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# Artwork Approval Waiver Form

Customer Service Rep: \_\_\_\_\_

Client Name: \_\_\_\_\_ Date: \_\_\_\_\_

Job Name: \_\_\_\_\_ Job Number: \_\_\_\_\_

Please check the art proof(s) carefully for errors and omissions. Your signature or that of your authorized representative is required on all mechanicals or artwork prior to release for printing or other implementation. Customer assumes all responsibility for any errors or omissions in type and layout. We can not be held liable for errors or omissions after the job is printed.

- ☐ Proof Accepted to Print/I Authorize Advantage to sign off on final proof without liability
- ☐ Proof Accepted With Corrections Submitted
- ☐ Make Corrections and Submit New Proof for Approval

Be aware that you are signing off the job and authorizing us to go ahead and print your job. Although we keep checking carefully through all stages of production, you take responsibility if there are any errors in the final job that are on the proof. Our responsibility is to ensure the printed job matches the signed off proofs, of which we have a copy. The signatory below accepts responsibility for proofing all the artwork accurately. Advantage cannot accept responsibility for corrections not implemented and/or requested at artwork stage. Any modification requested after client approval of artwork may result in production delays and/or additional expenses which must be approved by the client before production.

## TERMS & CONDITIONS:

- CONDITION OF COPY:** Upon receipt of original copy or manuscript, should it be evident that the condition of the copy differs from that which had been originally described and consequently quoted, the original quotation shall be rendered void and a new quotation issued.
- PREPARATORY MATERIALS:** Working mechanical art, type, negatives, positives, flats, plates or other items when supplied by Advantage, Inc, shall remain their exclusive property unless otherwise agreed in writing.
- ALTERATIONS:** Alterations represent work performed in addition to the original specifications. Such additional work shall be charged at current rates and be supported with documentation upon request.
- PREPRESS PROOFS:** Prepress proofs shall be submitted with original copy. Corrections are to be made on "master set". Return marked "O.K." or "O.K. with corrections" and signed by customer. If revised proofs are desired, request must be made in writing when proofs are returned. Advantage, Inc cannot be held responsible for errors under any and all of the following conditions: if the work is printed per customer's OK; if changes are communicated verbally; if customer has not ordered proofs; if the customer has failed to return proofs with indication of charges; or if the customer has instructed Advantage, Inc to proceed without submission of proofs.
- PRESS PROOFS:** Unless specifically provided in Advantage, Inc original quotation, press proofs will be charged at current rates. An inspection sheet of any form can be submitted for customer approval, at no charge, provided customer is available at the press during the time of make-ready. Lost press time due to customer delay or customer changes and corrections, will be charged at current rates.
- COLOR PROOFING:** Because of differences in equipment, processing, proofing substrates, paper, inks, pigments, and other conditions between color proofing and production pressroom operations, a reasonable variation in color between proofs and the complete job shall constitute acceptable delivery.
- CUSTOMER FURNISHED MATERIALS:** Paper stock, inks, camera copy, film, color separations, and other customer supplied materials shall be manufactured, packed, and delivered to Advantage, Inc specifications, additional cost due to delays or impaired production caused by specification deficiencies shall be charged to customer.

Notes for Changes: \_\_\_\_\_

Initial Here: \_\_\_\_\_ I have read, accept and agree to abide by Advantage, Inc terms and conditions.  
*Typing in your Name or Initial acts as your signature.*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

# HOW TO CHECK A PROOF

Please use the advice which follows, advice which is borne out of much experience, to guide you in checking your proof.

Checking and signing off a proof is a solemn responsibility!

Your attitude towards checking a proof is critical. Here are some points on the attitude you should adopt when checking a proof.

- Attention to detail is the key to checking a proof.
- If you have a PDF proof, print it out. It is far easier to check hard copy than something on the screen. Don't place too much reliance on inkjet print outs for colour and sharpness.  
It is our practice to supply proofs with crop marks (short vertical and horizontal rules in each corner of the page), so you can see the bleed area for pages that are to be printed right to the edge of the page. Your job will be guillotined using the crop marks as a guide. You should print out your proof and trim it using the crop marks as a guide.
- In the case of books and booklets, view the proof in facing pages mode on screen.
- Check the **WHOLE** proof even if it is a reproof, and even if there were only a couple of minor changes.
- If the proof is a reproof of a multi-page document such as a booklet or a book, be particularly vigilant to make sure all pages updated correctly.
- **DO NOT** focus only on one aspect of the job — for example, the text and not the colours, or the images and not the text. Always check headings carefully.
- Try to look at the proof as if you have never seen the job before.
- If possible, have someone unfamiliar with the job to check the proof as well.
- Take the time to do the job properly. Deadlines are important, but we have discovered there is always time for a reprint if the job goes belly up!

*Now, here are some practical things to look for in checking your proof.*

- For PDF proofs, check your job using the Output Preview facility in Acrobat Professional. Go to Tools, Print Production, Output Preview. This facility is not available in Acrobat Reader.
- Are there any typographical errors?
- Are there any spelling errors (pay particular attention to headlines)?
- Is there anything missing from the job — logos, lines of text, boxes, borders, lines?
- Trim books and booklets using the crop marks as a guide, and check that you are happy with the margins, typeface, type size and spacing between lines.
- Are the page numbers correct?
- Is the cover correct (front cover is on the front, back cover is on the back, inside cover is correct)?
- Are photos and any other graphics positioned, cropped and scaled correctly?
- Enlarge the job to 400% and check that graphics are sharp and not jagged. They will print more or less as you see them.
- Does the job fold correctly?
- Are the various elements of the job the right way up? This is particularly important in the case of greeting cards.
- Do elements which are supposed to print right to edge of the page actually do so?
- Is the finished size of the job correct?
- Are the various elements in the job correctly aligned?
- Are the colors correct?