

## SERVICES AND PRICES

Custom Digital provides the highest quality drum scanning, Ultrachrome, and quad tone carbon pigment digital printing. We use Epson 9800 and 9600 printers with an advanced RIP giving extremely precise control over how the inks go to paper, colors are calibrated and matched. It is specifically optimized for control of Cone monochromatic inks for the B&W process, and for color carefully linearized, optimized and profiled. This combination represents one of the most advanced approaches to black and white digital printing available, and outstanding color on a variety of surfaces. The RIP also allows us to make special Ultrachrome ink setups for monochromatic printing outside the gamut of the Cone inks, a strong sepia for example, that yield superior results to standard color printing. We also use it for unique Ultrachrome monochromatic setups with the gloss black for use on the photo surface papers quickly coming into their own in the marketplace.

For monochromatic ink printing we use a custom mixed warm ink set and a cool set with a tint designed for the slight eggplant hue of a selenium toned print. This, along with the options provided by the software, allows the artist to select between all warm, all selenium, or many blending options from the two ink sets including split tones. These inks are primarily carbon pigment and designed for “the absolute greatest available longevity and monochromatic color stability” by the manufacturer, Cone Editions Press, the leading innovator in the development of fine digital monochromatic printing.

Our primary matte papers are Hahnemuhle Photo Rag, Hahnemuhle William Turner, and Hahnemuhle German Etching, These papers are 100% rag and/or acid free and coated for maximum ink density and nonexistent bleed and mottle. We also print on standard photo surfaces with the Ultrachrome inks, and constantly receive new papers for testing and setup. Most exciting are the newer papers from Innova and others with more elegant photo surfaces and thickness. We will also linearize our processes on more unusual papers for special projects.

We maintain close working relationships with industry innovators and our excellent suppliers to keep the services we offer at the leading edge of craft.

With many years of experience, the highest quality materials, hardware and software, our goal is to work with artists to meet their specific needs and bring their images alive on paper.

EXHIBITION PRINT AND PROOF FROM FILE

inches	1ST	2-9	10-25
8.5x11	\$37.00	\$23.00	\$20.00
11x17	\$46.00	\$31.00	\$28.00
17x22	\$67.00	\$46.00	\$41.00
24x35	\$132.00	\$90.00	\$79.00
30x40	\$170.00	\$117.00	\$103.00
35x46.75	\$210.00	\$144.00	\$126.00

PLEASE NOTE- These sizes are for sheet size, regardless of image size.

Between sizes are priced at the next larger size. Quantity orders larger than 25 are quoted on an individual basis.

Larger prints are made on rolls 44" wide, and are priced at \$65.00 per linear foot. Please include whatever white margins you require at each end. Some papers do not work well from rolls, please discuss your project with us in advance.

Other odd size prints, like very long panos on smaller rolls, will be estimated on an individual basis. We will add rush charges to jobs requiring unusually fast turnaround.

We print directly from a file that you provide. There is no manipulation or "clean up" of the file. We print your file as is. Please see our file guidelines for more information about how to set up your file before submitting it to us. After looking at your file, if we feel that we cannot output an acceptable print, we will call you before proceeding. Photoshop file work done here is billed at \$100/hr.

For black and white, your choice of paper and ink tint is required. This should be discussed with us as many options are possible, samples to help with your decision can be provided.

For prints up to 17x22 we provide an 8.5x11 proof print. For prints 24x35 and larger we provide a 17x22 proof print. Additional proof prints are \$12.00 in the 8.5x11 size and \$15.00 in the 17x22 size. We are currently proofing on the paper selected for your finals, as our proofing paper was discontinued and we've found no suitable alternative.

## DRUM SCANNING

All scans made for printing orders will receive a 30% discount on the price of the scan. The following table includes this discount, and the prices are only for scan to print orders.

		Print size (inches)				
		8.5x11	11x17	17x22	24x35	35x46
Film size-	35mm	\$28 all print sizes				
	6x4.5cm	\$28	\$49	\$84	\$84	\$84
	6x6cm	\$28	\$28	\$49	\$49	\$49
	6x7cm	\$28	\$49	\$49	\$49	\$49
	6x9cm	\$28	\$28	\$49	\$84	\$84
	6x12cm	\$28	\$28	\$49	\$49	\$84
	4x5in	\$28	\$28	\$49	\$84	\$84
	5x7in	\$28	\$49	\$49	\$84	\$84
	8x10in	\$28	\$28	\$49	\$49	\$84

Color negatives require considerable subjective color editing, a one hour \$100 editing charge will automatically apply to color negative scans. We scan in 16 bit grayscale for quad tone prints, 16 bit for color but convert to 8 after largest tonal edits. The file is written to CD and included in the price.

If you are ordering a print(s) from a given scan we will scan to the size appropriate of your print order as above, or any larger size you may prefer for other purposes.

If you order a smaller scan, we can not take responsibility for whatever loss in print quality may occur. Small film sizes enlarging to big prints in particular need well defined grain.

All scanning that includes a print order will include whatever minor retouching and image enhancement are needed to make the best quality print. Any printed proof you can provide indicating preferred density and contrast for us to use as a guide is helpful, including traditional darkroom prints from your neg. Image enhancement and retouching of difficult negatives will be charged a fee of \$100.00 per hr. We will let you know, at the time of your order, if we feel that your order will require additional correction.

If you need drum scans for purposes other than our printing service, prices based on file size are as follows-

1-50 Megabyte File	\$40.00
51-100 Megabyte File	\$70.00
100-200 Megabyte File	\$120.00
201-300 Megabyte File	\$140.00

These sizes are for 16 bit B&W, and 8 bit color.

## FILE SUBMISSION GUIDELINES

Files submitted for printing should be flattened TIFF'S with no extra channels or layers. There will be a conversion charge for PDF files or formats other than Tiffs. We accept 8 or 16 bit files. There is no advantage to converting an 8 bit file to 16 before printing. To retain the benefits of bit depth the file must be in 16 bit from scan or raw processing through editing. For grayscale, the advantages of a hi bit workflow to keep tonal loss at a minimum can't be overstated, particularly when outputting with an accurate and revealing print process. Please contact us for tips that will help with editing in hi bit using older versions of Photoshop.

Files submitted for printing should be at least 300 ppi at the image size of the print. More is better if it is in the scan, less can be acceptable depending on image content. Given the quality of the scaling in the RIP, no hard rules can be made, we've printed quite large from small files, and the acceptability depends on many things, image detail, expectations, etc.. The image size should be at least .60 inches smaller on all margins, than the paper size. You should double-check this in Photoshop, Image>Image Size, before you bring the file. Please do not change image size in Photoshop with sample image checked, you will be re-writing the pixel content of your image. Do not re-size up in Photoshop to reach 300 ppi or more at print size, we find the scaling in the RIP to be superior for printing. If you have some particular reason, or method, of up scaling digital files, that is your prerogative of course.

If you are working from a digital camera file you will need to convert raw files to 16 bit RGB, then to 16 bit grey scale tiffs. You should not do any sharpening of the image in camera. Check your camera settings to make sure that there is not a default camera sharpening that is turned on. Again, a 16 bit workflow is highly recommended.

When preparing your B&W files in Photoshop, make sure that you choose Dot Gain 20% under Edit>Color Settings>Working Spaces>Gray and make sure that the file is tagged as such when saved. We are calibrated to 20% dot gain output and find that a grayscale file in the 20% grayscale space will print very much as expected, assuming a well calibrated monitor. Color files should be tagged with the working space they were created and edited with, if they are not we can't guarantee the color will be as expected, and more proofs at more expense may be necessary. When spotting and retouching, particularly for large prints, be sure and carefully inspect your file at "actual pixels" on the monitor. Any printed proof you can provide indicating preferred density and contrast for us to use as a guide is helpful. For consistent and predictable results we highly recommend that you hardware calibrate your monitor, this can't be overstated. Otherwise you really don't know what your file looks like.

Files may be submitted on any standard digital media, please contact us for FTP info.

## OTHER INFO

Washington State sales tax is charged to any resident of Washington State, proof of exemption is required.

Payment for all jobs is COD without exception. Checks are welcome, we don't take credit cards at this time.

We do not archive any files. All final files are burned to CD and given to the client, these are for file transport ONLY, not storage. It is assumed you will copy them over to your own file storage system.

This is a small, highly specialized studio. There may be more suitable shops for high volume with fast turn-around. Prints are made on a first come first served basis. Normal turn around is a week even though in many cases we can do single orders in less time. Turn around on larger sets is quoted on an individual basis.

Rush charges may be required under certain circumstances and would be discussed first.

Prices do not include packaging robust enough for shipping, suitable materials will be added to the order at approximate cost to us.

All approval proofs must be signed before we can proceed with a final print.

For cancelled orders all materials must be returned.

You can call us at (206) 860 7166.

or email

[help@custom-digital.com.com](mailto:help@custom-digital.com.com)

[www.custom-digital.com](http://www.custom-digital.com)

## LIMITATIONS OF LIABILITY

The safeguarding of customer-supplied materials is a prime concern for us. In the unlikely event that customer supplied materials become lost or damaged while in our possession, Custom Digital shall be responsible only for the replacement value of the raw materials used in the creation of those customer supplied materials.

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