

Graphics and Printing for Theater



MCPS Custom Printing is the go-to place to help promote your arts events.



Do you have a special event coming soon?

Our mission is to support the educational success of our students. This includes supporting the promotional needs of the arts community— whether it's a theater production, a choral or orchestra program, or dance performance.

We create event programs, tickets, banners, and any other printed materials needed to make the event a success.

Our Specialties

Full-color flyers and posters

- 11" x 17", 12" x 18", and 13" x 19"

Tickets designed for the event

- Standard perforated: 2.5" x 8.25" and 2" x 6"



Full-color banners and large posters

- Up to 42" high, any length, with brass grommets for hanging
- Printed on scrim vinyl or lightweight poly
- Large posters mounted on white or black foam board.

Talk to us about any specialty products you have in mind for your production.

HOW TO FUND YOUR PROGRAM

Students can get funding for their events by soliciting the support of local businesses, stores, and restaurants and asking them to purchase advertising space in the printed programs and on other promotional materials. Usually, this is a more reliable method than selling candy bars or doing a car wash.

- Create a list of businesses that would be potential advertisers (remember to check with the local chamber of commerce for leads).

- Prepare a sales packet, including a sample of materials from last year's program and a contract.
- Write a script to use with the business owners. Practice using it.
- Call the business and set up an appointment to meet with a representative. Sales are easier in person.
- Go with a partner. Wearing your school jersey is also a good idea.
- Many businesses will already have some kind of advertisement prepared that they will permit you to use, or just using information from their business card or brochure will suffice.
- Remember to have the representative sign your contract to make it official. You should request partial or full payment for the ad.

HOW TO WORK WITH MCPS CUSTOM PRINTING

- We work closely with you to design and produce the items that best promote your event.
- Our prices are unbeatable and you get the advantage of experienced professionals to guide you along the way.
- Contact our Customer Service department.
Call 301-279-3110, 301-279-3309 or email egps@mcpsmd.org.



HOW TO SUBMIT YOUR PROJECT FOR PUBLICATION

Send your order and instructions to Scott Scates, Customer Service Representative.

Scott_B_Scates@mcpsmd.org 301-279-3110 or 301-279-3309

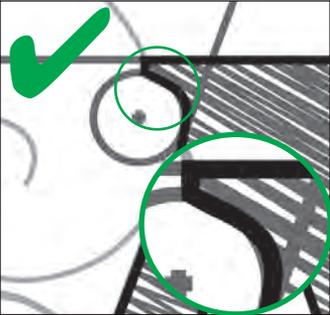
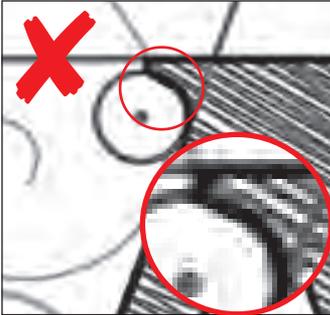
E-mail your files to Scott (10 MB limit), send them using Google Drive, or deliver on thumb drive to the print shop at 660 N. Stonestreet Avenue, in Rockville.

REQUIREMENTS

Send us your files in their native application, such as InDesign, Microsoft Word, or Microsoft Publisher, **or export them as PDF files (preferred)**. PDF files need to be saved for commercial print in order to maintain image resolution and embed all fonts.

The following pages illustrate how to create a PDF file from InDesign, MS Publisher, and MS Word.

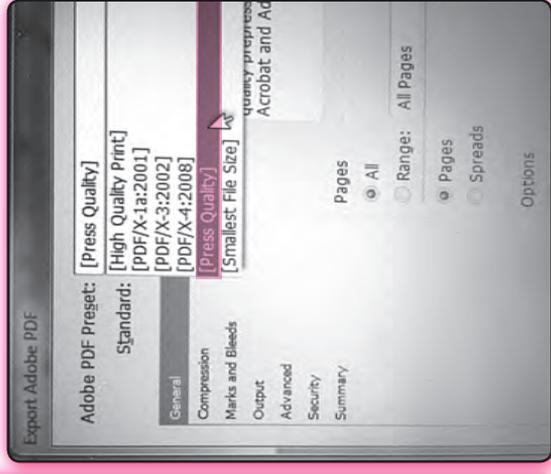
Printing quality and your images . . .

	
HIGH resolution image 300 pixels per inch —high or fine quality digital photograph, or scanned original artwork at the correct settings	LOW resolution image 50 pixels per inch —usually grabbed or copied from a web page; <i>not suitable for print use</i>

Check out our website for more information. Type EGPS in the search box on the MCPS website. Then, click on Custom Printing for Schools.

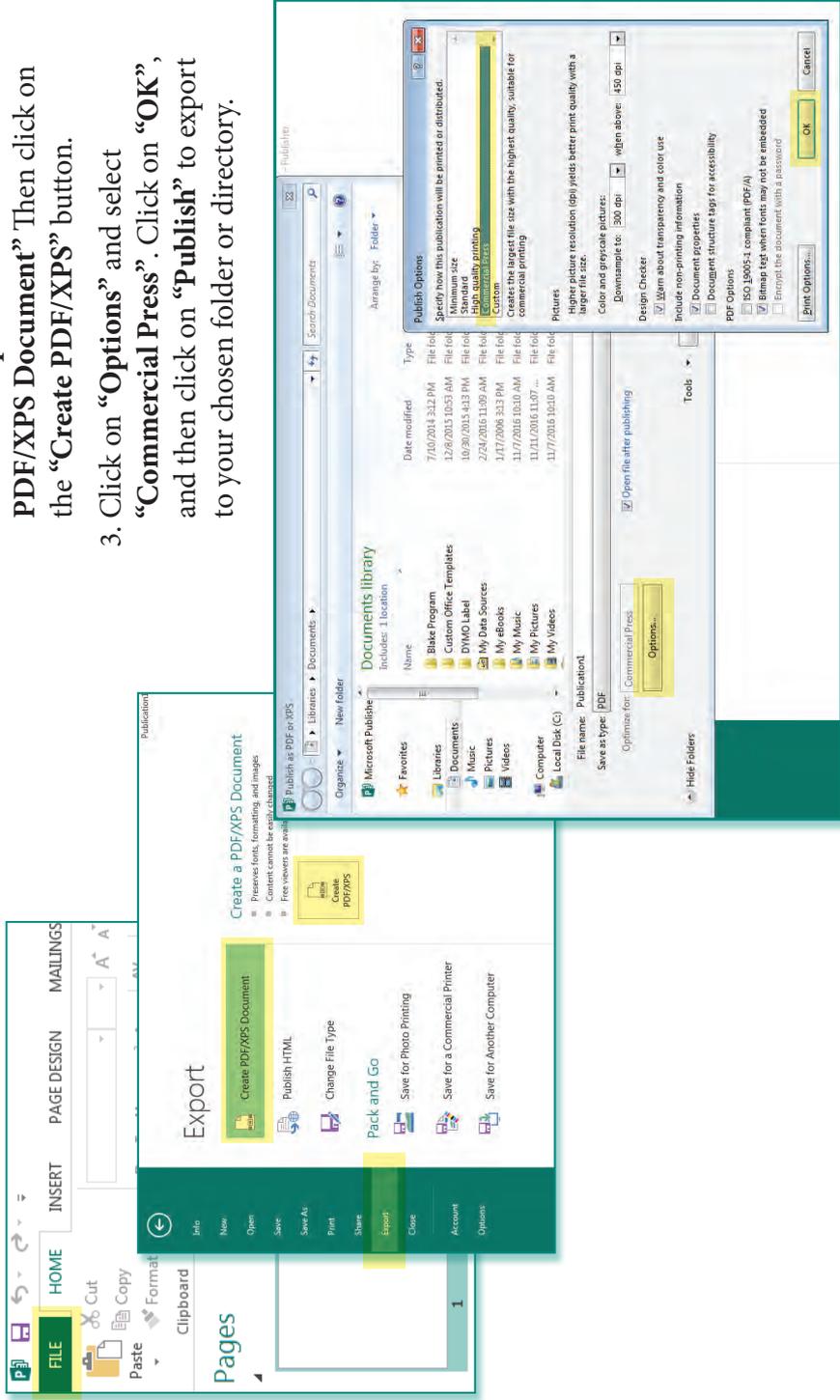
Adobe InDesign > PDF

1. Click on the “FILE” menu and pull down to “Export...”
2. In the “Save as type” menu, select “Adobe PDF (Print)” and click “Save.”
3. In the “Export Adobe PDF” window, select the PDF preset for “Press Quality” and click “Export.”



MS Publisher > PDF

1. Click on the “FILE” tab.
2. Click on “Export” and select “Create PDF/XPS Document” Then click on the “Create PDF/XPS” button.
3. Click on “Options” and select “Commercial Press”. Click on “OK”, and then click on “Publish” to export to your chosen folder or directory.



MS Word > PDF

1. Click on the “FILE” tab (as above).
2. Click on “Export” and select “Create PDF/XPS Document”
3. Select “Standard (publishing online and printing)”, then click on “Publish” to export to your chosen folder or directory.

