



Articles:

- [PDFs – Extracting, Inserting, Replacing, and Deleting Pages](#)
- [Paper Stock – Demystifying Paper Thickness Jargon](#)
- [Word – Creating Envelopes](#)

**October,
2009**

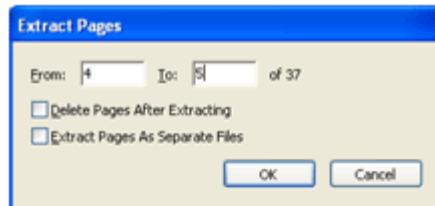


We want to hear from you!
If you like this newsletter and find the information useful,
[please let us know.](#)

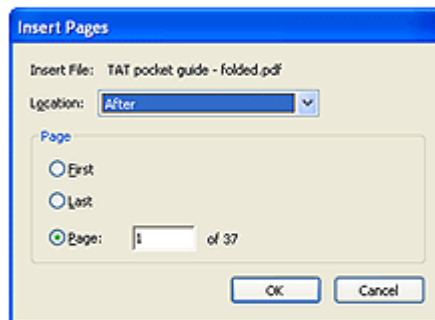
SERVICES WE OFFER:

● **PDFs – Extracting, Inserting, Replacing, and Deleting Pages.** Monthly I create a PDF report file that is a culmination of multiple PDFs. I pull the pages that I need from one file, then add those pages to another PDF file and delete others. Luckily, Acrobat makes it easy to manipulate PDF files, but there are a few things you want to remember when using these features to make it all go smoothly.

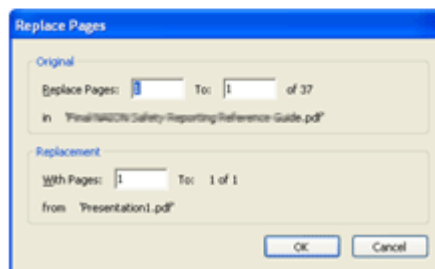
Extracting Pages (1 or more pages) – You can extract one or more pages from a PDF and either save them as separate files or delete them from the current document after extraction. Go to Document, Extract Pages and choose the page range and your options.



Inserting Pages (all pages) – to add a PDF file to another, on the Menu bar choose Document, Insert Pages, and pick where you want the file placed. The restriction with this option is that you can't pick and choose the specific pages to be inserted. If you needed only certain pages inserted, you would need to use the Extract feature and save those pages as separate files and then insert them.



Replacing Pages (1 or more pages) – if you are updating a PDF, this feature works wonderfully. Go to Document, choose Replace pages, choose the file with the replacement pages, and then indicate the page range you want replaced.



- Bindery service
- B/W copies
- Booth panels
- Brochures
- Catalogs
- CD/DVD duplication
- Course packets
- Customization
- Data warehousing
- Digital printing
- Fulfillment
- Large-format prints
- Logo creation
- One-to-one marketing
- Package design
- PowerPoint slides
- Printing
- Regulatory services (labels, package inserts, brief

Deleting Pages (1 or more pages) – this is a basic deleting function. Go to Document, choose Delete, and choose the page range to be deleted.



summaries, and med guides)

- Sales aids
- Training manuals
- Training (Excel, PowerPoint, etc.)




Paper Stock – Demystifying Paper Thickness Jargon

If you were asked “do you want your project printed on 100# text or 14 pt cover stock” – would you just scratch your head in confusion wondering what the difference was? Well scratch no more (unless your head really does itch) because today I will demystify the paper jargon.

Paper is expressed by stock type and then by weight or thickness. The two most common stock types for digital printing are Text and Cover.

-  Text Stock – a lighter weight paper than cover. Think of it as the sheets inside a book.
-  Cover Stock – a thicker paper than text stock. Using the example of a book, this would be the type of stock to use for the cover.

The three ways that paper weights/thickness are commonly expressed are grammage, pounds, and points.

-  Grammage (e.g., 148 gsm) – paper density is measured in grams per square meter (g/m²) (used Worldwide).
-  Pounds (e.g., 120#) – mass/weighted measurement shown in pounds of a ream of 500 (or sometimes in 1000) sheets of a given type and size of paper (used in US).
-  Points (e.g., 14 pt) – point size equals the caliper measurement (thickness) of the paper. Caliper is usually measured in micrometres (used in US).

The challenge exists when, depending on paper manufacturers and distributors, your printer might use two or three of these terms when giving you choices for paper thickness – like the example above 100# text stock (good for informal or mass quantities of invitations) vs. 14 pt cover stock (best suited for business cards, formal invitations, etc.).

When beginning a project it is important to ask yourself a few questions – is this piece going through the mail as a postcard or in an envelope? Does it require folding? Does it need to be die-cut? Does it need to hold up to handling? Do you want it to convey a professional or casual feeling?

By answering these questions and using the table below you will be clearer on the type of paper you need. But if you require more help, just call us at 203-934-4275 and we'll work with you to get optimal results.

Stock Type	Grammage	Pound (#)	Point (pt)	Examples of Use	Foldability
Text	44 gsm	30#	n/a	Lined paper	Easy
	59 gsm	40#	3.2 pt	Copy paper	Easy
	89 gsm	60#	4.8 pt	Letterhead	Easy
	104 gsm	70#	5.8 pt	Letterhead	Easy
	118 gsm	80#	6.0 pt	Newsletters - Light	Easy
	148 gsm	100#	7.2 pt	Invitations - Light	Medium
Cover	162 gsm	60#	7.4 pt	Postcard - Light - mass mailing type	Medium
	216 gsm	80#	9.5 pt	Business cards - Light - droopy	Medium
	270 gsm	100#	11 pt	Notebook cover	Medium/Difficult
	309 gsm	114#	14 pt	Business cards - Heavy - non-droopy	Medium/Difficult
	325 gsm	120#	15 pt	Thick Postcard/invitation	Difficult

Word – Creating Envelopes

Need to create an envelope for the letter you just wrote? Well, it can be done very easily in Word. Simply click Tools in the menu bar, choose Letters and Mailings and then Envelopes and Labels. There you will see an area for the Delivery Address and one for the Return Address. Fill in both parts. If you are doing this from the letter you wrote, the system will pre-fill the delivery address. If you have used this feature before and entered a return address, that address will automatically appear. Under options, you can choose the envelope size and the direction in which the envelope will print.

If you need to do a lot of envelopes contact us, we do mass mailings and would be more than happy to help you – just give us a call at 203-934-4275 or visit us at www.UnivGraph.com for more information.

Fun Facts for October

History of Oktoberfest:

The tradition of Oktoberfest began in 1810 to celebrate the October 12th marriage of Bavarian Crown Prince Ludwig to the Saxon-Hildburghausen Princess Therese. The citizens of Munich were invited to join in the festivities which were held over five days on the fields in front of the city gates. Since then the celebration has been held annually and has grown larger and more elaborate.

When the city began allowing beer on the fairgrounds, makeshift beer stands began cropping up and their number increased steadily until they were eventually replaced by beer halls in 1896. The beer halls, like the beer tents of today, were sponsored by the local breweries. The festival was eventually prolonged and moved ahead to September to allow for better weather conditions. Over the past 200 years, Oktoberfest has been canceled 24 times due to cholera epidemics and war.

Universal Graphics, 375 Morgan Lane, Suite 203, West Haven, CT 06516

[Universal Graphics - one call...one source](http://www.univgraph.com) Phone 203-934-4275 Fax 203-934-4324

To [unsubscribe click here](#). To add a friend to this e-newsletter, [click here](#).

amy.potts@univgraph.com