Morel Ink Questionnaire

Publication Name

1. How many books will be printed? ________________

2. Trimmed size of the book you have designed ________ x ________
   Which edge is the binding edge or spine? ____________________________

3. How many pages are there in the book? ________________
   *Please define a page as one side of one sheet of paper and include all blank pages in your count.*

4. What sort of paper will the book be printed on?
   - Plain white paper ______
   - Glossy white paper ______
   - Uncoated colored paper ______
   - Matte-coated white paper ______
   - I don’t know what it is, but a sample is attached. ______

5. What sort of cover stock will be used?
   - Plain white paper ______
   - Glossy white paper ______
   - Uncoated colored paper ______
   - Matte-coated white paper ______
   - I don’t know what it is, but a sample is attached. ______

6. How many ink colors will be used?
   - On the inside pages ______
   - On the cover (a full-color cover uses four colors) ______

7. Should the cover be varnished to protect it from smudges, fingerprints, etc.? ______
   *Uncoated or textured cover stocks normally do not need varnish, but coated or matte-coated only usually do.*

8. Varnish isn’t tough enough; we want plastic lamination on our book. ______

9. Actually, we want dull or matte plastic lamination on our book. ______

10. Any other special effects? Die-cut windows? Foil stamping? Heavy ink coverage? ________________________________

11. Photos
   - Approximate number of photos in the book. ______
   - Of those, ________ will be reproduced in color and ________ will be in black and white.
   - We’re going to scan and place the photos in our own file. ______
   - We’d like Morel Ink to scan the photos for us. ______

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