



ProofStation Template Instructions

Please contact Steve Parker on 0845 094 9183 for more information.

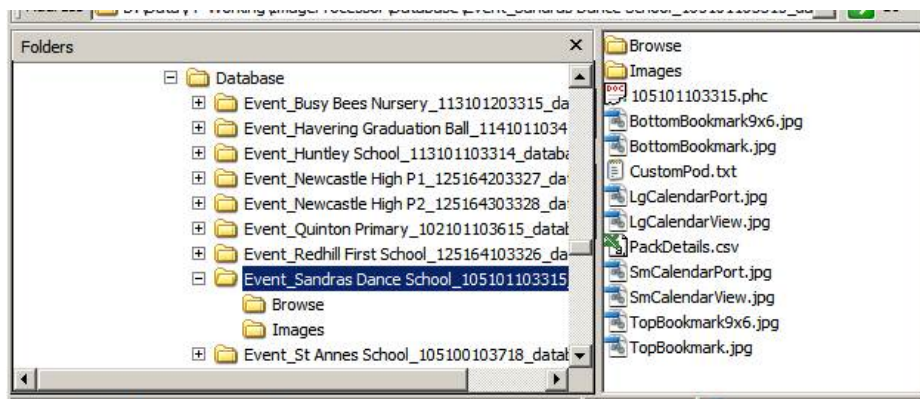
Introduction

In order to give maximum flexibility in the generation of bookmark and calendar products and reorder forms it is possible for you to provide your own templates. However they must be in exactly the correct format for our backend systems to be able to correctly insert the images into the template.

These template files should be placed in the root folder of the event database as shown below. ProofStation will give you the option to copy the files across when you start up a new job. It is only necessary to provide those files that you will be using in that event. You can also provide Parker Franklin with a set of default files to be used if you have not provided special ones for the event. Therefore whenever we are making a print requiring one of these files we will first look in the event database folder, if they are not found there we will look for your defaults, if those are not found we will use our own defaults.

The template files provided are the correct size, orientation and resolution and have the correct names; none of these details should be changed.

Note that ProofStation can now do the copying of these files for you ensuring that the naming is correct. This means that you can use whatever names you want for these files on your own systems, allowing you to give them names that will be more meaningful to you. When ProofStation copies them it will ensure that they are given the correct names. However it is still up to you to ensure you retain the correct image sizes.

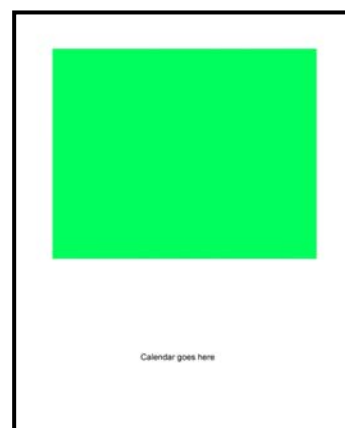
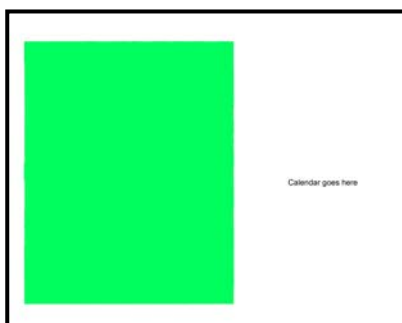


Calendars

Calendars can be produced in two sizes 8x6 and 10x8 and can have either view or portrait images on them. There are four template files provided in the zip download:

XXXXLgCalendarPort.jpg	10x8 template for a portrait image
XXXXLgCalendarView.jpg	10x8 template for a view (landscape) image
XXXXSmCalendarPort.jpg	8x6 template for a portrait image
XXXXSmCalendarView.jpg	8x6 template for a view (landscape) image

The names as shown above must be the file names used with the “XXXX” replaced with the year the calendar is for eg. “2011LgCalendarPort.jpg”. In each template file a green rectangle has been placed where the image will be placed by our backend system. This rectangle can be left in and it will be completely replaced by the image.



The remainder of the template (the white area) can be filled in with your own designs with the actual calendar placed in the area shown. To help generate the calendar text there is also a Photoshop PSD file with calendars in two layers; one suitable for a portrait calendar and one suitable for a view one. Obviously you are welcome to generate your own calendar text if you wish.

The final images should be saved into the event database root folder without changing their names, sizes, orientation or resolution.

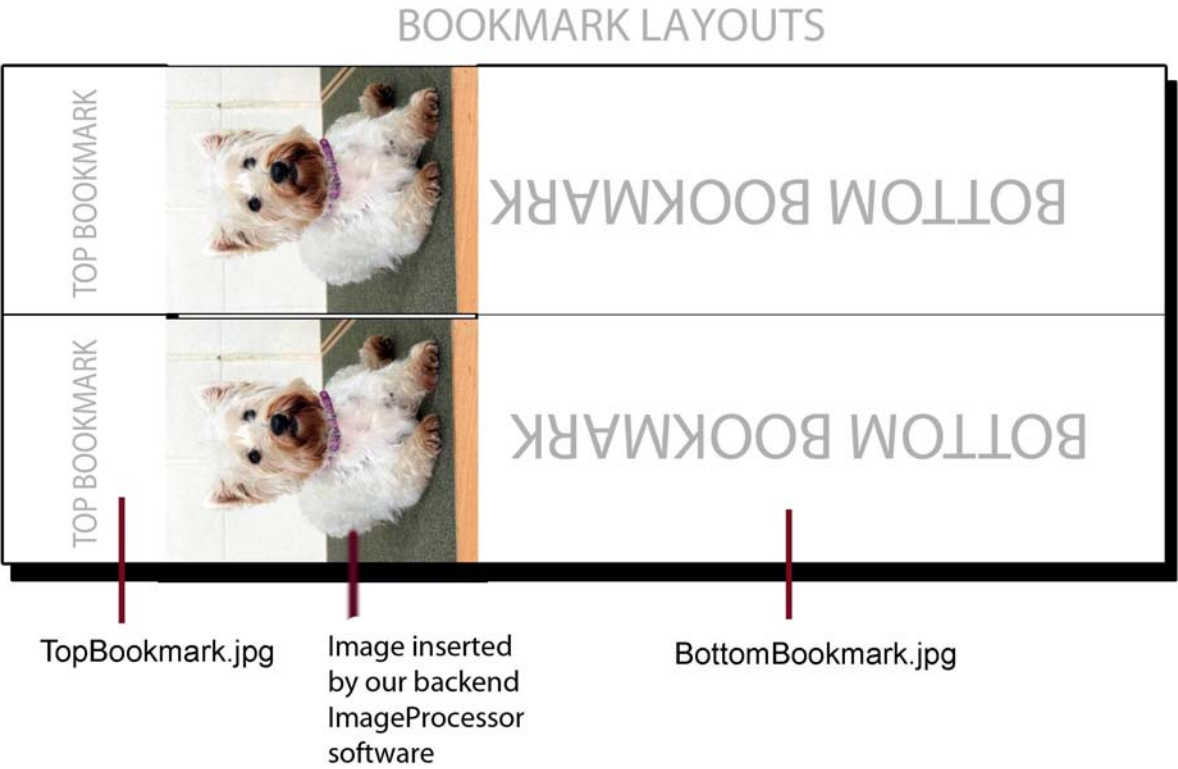
Bookmarks

The bookmark product is always an 8"x4.5" image consisting of two 8" bookmarks. Each bookmark has a top and bottom template image. So two template images are provided:

TopBookmark.jpg	Top portion of the pair of 8" bookmarks
BottomBookmark.jpg	Bottom portion of the pair of 8" bookmarks

The image below shows how the various components fit together to make up the bookmarks.

Note that if the image is view (landscape) it will be oriented in the same way as the text shown in the lower half of the bookmarks on the left (so it would actually be upside down in this illustration).



Reorder Files

When we print reorder forms they are printed on an 8x6 print and there is an area at the bottom of the form reserved for you to add information about the contents of the packs being offered, promotional information and ordering instructions including somewhere to put their name and address if you are allowing ordering by post. This is provided as a JPEG image that will be printed at the bottom of the form. We have provided sample templates for these images. The content of these samples is purely an example of the kind of thing you could include; this is your space to brand in whatever way you wish, so you can replace everything in these images with your own design. However, please remember that it must include ordering instructions and, if necessary, somewhere to place their name and address, and the image size and resolution must not be changed. The final image that you provide to us must use the same name as our sample templates and be exactly the same dimensions and resolution.

There are two types of reorder forms; a custom reorder form and a catalogue reorder form.

Custom Reorders

The custom reorder form allows you to specify whatever you want to offer for reordering. For this you would set up your own reorder pack CSV file in exactly the same way as normal pack CSVs and this file will need to be uploaded to the website in the same way as those normal pack CSVs if you are using our web ordering services. In this case there needs to be more space in the reorder form image to allow for information on what is in the packs, which also means that there is less space for the packs themselves and these reorder packs are limited to a maximum of 19 packs.

The custom reorder image must be called **ReorderInfo.jpg**. It is printed as 6" x 4" (ie. half of the total reorder form space) at 300 pixels/inch – that is 1800 x 1200. The sample included with the templates is exactly the right size and can be used as a starting point keeping the image dimensions and resolution unchanged.

Catalogue Reorders

The catalogue reorder form is specifically for use with our standard glossy reorder catalogue that would be included with each order dispatched. In this case we have pre-printed a large number of these catalogues, offering everything from canvas wraps to aprons (please ask us for details if you are interested). Therefore the contents of your reorder pack CSV must match what we are offering in the catalogue. We have provided a template CSV called CatalogPacks.csv which already has packs set up for each product offered in the catalogue, but you will need to edit this (using PackCoder) to set the prices you wish to charge to your customers for each product and also set the correct service type for your event. This file will also need to be uploaded to the website in the same way as your normal order pack CSV file if you are using our web ordering services.

As there are quite a lot of products in the catalogue and as the catalogue itself will be included with each order, there is less space and less need for explanation on the image printed at the bottom, therefore the template for this image is smaller.

The catalogue reorder image must be called **CatalogReorderInfo.jpg**. It is printed as 6" x 2" (ie. a quarter of the total reorder form space) at 300 pixels/inch – that is 1800 x 600. The sample included with the templates is exactly the right size and can be used as a starting point keeping the image dimensions and resolution unchanged.

Catalogue Reorder Pack CSV

We have also included a catalogue reorder pack CSV file that has all the products in it that are in the reorder catalogue. If you are using our catalogue reorder service then you should take this file and open it in PackCoder and edit each pack to set the prices that you want to offer the products at. You should also set the service to the service that you normally use (Full, Data Entry or Return Only) and the mount type to your normal mount type. Even though there are no mounted products in the reorder catalogue it will import into our system more smoothly if you have set the mount type to your normal type.