



Special Offer through Acrobat Services

PDF is now well established for pre-press. The savings in costs are known well enough for an offer to be made to people who find this document through Acrobat Services. It is assumed that you know enough to be able to send a PDF suitable for digital printing.

Later this year there will be a distance learning course available through Acrobat Services that will cover all aspects of creating PDF for print. The central activity will be to submit a PDF for proofing and comment. Meanwhile there will be draft material for the course. For £40, Pollards Digital will comment on a PDF intended for printing and produce a limited number of copies.

Whether or not you undertake this training, the following rates are available. The Xerox digital printing is on 2045 and 2060 for colour; 6100 and 6135 for mono.

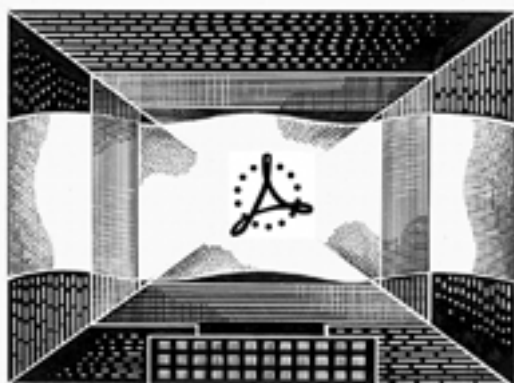
Set-up Charge	
Normal Rate	Acrobat Services Special Rate
£50 for colour	£20
£25 for mono	£15

Sheet Charge		
	Normal Rate	Acrobat Services Special Rate
A3 colour sheet	35p	25p
Mono A4 per 1000	£20	£15

There is also a charge of £25 an hour for pre-press work correcting a PDF if this turns out to be needed. So an investment in the training may be a sound investment.

This offer is for three months only, until the end of April 2004.

Any comment is welcome on how this approach could be developed. This is one of the early attempts to show how PDF workflows have an impact on costs and training. The numbers may be adjusted for similar offers in the future.



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