

# BEST PRACTICES - ICORE

At Mr. Copy we've been printing ICORE cases for a years. This guide will help avoid common mistakes and make your printing experience smoother and less stressful.

## Plan Your Document

There are a number of decisions about your case that you can make immediately that will pay dividends when it comes time to print.

### 1. Choose the Basics

Set a uniform margin for your case (1-inch is very clear, ½-inch minimum) across all your documents. Choose one or two fonts and use them in all your documents. Browse through a report or a book and find a look you like--then copy it in your report.

### 2. Use our Test Page Offer

We offer every registered ICORE team five free test prints. You may want to test some of these things:

- Test your PDF creation settings
- Test your print quality
- Test the FTP submission method
- Test your page margins
- Test embedded Excel graphs
- Test embedded clipart
- Test page numbering

### 3. Test your PDF creation

Assemble your complete case file. Then proofread it. Carefully. Are your pages numbered correctly? Have you accounted for any discrepancies in page layout (portrait vs landscape)? Did your graphics embed correctly? Are your fonts correct? Most of these issues you'll see on the screen, but some may not be easy to see.

We suggest printing a sample copy on the cheap black and white printers at the library--many errors seem to jump out at you on the printed page that you might miss on the screen. Consider how much you might spend on reprinting your full-color case and realize it may be worth the expense to get the low-quality print just in case.

### 4. Plan your File Submission

We offer several methods of file submission--FTP is the best.

#### FTP (Fastest!)

Send your browser to <ftp://68.254.91.94>. You should see a folder named "Incoming." Simply drag your PDF files into that folder (you will not be able to open the folder, or see its contents). Once that is done send an email to [icoregold@copysales.com](mailto:icoregold@copysales.com) with "Team XXX FTP Complete" as the subject line. We'll contact you by return email with a time to pick up your prints.

#### Email

You may email your PDFs to [icoregold@copysales.com](mailto:icoregold@copysales.com), but only if you cannot FTP. Email is slower, and we have seen instances of IU's outgoing mail servers not releasing emails with attachments for several hours during peak periods. On average, a case submitted by email takes about 20 minutes longer to get printed.

#### By Hand

If you cannot email or FTP, one team member may drop off a CD with your five PDF files.

We cannot print your files while you wait, so we'll give you a time for your team to return and pick up your proofs. It will normally be an hour or two.

**MR COPY**  
[www.copysales.com](http://www.copysales.com)