

### PDF

PDF files can also be accepted. It is important to remember the following when creating PDFs:

- Use the Acrobat Distiller to create PDFs from PostScript files.
- Embed all font information within the PDF.
- Ensure that all images are at or above the minimum resolution (300 dpi, don't downsample).
- Images are in CMYK (not RGB).
- Flatten all transparency in Illustrator EPS and InDesign.
- Follow PDF/X-1a specifications for best results.

### Colors

CrossTech's HP Indigo 3000 Digital Offset Press and 74 Karat Waterless Offset Press print using 4-color process. The presses do not run "spot" colors (spots will be converted to process). The 74 Karat Waterless Offset Press has an inline aqueous coater.

### Fonts, Graphics & Laser Proofs

Remember to include all fonts and linked graphics. Programs such as FlightCheck can make this process extremely easy and reliable. Please include laser proofs (indicate if proofs are reduced) and a directory printout from the disk.

### Rich Black

Pages using large areas of solid black should utilize a "rich black" for optimal results. To create a rich black, use the following process values: 60%C, 40%M, 20%Y, 100%K.

### Bleed

Standard bleed of 1/8" is required for all bleed edges.

### Standard Production Flow & Turnaround

**Indigo:** All jobs being printed on the HP Indigo 3000 Digital Offset Press require a client approved "proof" prior to the actual printing of the project. Upon arrival of your project at our location, CrossTech will generate a proof (press proof or PDF) of your project for your approval. Typically, this proof will be delivered the next business morning.

**74 Karat:** All jobs being printed on the 74 Karat Waterless Offset Press require a client approved "proof" prior to the actual printing of the project. Upon arrival of your project at our location, CrossTech will generate a proof (Epson Proof or PDF) of your project for your approval. Typically, this proof will be delivered the next business morning.

**HP 5500:** Projects being print on the HP 5500 Large Format Ink Jet Plotter do not require client approval prior to printing. This is due to the usually low quantities required for the project. If you would like to approve a PDF proof prior to products please let us know.

Upon receipt of your approval, we will schedule your project into our pressroom. Stock availability, run length, and finishing may all affect the turnaround time. Rush service is available. Please contact Glenn Geweke at 312-382-0111 or [glenng@crosstechinc.com](mailto:glenng@crosstechinc.com) for pricing estimates or scheduling information.



HP Indigo 3000 Digital Offset Press



74 Karat Waterless Offset Press



QUANTITY\*

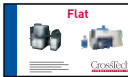
	100	250	500	1,000	2,000	5,000	7,500	10,000	15,000	20,000
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### SELL SHEET

8.5" x 11"—100# Gloss Coated

Text—4/0	\$106	\$136	\$186	\$286	\$371	\$495	\$597	\$683	\$892	\$1,089
Text—4/4	146	199	286	376	471	621	748	838	1,071	1,299
Cover—4/0	111	148	210	343	458	657	842	997	1,320	1,635
Cover—4/4	157	209	308	424	574	799	999	1,168	1,499	1,855



### FLAT

8.5" x 5.5"—100# Gloss Coated

Cover—4/4	\$139	\$169	\$217	\$316	\$499	\$632	\$752	\$855	\$1,060	\$1,233
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### POSTCARD

6" x 4.25"—100# Gloss Coated

Cover—4/4	\$136	\$167	\$214	\$314	\$533	\$588	\$697	\$744	\$868	\$951
Cover—4/1	127	149	183	253	412	574	683	727	848	925



### POSTER

Large (18" x 24") or Small (11" x 17")—100# Gloss Coated

Large Cover—4/0	\$365	\$399	\$485	\$638	\$922	\$1,759	\$2,421	\$3,150	\$4,376	\$5,689
Large Text—4/0	330	355	398	494	671	1,154	1,560	2,023	2,736	3,528
Small Cover—4/0	132	206	335	468	599	980	1,320	1,602	2,265	2,776
Small Text—4/0	121	182	282	389	479	692	895	1,085	1,499	1,799



### LETTERHEAD

8.5" x 11"—80# Uncoated Text

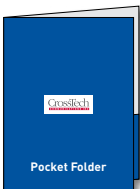
Text—4/0	\$106	\$136	\$187	\$286	\$388	\$553	\$688	\$798	\$1,078	\$1,294
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### TRI-FOLD

8.5" x 11"—100# Gloss Coated—Folded to 3.67" x 8.5"

Text—4/4	\$207	\$268	\$368	\$528	\$595	\$781	\$933	\$1,059	\$1,364	\$1,671
Cover—4/4	286	366	494	696	835	1,151	1,420	1,660	2,186	2,725



### POCKET FOLDER

9" x 12"—120# Gloss Coated—2 pocket

Cover—4/0	\$661	\$753	\$893	\$1,143	\$1,534	\$2,935	\$3,999	\$5,254	\$7,415	\$9,684
Cover—4/4	958	1,057	1,199	1,463	1,899	3,419	4,619	5,981	8,267	10,720



### SELF-COVER BROCHURE

8.5" x 11"—100# Gloss Coated Text—Folded & Stitched

4 pager—4/4	\$265	\$379	\$542	\$599	\$728	\$999	\$1,272	\$1,538	\$2,153	\$2,562
8 pager—4/4	384	614	798	934	1,157	1,768	2,308	2,819	3,999	4,883
16 pager—4/4	606	1,068	1,383	1,594	2,082	3,254	4,282	5,246	7,608	9,164
32 pager—4/4	1,050	1,970	2,399	2,853	3,820	6,094	8,088	9,969	14,581	17,798
40 pager—4/4	1,278	2,435	2,939	3,499	4,692	7,584	9,994	12,475	18,282	22,357

\*All pricing is based on "standard" service and includes an Epson calibrated proof (74 Karat) or press proof (Indigo) for approval, finishing and taxes. 74 Karat pricing includes aqueous coating for coated stocks. Freight not included. For specific pricing questions please call or use X-Quote.

# LARGE FORMAT INK JET PRINT PRICE LIST



HP 5500 Large Format  
Ink Jet Plotter

**QUANTITY\***

1            2            3            5            7            10



### SMALL PRINTS

16" x 20"—Semi-Gloss Paper & Finishing (as shown)

Poster—No Lamination	\$87	\$104	\$117	\$142	\$166	\$199
Poster—Gloss Face Laminate	110	133	151	186	220	270
Poster—Gloss Laminate, 2 Sides	116	144	168	212	257	322
Display Board—No Lamination	105	130	151	192	248	307
Display Board—Gloss Face Laminate	122	148	170	211	269	327



### MEDIUM PRINTS

24" x 36"—Semi-Gloss Paper or Reinforced Vinyl & Finishing (as shown)

Poster—No Lamination	\$108	\$139	\$166	\$218	\$258	\$324
Poster—Gloss Face Laminate	127	158	186	240	281	351
Poster—Gloss Laminate, 2 Sides	128	160	189	244	287	358
Display Board—No Lamination	138	189	237	331	406	548
Display Board—Gloss Face Laminate	156	208	256	352	459	573
Vinyl Banner—No Lamination w/Grommets	189	259	319	429	519	687
Vinyl Banner—Gloss Face Lam. w/Grommets	210	278	339	449	542	714



### LARGE PRINTS

36" x 48"—Semi-Gloss Paper or Reinforced Vinyl & Finishing (as shown)

Poster—No Lamination	\$135	\$184	\$220	\$304	\$348	\$454
Poster—Gloss Face Laminate	154	206	242	329	375	486
Poster—Gloss Laminate, 2 Sides	166	219	258	354	395	519
Display Board—No Lamination	184	272	345	505	622	836
Display Board—Gloss Face Laminate	202	293	366	530	649	866
Vinyl Banner—No Lamination w/Grommets	232	325	398	550	648	869
Vinyl Banner—Gloss Face Lam. w/Grommets	251	347	420	575	675	899



### LARGE BANNERS

Semi-Gloss Paper or Reinforced Vinyl, Grommets & Finishing (as shown)

Paper—Gloss Lam 2 Sides—72" x 36"	\$251	\$353	\$453	\$597	\$779	\$1,058
Paper—Gloss Lam 2 Sides—96" x 42"	312	453	452	822	1,098	1,511
Paper—Gloss Lam 2 Sides—120" x 48"	356	515	685	1,055	1,382	1,799
Reinforced Vinyl—Gloss Lam 2 Sides—72" x 36"	307	422	541	695	919	1,237
Reinforced Vinyl—Gloss Lam 2 Sides—96" x 42"	403	569	689	997	1,369	1,820
Reinforced Vinyl—Gloss Lam 2 Sides—120" x 48"	460	638	835	1,245	1,673	2,112

#### Large Format Information

Posters run on heavy weight semi-gloss paper. Vinyl banners run on 15 mil scrim reinforced vinyl (PVC) material. Where specified, gloss lamination is a 3 mil gloss laminate (heavier laminations and finishes other than gloss are available at additional cost). Grommets shown are standard gold grommets.

\*All pricing is based on "standard" service and includes finishing and taxes. Delivery additional. For specific pricing questions please call.



Our automated online estimating system.

It's free...Give it a try!

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