

DIGITAL OUTPUT

Digital Printing Descriptions

Here at The Icon we have several ways of printing your digital files, ranging from Lightjet digital C-prints, Epson Inkjet Prints (“Giclée”), to low-cost machine prints. We make every effort to ensure an accurate, color-managed workflow so that the prints we deliver are an accurate representation of the files you give us. In order to help all of our clients attain the final output quality they expect, we have different levels of service for digital printing (similar to the different levels of service in traditional printing). With traditional prints you can order a Machine Print, a Custom Print, or a Repro Print. In Digital we have Direct-To-Print, Custom Prints, and Gallery Prints.

Gallery Prints are similar to Repro Prints, but with some differences. With a Gallery Print, you will receive personalized service resulting in a finished product which has been manipulated to attain the color, contrast, and saturation that you are looking for. This is achieved by using a series of test prints that are individually matched to samples you provide and by incorporating your feedback. This service also includes localized adjustments to specific areas of your files. It is designed to bridge the gap between digital printing and retouching – helping you to get digital prints with the ability to dodge and burn, and to make localized tone, contrast and color corrections according to your instructions.

Gallery Print orders include up to three rounds of proofs. At the end of each round you will be presented with a test print for comments. For the final round you will get three prints to choose from, printed at 20% of the final print size. The selected print will then be printed at the final size. Gallery service does not include retouching, sharpening, or compositing.

Custom Prints are similar to traditional custom prints. You provide us with specific instructions about the color and contrast of the image (or provide us with a sample), and we give you a print that matches as closely as possible through changes to the whole image. There is no dodging and burning or localized correction to your files. One test print is included.

Direct-To-Print service is similar to a traditional machine print in that the prints are made without adjustments by our technicians. We simply take the files you give us and send them directly to our printer. This works very well if your files are prepared correctly, but can produce unexpected results if the files are not quite “right.” In order to get the best results from direct-to-print orders, you must set up your files as follows:

- Images must be “to size” (e.g. if you want an 11 x 14 print you must give us an 11 x 14 file).
- Images must have a resolution of 300 ppi (pixels per inch) and be in RGB color mode.
- Files must be Tiff or Jpeg, 8 bits per channel with no alpha channels.
- Any cropping or borders must be in the file – additional charges will apply if we need to crop or add borders to your images.
- There must be one of the following valid, color profiles included in the file: sRGB, Adobe 1998 or Colormatch.

We are happy to help you with all these issues, and can provide you with the use of a calibrated monitor to check your files before submission. If you have any doubts about the set-up of your files, we can review them with you. We also offer a print-set-up service (for \$5.00) to ensure that your files are cropped, resized, and borders added to spec. Unfortunately, due to the nature of direct-to-print technology, we cannot be responsible for any problems that occur with a direct-to-print order due to problems with your files. Once a direct-to-print order has been placed, you will be billed for the order regardless of the quality of the final output or our ability to output your images. Prints which need to be re-done due to improper file set-up will be billed at full price. Color problems of any kind, not caused by a technical malfunction of our equipment, or any mismatch between your monitor and the final prints are not the responsibility of The Icon.

No matter what type of print you request, be sure to let us know if you want copies of the files that were used to make the print. This will allow you to order additional prints (of the same type) in the future and attain nearly identical results every time. Remember, most of our digital prints are made with photo chemistry. This means that, from day to day, there will be slight variations in prints made from the same file. The only additional charge for copies of these files is a small fee for burning the CD.

A special note about reference (or sample) prints: *If you have a traditional photographic print that you want matched, we can achieve a 95% match with a Gallery Print. Some clients have begun offering inkjet prints as color references – this creates a difficult situation. The colors and densities of inkjet prints are very different than those of the Lightjet printer, so we will do our best to match the sample but there may be noticeable differences. Also, depending on how the inkjet printer is set-up, it is possible to create color shifts that have no photographic equivalent (much like trying to make a standard negative look like cross-processing!) If your inkjet sample has these color shifts, the work needed to recreate the peculiarities of your inkjet printer requires retouching rather than color correcting. It is best to discuss your particular situation with a customer service representative who can help you clarify what is possible and at what cost.*

CONTACT

Feel free to contact us directly with any questions.

5450 Wilshire Boulevard | Los Angeles, California 90036 | 323.933.1666 | www.iconla.com | icon@iconla.com

Located two blocks West of La Brea on the Miracle Mile. Visitor parking available on Cochran.
Prices subject to change at any time.

A special note about color calibration: In addition to having your files properly prepared, you will get predictable color from your prints *ONLY* if a properly calibrated and profiled monitor was used when adjusting your images. If you do not have a hardware device for calibrating your monitor, then the colors of your prints could vary significantly from what you see on your screen. You will never get an exact match between prints and any monitor – even a calibrated one – but the images will look very similar if you have properly color-managed your documents.

Icon Monitor Calibration Commitment All the color critical monitors at The Icon are calibrated weekly using the latest hardware and software. We calibrate to a standard D65 whitepoint that assures a neutral color rendering on the high quality Eizo monitors used at the lab. Color management at the lab is our highest priority and all processes are tightly controlled to ensure repeatable results. To achieve the best color possible at the lab requires a small effort by the customer to maintain his/her monitor calibration so that we are “on the same page” both figuratively and literally.

Lightjet Digital C-Prints

The Lightjet printer is a very high quality photo printer with predictable color, multiple paper surfaces, and print sizes up to 48” wide by 120”. Each Lightjet print is individually prepared and cut by hand to any dimension. In addition to the standard matte, glossy or luster surfaces, we can also print on Flex (super-glossy), Metallic, and Duratrans (translucent) media. We also have the ability to print on many other surfaces by special request.

With three levels of printing service, we can provide budget-conscious prints, custom printing options or museum quality images, depending on your specific needs. Additional services like custom borders, key-lines, and toning are also available. Please see our digital printing guidelines for information about file preparation.

Standard Media Lightjet Pricing

Matte, Luster or Glossy. *Metallic paper 50% more than regular prices below.*

Up to	Direct-to-Print	Custom	Gallery
11 x 14	\$25.00 / \$16.00 add'l	\$40.00 / \$20.00 add'l	\$70.00 / \$20.00 add'l
16 x 20	\$30.00 / \$20.00 add'l	\$50.00 / \$25.00 add'l	\$90.00 / \$25.00 add'l
20 x 24	\$40.00 / \$25.00 add'l	\$75.00 / \$38.00 add'l	\$130.00 / \$40.00 add'l
20 x 30	\$50.00 / \$30.00 add'l	\$100.00 / \$50.00 add'l	\$175.00 / \$50.00 add'l
24 x 30	\$65.00 / \$45.00 add'l	\$125.00 / \$63.00 add'l	\$215.00 / \$65.00 add'l
30 x 30	\$75.00 / \$50.00 add'l	\$150.00 / \$75.00 add'l	\$260.00 / \$75.00 add'l
30 x 40	\$85.00 / \$55.00 add'l	\$175.00 / \$88.00 add'l	\$300.00 / \$85.00 add'l
40 x 40	\$100.00 / \$65.00 add'l	\$200.00 / \$100.00 add'l	\$350.00 / \$100.00 add'l
40 x 48	\$115.00 / \$75.00 add'l	\$225.00 / \$110.00 add'l	\$395.00 / \$110.00 add'l
48 x 48	\$140.00 / \$90.00 add'l	\$275.00 / \$135.00 add'l	\$480.00 / \$135.00 add'l
48 x 60	\$160.00 / \$105.00 add'l	\$325.00 / \$160.00 add'l	\$565.00 / \$160.00 add'l
48 x 72	\$175.00 / \$110.00 add'l	\$375.00 / \$190.00 add'l	\$650.00 / \$190.00 add'l
48 x 84	\$195.00 / \$120.00 add'l	\$450.00 / \$225.00 add'l	\$785.00 / \$225.00 add'l
48 x 96	\$215.00 / \$130.00 add'l	\$500.00 / \$250.00 add'l	\$850.00 / \$250.00 add'l
48 x 108	\$240.00 / \$150.00 add'l	\$550.00 / \$275.00 add'l	\$960.00 / \$275.00 add'l
48 x 120	\$260.00 / \$165.00 add'l	\$600.00 / \$300.00 add'l	\$995.00 / \$300.00 add'l

Turnaround - Direct-To-Print: 2 days (Rush charges: 1 day +50%, ASAP +100%)

Custom: 1 day after test is approved (Rush charges: 2 days +100%, ASAP +200%)

Gallery: 3 days 1st proof, 1 day per additional proof (Rush charges: 1 day (per proof) +100%, ASAP +200%)

CONTACT

Feel free to contact us directly with any questions.

5450 Wilshire Boulevard | Los Angeles, California 90036 | 323.933.1666 | www.iconla.com | icon@iconla.com

*Located two blocks West of La Brea on the Miracle Mile. Visitor parking available on Cochran.
Prices subject to change at any time.*

Special Media Lightjet Pricing

Trans, Flex/High Gloss, Custom is only available with Custom and Gallery services. Initial tests for Gallery service are at 1/3 of final size or 8 x 10, whichever is larger. Final Gallery test print and Custom test print are at full size.

Note: borders, keylines and color sepia are available options – please inquire.

Up to	Custom	Gallery
11 x 14	\$60.00 / \$30.00 add'l	\$100.00 / \$30.00 add'l
16 x 20	\$75.00 / \$38.00 add'l	\$130.00 / \$38.00 add'l
20 x 24	\$113.00 / \$57.00 add'l	\$195.00 / \$57.00 add'l
20 x 30	\$150.00 / \$75.00 add'l	\$260.00 / \$75.00 add'l
24 x 30	\$185.00 / \$95.00 add'l	\$325.00 / \$95.00 add'l
30 x 30	\$225.00 / \$113.00 add'l	\$395.00 / \$113.00 add'l
30 x 40	\$260.00 / \$132.00 add'l	\$450.00 / \$132.00 add'l
40 x 40	\$300.00 / \$150.00 add'l	\$525.00 / \$150.00 add'l
40 x 48	\$330.00 / \$165.00 add'l	\$575.00 / \$165.00 add'l
48 x 48	\$415.00 / \$203.00 add'l	\$725.00 / \$203.00 add'l

LVT Output

Digital transparencies or negatives are available in 4 x 5 or 8 x 10 sizes. Please ask a customer service representative for more information.

	8 x 10 (7.25 x 9.25 image area)	4 x 5 (3.5 x 4.5 image area)
Res 40 (1016 ppi)	\$85.00 / \$12.00 add'l	\$45.00 / \$22.00 add'l
Res 80 (2032 ppi)	\$105.00 / \$55.00 add'l	\$105.00 / \$55.00 add'l

Turnaround - 3 days (Rush charges: 2 day + 50%, ASAP +100%)

Color Laser and Inkjet Prints

If you need to see a working proof of an individual image or a quick and dirty “contact” sheet for editing purposes, our laser printing service may be of use to you. Whether you prepare the files yourself or have us get them ready for you, we print in full color on high-quality, ultra-white 32# photo quality paper.

8.5 x 11 Laser Prints \$1.50 / \$1.00 add'l

Turnaround - 2 days (Rush charges: 1 day +100%, ASAP +200%)

CMYK Matchprints for Prepress Color Matches

Vital for clients who need to provide a CMYK press approval print with files destined for 4-color printing.

CMYK Matchprints (up to 11x 14) \$150.00

Turnaround - Next day after 3pm

(Rush charges: ASAP +100% – depending on current production schedule)

CONTACT

Feel free to contact us directly with any questions.

5450 Wilshire Boulevard | Los Angeles, California 90036 | 323.933.1666 | www.iconla.com | icon@iconla.com

Located two blocks West of La Brea on the Miracle Mile. Visitor parking available on Cochran.
Prices subject to change at any time.

Giclée/Epson Archival Prints

We are able to print on various surfaces ranging from very smooth to highly textured – this is your best bet for “real” fine art finishes. The Epson wide format printers can produce finished output up to 42” in width by any length. Each giclée print is individually prepared and cut by hand to any dimension on a variety of matte fine art papers.

We have two levels of printing service: museum quality “gallery” prints, which are custom printed to your specifications, and “direct-to-print” options for those who have well-prepared, color-managed files. Prices shown are for standard surfaces.

Up to	Direct-to-Print / add'l	Custom / add'l	Gallery / add'l	Canvas Custom / add'l	Canvas Gallery / add'l
11 x 14	\$35.00 / \$25.00	\$70.00 / \$50.00	\$105.00 / \$75.00	\$90.00 / \$70.00	\$165.00 / \$125.00
16 x 20	\$50.00 / \$30.00	\$100.00 / \$60.00	\$150.00 / \$90.00	\$120.00 / \$75.00	\$225.00 / \$135.00
20 x 24	\$75.00 / \$45.00	\$150.00 / \$90.00	\$225.00 / \$135.00	\$160.00 / \$100.00	\$270.00 / \$165.00
20 x 30	\$90.00 / \$55.00	\$175.00 / \$105.00	\$260.00 / \$160.00	\$210.00 / \$125.00	\$310.00 / \$190.00
24 x 30	\$100.00 / \$60.00	\$200.00 / \$120.00	\$300.00 / \$180.00	\$240.00 / \$145.00	\$360.00 / \$215.00
30 x 30	\$115.00 / \$68.00	\$225.00 / \$135.00	\$335.00 / \$200.00	\$270.00 / \$165.00	\$400.00 / \$240.00
30 x 40	\$125.00 / \$75.00	\$250.00 / \$150.00	\$375.00 / \$225.00	\$300.00 / \$180.00	\$450.00 / \$270.00
40 x 40	\$140.00 / \$85.00	\$275.00 / \$165.00	\$415.00 / \$250.00	\$330.00 / \$195.00	\$495.00 / \$300.00
42 x 48	\$160.00 / \$90.00	\$315.00 / \$190.00	\$475.00 / \$285.00	\$375.00 / \$230.00	\$570.00 / \$340.00
42 x 60	\$180.00 / \$105.00	\$360.00 / \$220.00	\$540.00 / \$325.00	\$430.00 / \$265.00	\$645.00 / \$390.00
42 x 72	\$200.00 / \$120.00	\$400.00 / \$250.00	\$600.00 / \$360.00	\$480.00 / \$300.00	\$720.00 / \$430.00
42 x 84	\$230.00 / \$140.00	\$460.00 / \$275.00	\$690.00 / \$415.00	\$550.00 / \$330.00	\$825.00 / \$495.00
42 x 96	\$265.00 / \$160.00	\$530.00 / \$315.00	\$800.00 / \$480.00	\$635.00 / \$375.00	\$960.00 / \$575.00

Turnaround – Direct-To-Print: 2 days (Rush charges: 1 day +50%, ASAP +100%)

Custom: 1 day after test is approved (Rush charges: 2 days +100%, ASAP +200%)

Gallery Prints: 3 days 1st proof, 1 day per additional proof (Gallery rush charges: 1 day (per proof) +100%, ASAP +200%)

Special surfaces may require additional fees.

CONTACT

Feel free to contact us directly with any questions.

5450 Wilshire Boulevard | Los Angeles, California 90036 | 323.933.1666 | www.iconla.com | icon@iconla.com

Located two blocks West of La Brea on the Miracle Mile. Visitor parking available on Cochran.

Prices subject to change at any time.