

MultiAd Digital Printing

Life is always better with options. The more options, the better. Here at MultiAd, we like to give you as many options as possible in order to complete your project as quickly as possible with the highest quality available. With our new state-of-the-art equipment, MultiAd has jumped to the front of the line with our in-house printing capabilities.

MultiAd's in-house equipment:

- The Xerox® DocuColor™ 6060 Digital Color Press provides high quality, 4-color (CMYK) quick printing. (Colors can be added to the printer in order to match a specific shade.)

What are MultiAd's capabilities of digital printing?

- Standard CMYK color printing
- Print resolution: 600 x 600
- Text to 100 lb. covers standard (heavier available through special order)
- Paper size as large as 12" x 18"

What are the advantages of digital printing?

- Digital printing can be on-demand printing if needed.
- Each page can be a different sheet with relative ease.
- The Xerox® DocuColor™ 6060 has high-quality printing.
- The base price for printing your document remains low.

What products would be best suited for digital printing?

- Posters (up to 12" x 18")
- Brochures
- Simple, one-page publications/products

How can files be sent to MultiAd for digital printing?

- The preferred format for sending files is either InDesign® or Quark®.
- Files can be sent in any form: Word, PowerPoint®, Quark®, InDesign®.
- MultiAd can create a PDF file from any electronic file sent.
- The files can be sent via e-mail (if small enough) or through file transfer protocol (FTP).
- Files should be stuffed or zipped when sent to ensure a secure transfer.
- Files can be sent via ground mail as a CD or DVD.

Can a multi-page product be printed in digital printing?

Yes, MultiAd offers digital printing for large publications, but recommends against it for the following reasons:

- The order may need to be overrun depending on the binding being used, meaning natural misprints will call for more pages to be printed, which will inevitably raise the cost of production.
- The cost of using digital printing is a steady increase, and eventually becomes very expensive with larger publications.
- Although the quality of the product is good, the quality of a large publication will not match that obtained with offset printing.